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THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND ONLINE PROMOTION ON PURCHASING DECISIONS

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Abstract: The phenomenon underlying this study is related to changes in consumer behavior toward digital platforms through the increasingly competitive Shopee e-commerce platform, where the consumer response rate fell below 70 percent based on the 2024 review statistics. This condition has led to fluctuating sales, in which product quality, price, and online promotion have become the main determining factors in purchasing decisions, particularly at Orianaeyewear Store. This study aims to determine the influence of product quality, price, and online promotion on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). Since the total population in this study was not known with certainty, the sample was determined using Hair's formula, resulting in a total of 100 respondents. The data analysis technique employed in this study was multiple linear regression analysis. The results indicate that product quality, price, and online promotion have a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). Product quality has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). Price has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). Online promotion has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar).

Keywords: Product Quality, Price, Online Promotion, Purchasing Decisions.

INTRODUCTION

In the current era, technological development has advanced rapidly and spread widely across the world. Indonesia, likewise, cannot be separated from the continuous flow of technological progress. The rapid emergence of technology has encouraged more people, ranging from adolescents to adults, to make use of it. Over time, an increasing number of business actors have also utilized technology to initiate buying and selling activities that can be conducted online, commonly referred to as e-commerce. The development of e-commerce has not only increased transaction volumes but has also changed the way consumers make purchasing decisions. Compared with traditional sales, where sellers and buyers must meet face-to-face, conducting sales through digital platforms is more practical. In addition to saving time, buyers can more easily obtain information about the products they intend to purchase (Wahyudi et al., 2025).

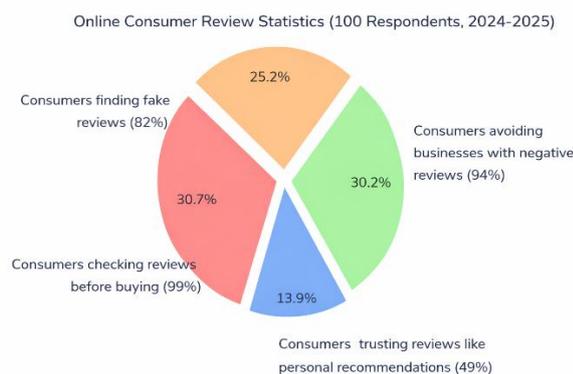
Amid intense competition in the e-commerce industry, understanding the factors that influence purchasing decisions has become highly important. The main aspects frequently considered by consumers include product quality, price, and online promotion. Products with good quality are generally able to increase customer satisfaction, build loyalty, and even encourage word-of-mouth recommendations. It is therefore not surprising that Orianaeyewear Store utilizes the



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Shopee online platform to expand its market and broaden its product reach more easily. Consumer behavior has now changed, as consumers have become more careful in seeking information, comparing product quality, prices, and online promotions before deciding to make a purchase.

Under these conditions, competition among sellers has become increasingly intense, particularly because many stores offer similar products. In order to identify the low level of consumer response that may weaken purchasing decisions in Shopee e-commerce at Orianaeyewear Store, the author conducted observations by utilizing consumer review statistics data as follows:



Source: Written by Arabbon Toribio, *100 Online Review Statistics for 2024*

Figure 1. Consumer Review Statistics Data

Product quality, price, and promotion are assessed not only based on what is offered, but are also strongly influenced by online reviews. Data from *100 Online Review Statistics for 2024* show that almost all consumers (99.9 percent) read reviews before making a purchase. This figure indicates that consumer reviews have become one of the most important sources of information in shaping consumer responses; therefore, companies cannot afford to ignore them. Consumer responses to product quality, price, and promotion may decline drastically when the reviews that emerge tend to be negative.

Orianaeyewear Store is one of the stores that sells various types of eyewear products through one of the e-commerce platforms, namely Shopee. Advances in information and communication technology have changed consumers' perspectives on shopping. By using the Shopee e-commerce platform, Orianaeyewear is able to reach a broader consumer market and offer a shopping method that is both fast and practical.

According to Armstrong and Kotler (2023:167), purchasing decisions are closely related to product quality, because consumers usually evaluate the quality of a product and its benefits before deciding to make a purchase. This view is reinforced by Tjiptono (2022:89), who states that product quality is a major factor that must be considered during the alternative evaluation stage before consumers decide to purchase a product.

This study was conducted on consumers who purchased eyewear products from Orianaeyewear Store through the Shopee online platform. Orianaeyewear Store is one of the businesses that seeks to attract more consumers.



Source: Shopee Marketplace at Orianaeyewear Store, 2025

Figure 2. Customer Reviews on Product Quality at Orianaeyewear Store

Figure 2 shows that Orianaeyewear Store received negative reviews from consumers on the Shopee marketplace regarding the quality of the products they received, which did not meet their expectations, thereby causing disappointment. Differences in shape, material quality, and color are usually the main complaints raised by consumers. Some reviews also stated that the quality of the products did not match the images or descriptions provided, and that the items received were different from what had been advertised. This situation not only causes disappointment but also makes consumers lose trust in both the seller and the online platform, such as Shopee e-commerce. A mismatch between the promised product and the product received may cause consumers to feel disadvantaged, as though the price they paid was not worth the value received. This condition highlights the importance of clear communication.

Product quality is one of the important factors influencing consumers' decisions to purchase a product. Gunawan (2022:20) explains that product quality can be defined as the ability of a product to fulfill customer needs, including durability, reliability, ease of use, and other attributes that provide added value. Meanwhile, Kotler and Armstrong, as cited in Kurniawan (2021:08), define a product as anything offered to the market to attract attention, be purchased, used, and satisfy consumer needs.

A study conducted by Rohmiyati and Sulistya (2021) showed that product quality has a positive and significant effect on consumers' purchasing decisions. This finding is consistent with the research conducted by Pratama and Sugiyono (2020), which stated that product quality has a significant effect on consumers' purchasing decisions.

The observations made at Orianaeyewear Store through Shopee e-commerce indicate that negative reviews, especially those related to product quality, are common, with many customers complaining that the goods received did not match the descriptions provided. Such a situation demonstrates the need for sellers to pay serious attention to improving product quality and sales services. By doing so, Orianaeyewear Store can build a good reputation on the e-commerce platform, maintain consumer trust, and strengthen longer-term relationships with customers.

Table 1. Comparison of Product Prices Between Orianaeyewear Store and Other Stores

No.	Product Name	Price at Orianaeyewear Store	Price at Sunseteyewear Store
1	Sunglasses	Rp. 80,999	Rp. 72,000
2	Prescription Glasses	Rp. 109,999	Rp. 100,000



3	Classic Glasses	Rp. 109,999	Rp. 80,000
4	Cat Eye Glasses	Rp. 89,999	Rp. 80,000

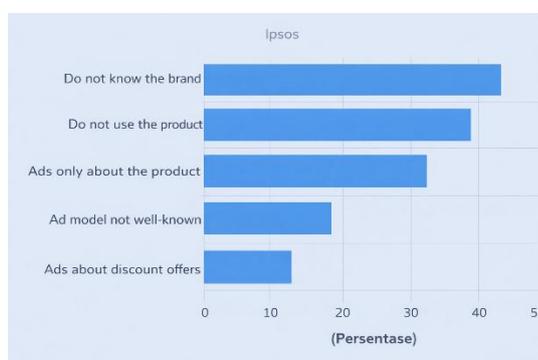
Source: Shopee Marketplace, 2025

Based on Table 1, price plays a very important role in consumers' purchasing decisions. The comparative data between Orianaeyewear Store and Sunseteyewear Store show that Sunseteyewear offers similar products of comparable quality at lower prices than Orianaeyewear Store. The price differences influence consumers' perceptions of product value, so purchasing decisions often tend to favor stores offering lower prices. To remain competitive, Orianaeyewear Store needs to adjust its pricing strategy, for example through promotions, free shipping vouchers, or bundling offers that can attract buyers' attention.

In addition to product quality, price also influences consumers' purchasing decisions. Alma (2020:171) defines price as the value of a product expressed in monetary terms. Kotler et al. (2020) state that price reflects the total value that consumers must exchange in order to obtain the benefits of a product or service. Meanwhile, Gitosudarmo (2022) defines price as the amount of money that must be paid by someone to obtain a product, whether goods or services.

Besides price, online promotion also affects consumers' purchasing decisions. According to Satriadi et al. (2021:93), promotion is a process of providing information, persuading, and influencing consumers in the purchase or use of a product or service.

Research conducted by Rohmiyati and Sulistya (2021) showed that product quality has a positive and significant effect on consumers' purchasing decisions. A study by Sucihati, Susanto, and Nandasari (2021) found that promotional activities have a positive and significant effect on consumers' purchasing decisions. Similar results were also reported by Sapri, Subagiyo, and Ilyas (2022), who emphasized that effective promotion can encourage an increase in purchasing decisions. Observations also indicate that many stores find it difficult to grow because their promotional efforts are not yet effective and their marketing strategies are not properly aligned. When promotion is not carried out effectively, consumers may not become aware of the store or the products being sold, which in turn hampers sales. The following presents data on the reasons why promotions fail to attract consumers.



Source: Shopee Marketplace at Orianaeyewear Store, 2025

Figure 3. Reasons Consumers Are Not Interested in Advertisements on Social Media

Figure 3 shows that the increasing number of social media users in Indonesia has changed the way businesses promote their products. Advertisements are now more frequently delivered through



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digital platforms than through traditional media. Based on an Ipsos survey (*Marketing Summit 2024*), 22 percent of Gen Z respondents feel disturbed by advertisements on social media, whereas 56 percent of millennials actually enjoy them. The attractiveness of advertisements is influenced by brand awareness, product relevance, the use of influencers, advertising models, and message delivery. This condition is also evident at Orianaeyewear Store, where digital promotion has not yet been effective. Less attractive advertisements, unfamiliar models, and monotonous strategies make consumers less interested. To compete effectively, Orianaeyewear Store needs to strengthen brand awareness, make use of influencers, and present authentic testimonials so that promotions become more appealing to Gen Z and Millennial consumers.

Table 2. Monthly Data on the Number of Consumers Visiting Shopee E-Commerce

Month	Number of Visitors
January	34,585 people
February	43,885 people
March	31,776 people
April	36,693 people
May	42,206 people
June	37,778 people
July	36,604 people
August	100,031 people
September	35,056 people
October	43,444 people
November	30,006 people
December	43,406 people

Source: Orianaeyewear Store, 2024

Table 2 shows that throughout 2024, Orianaeyewear Store on Shopee experienced fluctuating monthly visitor numbers. The data indicate that August was the peak month, with a sharp increase in visits reaching 100,031, far higher than in other months, which averaged around 30,000 to 45,000 visitors. This demonstrates the importance of online promotions that may have been implemented during that period, such as special discounts that successfully attracted a large number of buyers. In addition, the relatively stable number of visits in other months suggests that the product quality and prices offered continued to encourage customers to return. Thus, purchasing decisions in this store can be said to be strongly influenced by the combination of these three factors: satisfactory product quality, competitive prices, and timely promotion. By understanding this pattern, Orianaeyewear Store can continue to optimize all three aspects in order to increase sales.

Based on the background, the results of observations, and the research gap from previous studies that have not yet shown consistent conclusions, the researcher is interested in further examining the relationships among the variables under study. Therefore, this research is entitled **“The Influence of Product Quality, Price, and Online Promotion on Purchasing Decisions in Shopee E-Commerce (A Case Study of Orianaeyewear Store in Gianyar).”**

METHODS

This study was conducted at Orianaeyewear Store in Gianyar by using the Shopee e-commerce platform as a medium for online shopping, particularly for consumers of Orianaeyewear Store. The object of this study is the behavior of prospective consumers in relation to purchasing decisions (Y), which are determined by product quality (X1), price (X2), and online promotion (X3).



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The population in this study consisted of people residing in Gianyar City and consumers who shopped at Orianaeyewear Store through Shopee e-commerce. Since the population size could not be determined with certainty, the sample was selected using Hair's formula, resulting in a total sample of 100 respondents. The data were collected through questionnaires, and the data analysis technique employed was multiple linear regression analysis.

RESULT AND DISCUSSION

The data analysis technique used in this study was multiple linear regression analysis. The results of the multiple linear regression analysis are presented in Table 1 below.

Table 3. Summary of Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.424	1.166		.364	.717
	Product Quality	.205	.061	.209	3.369	.001
	Price	.506	.101	.322	5.002	.000
	Promotion	.705	.089	.498	7.929	.000

Source: Processed data, 2026

Based on the results of the multiple linear regression analysis, it can be explained that $b_1 = 0.209$ indicates that the regression coefficient of product quality has a positive direction. This means that if the products offered have good quality, purchasing decisions will increase. $b_2 = 0.322$ indicates that the regression coefficient of price also has a positive direction. This means that if the price offered is proportional to the product received by consumers, purchasing decisions will increase. $b_3 = 0.498$ indicates that the regression coefficient of online promotion has a positive direction. This means that if online promotion is improved, purchasing decisions will also increase.

The Influence of Product Quality, Price, and Online Promotion on Purchasing Decisions in Shopee E-commerce (A Case Study of Orianaeyewear Store in Gianyar). Based on the F-test (simultaneous test), it was found that $F_{count} (115.792) > F_{table} (2.71)$ with a significance value of $0.000 < 0.05$; therefore, H_0 was rejected. This means that the variables of product quality (X1), price (X2), and online promotion (X3) simultaneously have a significant effect on purchasing decisions (Y) in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar), with an Adjusted R Square value of 0.777. This indicates that product quality (X1), price (X2), and online promotion (X3) are able to explain 77.7% of the variation in purchasing decisions (Y), while the remaining 22.3% is influenced by other variables outside this study. The results of this study are in line with the findings of Rohmiyati and Sulistya (2021) and Fia et al. (2024), which stated that product quality, price, and online promotion have a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions in Shopee E-commerce (A Case Study of Orianaeyewear Store in Gianyar). The effect of product quality on purchasing decisions showed that $t_{count} (3.369) > t_{table} (1.662)$ with a significance level of $0.001 < 0.05$; therefore, H_0 was



rejected and H1 was accepted, meaning that the product quality variable has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). The regression coefficient b_1 for the product quality variable was 0.205, indicating that if the products offered have good quality, purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar) will increase. The results of this study are consistent with the research conducted by Pratama and Sugiyono (2020) and Gunawan (2022), who stated that product quality has a positive and significant effect on purchasing decisions.

The Influence of Price on Purchasing Decisions in Shopee E-commerce (A Case Study of Orianaeyewear Store in Gianyar). The effect of price on purchasing decisions showed that $t_{count} (5.002) > t_{table} (1.662)$ with a significance level of $0.000 < 0.05$; therefore, H0 was rejected and H1 was accepted, meaning that the price variable has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). The regression coefficient b_2 for the price variable was 0.506, indicating that if the price offered is proportional to the product received by consumers, purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar) will increase. The results of this study are in line with the research conducted by Sucihati et al. (2022) and Malau (2021), which stated that price has a positive and significant effect on purchasing decisions.

The Influence of Online Promotion on Purchasing Decisions in Shopee E-commerce (A Case Study of Orianaeyewear Store in Gianyar). The effect of online promotion on purchasing decisions showed that $t_{count} (7.929) > t_{table} (1.662)$ with a significance level of $0.000 < 0.05$; therefore, H0 was rejected and H1 was accepted, meaning that the online promotion variable has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). The regression coefficient b_3 for the online promotion variable was 0.705, indicating that if online promotion is improved, purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar) will also increase. The results of this study are consistent with the findings of Sapri, Subagiyo, and Ilyas (2023) as well as Sucihati, Susanto, and Nandasari (2021), who stated that online promotion has a positive and significant effect on purchasing decisions.

CONCLUSION

The conclusion of this study is that product quality, price, and online promotion have a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). Product quality has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). This means that when the products offered feature up-to-date models, purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar) tend to increase. Price also has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). This means that if the price offered is proportional to the product received by consumers, purchasing decisions will increase. Online promotion has a positive and significant effect on purchasing decisions in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar). This means that the more online promotion is improved, the more purchasing decisions will increase in Shopee e-commerce (a case study of Orianaeyewear Store in Gianyar).

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