

## Analysis of the Effect of Quality of Goods and Services on Purchase Decisions in the Shopee Application (Case Study on Saen John Store Customers)

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### Abstract

*Society's behavioral pattern in shopping has changed from offline to online. This Online shopping trend sparked the occurrence new business called eCommerce. Shopee is one of the eCommerce platforms in Indonesia, it gives the sellers facilities to sell their products easily. Shopee has some features that can help its users to choose and buy the product they want. It also gives new experiences in shopping moreover in fashion. One of the star sellers in the men's fashion category is Saen John. They sell chino pants and casual shirts. This study aims to know what factors and reasons users or customers in deciding to buy Sean John's products are viewed from five groups. This study uses qualitative research method dan respondents are chosen by purposive sampling method. The respondents in this study are Saen John's customers who bought twice or more. These customers are in A, B, C, D, and E groups. This study obtains 15 respondents from all groups using the semi-structured interview method. The results of this study found many factors that influence respondents to buy and use Saen John's products. There are interesting reasons related to buying and using Sean John's products according to the respondents such as quality, response, and service from the seller which are the consideration of customers.*

### Keywords

consumer purchasing decisions;  
e-commerce, quality; service;  
recall



## I. Introduction

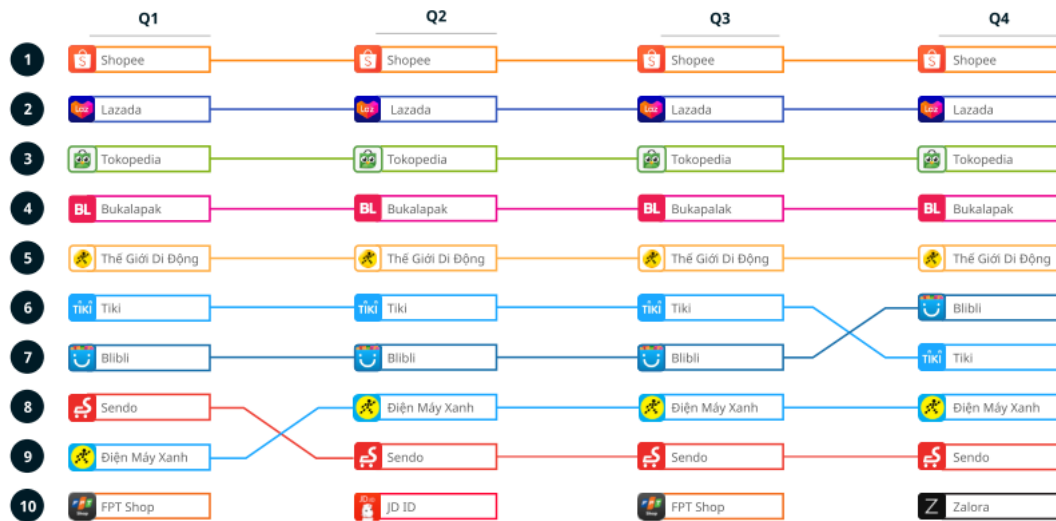
The trend of online shopping has triggered the emergence of a new business called e-commerce. This is the activity of conducting online business transactions through internet media and various internet-integrated devices. In general, e-commerce is a transaction that occurs on the internet and the web (Febriani, Dewi, & Avicenna, 2020). The progress of the e-commerce industry in Indonesia is marked by the development of an online shopping system that is quite attractive to the Indonesian people. Electronic commerce is an online platform that allows buyers and sellers to carry out various activities, connecting worlds and global dreams. from (Haryanto & Widyastuti, 2017) in the digital world such as e-commerce it can be used to transfer funds and there is even a management system that is used to exchange inventory data automatically. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

According to a survey conducted by Statista, one of the online retailers with the most and most trusted visitors in Indonesia in the second quarter of 2020 is Tokopedia which ranks second with the most visitors after shopee (i Price, 2020).

Comparing the Top E-commerce Sites' Web Visits Throughout the Year

Ranked by the highest total average visitors acquired from Q1 to Q4 2020

iprice group SimilarWeb



Methodology: Data was collected on SimilarWeb, which accumulated the total average visits (desktop & mobile web only) obtained by each e-commerce company across 5 countries in Southeast Asia. The displayed traffic figures represent the average web traffic from January to December 2020.

Figure 1. (Peta E-Commerce Indonesia, n.d.)

In the third quarter of 2020 with 96.5 million visitors, shopees can lead as the largest platform site in e-commerce. And as many as 85 million visitors to Tokopedia so that it can become the second best-selling site after Shopee, followed by Bukalapak and Lazada with a total of 31.4 million and 22.7 million visitors, respectively. However, for 2021 Shopee will no longer lead e-commerce because data (Peta E-Commerce Indonesia, n.d.) in 2021 the first quarter of the digital economy industry in Indonesia continues to increase and Tokopedia is trying to strengthen its position in sales in the marketplace so that Tokopedia managed to occupy the first seat in the market. widely accessed by the Indonesian people in 2021. Even shopee experienced a decline with the number of visitors in March 2021 as much as 29.73% so that it was ranked second in the marketplace in Indonesia, in the table below it shows that shopee's presentation decreased which initially reached 29.78% in January to 29.73% decreased in March. And in the monthly performance, Shopee only pocketed 117 million visitors, which was calculated from January to March 2021 or as many as 35.74 million in three months.

With this phenomenon, managers are competing to make strategies to exploit assets and maximize company performance to develop sustainable competitive advantages based on non-price competition. The potential of the internet lately is being talked about by marketplace account owners using various marketing strategies so that the products they market can be easily sold to the public, therefore business account owners are now starting to follow a modern lifestyle ranging from primary needs to secondary needs such as clothing. in order to attract consumers. With the internet, it is easier for online businessmen to market their products to make it more efficient and easier to communicate with consumers and will make deliveries faster even though consumers are in different places.

Based on the conclusions from the supporting data obtained by the researchers above, the researchers decided to use the Saen John brand and the quality of goods as one of the main objectives of this study to determine purchasing decisions. This study aims to find out how the company covers or improves customer service if a problem occurs so that customers want to repurchase the product. As well as knowing whether product quality, brand image, trustworthiness, price and ease of access to shopping can influence

purchasing decisions by consumers in e-commerce through the shopee platform. So this study focuses on examining the users of Saen John brand products regarding their reasons and what factors influence them to decide to buy and become customers of the Saen John brand.

It is important for marketing management to know marketing strategies, because consumer buying behavior is determined in the final decision in purchasing goods and services to be consumed (Kotler, n.d.). *purchase decision* is an important stage when making decisions by buyers where consumers actually decide to buy products sold by the company (Kotler, n.d.). According to (Anggi, 2016) the final stage in the decision-making process so that consumers are willing to buy products is called a purchase decision where consumers actually buy the goods or services.

From the definition above, it can be concluded that every action taken by the community in buying an item or service is usually referred to as a purchase decision in which there are several alternative stages to choose problem solving as well as real action to follow up on any actions taken by consumers in make a purchase decision. then consumers will evaluate each product they have chosen and then consumers can determine attitudes towards the product.

According to (Nasution, n.d.) everything that is offered to the market in the form of goods or services to meet consumer needs is an explanation of a product. Or something that is offered by a producer so that it can be bought, used, or consumed by market customers that aims to meet the needs and wants of each consumer. According to (Schiffman, Kanuk, & Hansen, 2012) the quality of goods is a product that produces and deserves to provide benefits and functions, usually the quality of goods is seen from the durability or durability of a product, product reliability can provide convenience for users and other valuable attributes.

So, each company will provide experience or an understanding of the quality of goods in a product that will be offered by the seller. An understanding of product quality will add more selling value that competitors do not have. Therefore, sellers will usually try to explain to consumers and focus on the quality of goods and compare with products offered by competitors. However, if a product can provide the best packaging or packaging and strive to produce better packaging, it is not considered an item of the highest quality, because packaging is not something that is expected and desired by the buyer or the market.

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Based on the opinions of the experts above, it can be concluded that online consumer behavior is the actions taken by individuals, groups or organizations related to the decision-making process in getting goods online, using economic goods or services that can be influenced by the environment.

In previous research, (Konjkav Monfared, Mansouri, & Jalilian, 2021). *The influence of personality and social traits on the importance of brand design of luxury brands and brand loyalty*. American Journal of Business. The results of this study explain the factors that influence product choice are brand and brand loyalty which can provide useful information in a better understanding of customer integrity in these brands. In previous studies, buyers of luxury clothing products usually attach great importance to design because it can meet their needs. However, the underlying motivations for purchasing luxury products are fully understood by determining how personality traits (including the need for uniqueness and self-monitoring) and social traits (including self-expression and self-presentation) influence brand design and loyalty. With the same background, namely with product purchase decisions made by someone who is concerned with brand and product design. The results of this study explain various reasons and also several factors that can influence a person's purchase decision on a product that involves the importance of a brand.

## **II. Review of Literature**

The research design that the researcher will do is aimed at exploring case studies of users of the saen john brand chino pants themselves for shopee platform users. So that this research is more appropriately designed using qualitative methods. Qualitative research itself is research that is carried out in certain settings that exist in real life with the aim of investigating and understanding the case study: obtaining opinions, experiences, and knowledge of sources on questions and indicators that can be used by researchers. If simplified qualitative research is research based on the concept of "going exploring" which involves in-depth and case-oriented study of a number of specific cases or single cases (Finlay, 2006).

The type of research I will use is to use a qualitative research design because basically not all values, behaviors, and relationships between individuals and their environment can be quantified. This is due to the existence of a person's perception of something depending on the culture, experience, and values brought by an individual himself (Chariri, 2009). This type of qualitative research was chosen because this qualitative research will try to better understand the respondents regarding the existing case studies. The population in this study are users of saen john brand chino pants who are longtime users and have more than one product that they use in their daily lives.

## **III. Result and Discussion**

After going through the process of collecting data for customers and product users at Saen John Shop with the help of the shopee system, several customers from various regions were found. After getting a sufficient number, then the process of selecting prospective respondents who meet the criteria related to customers who use the product at Saen John Shop is carried out, the length of time using the Saen John product, the current age of the respondent, and finally their willingness to be a respondent in this study. After getting the appropriate prospective respondents, the researcher made contact with the prospective respondents to ensure their willingness regarding the time of the interview process later. Of the 18 people who were further contacted, three of them did not find a suitable schedule so the researchers chose to contact other prospective respondents until this study finally got 15 respondents who belonged to five groups, namely buyers, dropshippers, resellers, loyal buyers, and users. Of these 15 respondents, there were 3

people who entered the buyer group at the Saen John store, 3 people who entered the Dropship group at the Saen John store, 3 people who entered the reseller group at the Saen John store, 3 people as loyal buyers at the Saen John store, and 3 other people are included in the product user group at the Saen John shop. The 15 respondents selected have met the criteria of research respondents used in this study. Respondent information data can be seen through the following table. For the sake of respondent data security, the respondent's name in the discussion of this chapter will be disguised.

Of the 15teen respondents used in this study, they were grouped based on 5 groups, namely groups A, B, C, D and E. So that the grouping of respondents based on generation can be seen in the following table

**Table 1.** Classification of Respondents

Group of	Respondents
A	A <sub>1</sub> , A <sub>2</sub> , A <sub>3</sub>
B	B <sub>1</sub> , B <sub>2</sub> , B <sub>3</sub>
C	C <sub>1</sub> , C <sub>2</sub> , C <sub>3</sub>
D	D <sub>1</sub> , D <sub>2</sub> , D <sub>3</sub>
E	E <sub>1</sub> , E <sub>2</sub> , E <sub>3</sub>

All respondents have their own decision preferences in using saen john products. This study used the interview method in the data collection process, involving 15 respondents who were customers of the saen john store from several groups namely groups A, B, C, D, and E. The discussion of this study was conducted to further explain the findings of this study. . In this discussion, a confirmability process is carried out, where the findings of this study are associated with previous research. As explained in the previous discussion where confirmability here relates to data and the interpretation of findings in research is actually generated from the data, not just the imagination or image of the researcher (Lizarondo, Kumar, & Grimmer-Somers, 2012). This study found the factors of purchasing decisions for saen john products by respondents who are users of the saen john product itself, in their daily life the respondents really need a comfortable outfit to support their activities.

**Table 2.** Product Purchase Decision Factors at Saen John Stores

Respondents Purchase Decision Factors	
Product Design	Personal Desires
Product Quality	Price
Advantages Product	Environmental Factors
Functional	Value
Service	Recall Service

*Source: Developed by the Author (2022)*

Overall, the respondents' decisions in this study found 10 purchasing decision factors behind the respondents to use and buy products at the Saen John store.

The decision-making process between respondents from the five groups is quite diverse, this study has discussed how respondents with different backgrounds make decisions in buying products at the Saen John store. So to answer research case studies related to how these groups make their decisions in buying and using Saen John products

and what factors influence them, they can be grouped into 3 major themes that underlie the thinking patterns of the respondents in this study. The three themes are related to respondents' knowledge of saen john products, fulfillment of needs, and decision support factors.

#### IV. Conclusion

Shopee is one of the buying and selling applications through smartphones by providing features available in it to make it easier and faster for entrepreneurs to market their products. Saen john is one of the shops on the shopee platform, the saen john shop itself was founded in 2018 in Pekalongan Regency. Fans of products sold by Saen John's shops themselves tend to be of middle age, where they can decide what they want and what they need. In this study, many factors were found that were considered by the respondents to decide to buy and use products at the Saen John store. Overall, respondents come from different groups, with different backgrounds, of course, they have their own rationale when deciding to buy a product.

Of all respondents with different groups in this study, said that service and service recall are the dominant factors that affect all respondents in this study. The services and responsibilities provided by the store become a trust for consumers to choose the products sold by the Saen John store.

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