

## Improving Purchasing Decisions with the Role of Product and Price Combinations

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**Abstract:** *Products that precisely meet consumer needs have a greater potential for acceptance. Likewise, products that align with consumer preferences stand a chance of being embraced by consumers. The appropriate pricing exerts an influence on consumer decisions when making purchases. This study aims to delve deeper into the impact of product and price combinations on purchasing decisions. Employing quantitative methods, this research involved 124 respondents, all located in Jakarta. Data analysis was conducted using SPSS 29. The findings of this study underscore the positive and significant influence of both product and price variables on purchasing decisions. Additionally, it highlights the importance of combining product and price to enhance the likelihood of purchase decisions. Contrary to the assumed linear relationship, this study reveals a non-linear combination between product and price. The significance of this research lies in uncovering the non-linear relationship between product and price and its impact on purchasing decisions. It challenges the notion that good product quality always comes at a high price, suggesting otherwise.*

**Keywords:** *produk, price, decision making*

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### 1. Introduction

The Covid 19 pandemic directly limits economic activities in the community. The production and distribution of goods and services have been disrupted by the Covid-19 pandemic. (Argus & Pääsuke, 2021; Kamenidou et al., 2020; Tønnessen et al., 2021; Verhoeven et al., 2020).

Digitalization in terms of marketing is on the agenda of the Indonesian Government. Digitalization is expected to accelerate post-Covid 19 economic recovery. (Abdelkader, 2023; Dwivedi et al., 2021; Saura, 2021a; Tønnessen et al., 2021; Windasari et al., 2022).

Economic activities utilizing information technology are believed to accelerate and facilitate economic growth in Indonesia. The utilization of information technology can facilitate the marketing process and trade transactions. (A. Basha et al., 2021; Alenizi, 2023; Hu et al., 2019; Pizar & Mazo, 2020; Verma et al., 2020).

Proper utilization of information technology will allow local products to enter the global market. Sellers and buyers will easily access the information they need by simply using their mobile phones. (Agárdi & Alt, 2022; Dwivedi et al., 2021; Fachrunnisa et al., 2020; Priyono et al., 2020; Saura et al., 2021).

Products can be in the form of goods and services. The product at its core is the solution to a problem. A good marketer will certainly know the real needs of consumers. By knowing the real needs of consumers, marketers will be able to easily and precisely offer solutions through the products offered. (Belanche et al., 2021; Cherian et al., 2021; Hoque et al., 2022; Yaakop et al., 2021; M. Zhang, 2020).

Products consist of core benefits, basic products, expected products, additional products and potential products. If marketers understand this, then marketers will be able to explain well about the benefits of their products to consumers. (Farid et al., 2023; Schouten et al., 2020; Surya et al., 2021; Szabo & Webster, 2021).

Products that are right on target will increase the potential to be accepted by consumers. Products that are in accordance with consumer needs will have the opportunity to be accepted by consumers. Several previous studies have shown that products have a positive effect on purchasing decisions. (Albaity & Rahman, 2021; Hati et al., 2020; Mofokeng, 2023; Stewart-Williams & Halsey, 2021).

Price constitutes a segment of the marketing mix and stands out as the sole element directly linked to revenue generation. Conversely, the other constituents, namely product, promotion, and place, primarily involve expenditure. (Bachar et al., 2022; Cascini et al., 2021; Jaara et al., 2021; Taleizadeh et al., 2022).

Price is one of the determinants for consumers in making purchasing decisions. High prices are not always avoided by consumers, and vice versa, low prices are not automatically the choice of consumers. (Jiang et al., 2022; Liu et al., 2022; Ma et al., 2022; Mohamed et al., 2022).

Price is determined by who the target consumer is. Wrong in determining the target consumer, will result in the wrong price positioning. (Gabrielli et al., 2022; Li & Guo, 2022; Liu et al., 2022; Yang et al., 2022).

The right price will influence consumer decisions in determining purchases. (Dietrich et al., 2022; Sokhanvar & Bouri, 2023; Wang et al., 2022; Wu et al., 2022). In numerous preceding studies, price has been found to exert a notable and positive impact on purchasing decisions.

## 2. Literature Review

### 2.1. Purchase Decision

Purchasing decisions are consumer choices of two or more alternative choices (Amoozad Mahdiraji et al., 2022; Eberhard, 2023; Sarkar et al., 2022; M. Zhang, 2020). Purchasing decisions involve many aspects. (Eberhard, 2023; Lembinen, 2023; Sullivan & Al Ariss, 2021; M. Zhang, 2020).

Purchasing decisions begin with the buying process. Purchasing decisions are a series of processes from previous activities. (Han et al., 2022; Rachmawati et al., 2022; Stanton & Roelich, 2021; H. Zhang et al., 2022; Zhu et al., 2021).

Purchasing decisions are not permanent. Purchasing decisions can change from one stage to another. The stages of the purchasing decision process are as follows: *Problem Recognition, Informaiton Search, Evaluation of alternatives, Purchase Decision, Post purchase behavior* (Eberhard, 2023; Forte et al., 2021; Han et al., 2022; Rachmawati et al., 2022; Sarkar et al., 2022; H. Zhang et al., 2022).

### 2.2. Product

A product encompasses anything that can be presented to the market with the intention of fulfilling desires or requirements. Fundamentally, a product serves as a resolution to arising issues. (Belanche et al., 2021; Sarkar et al., 2022; Yaakop et al., 2021; M. Zhang, 2020).

Products can be in the form of physical objects or in the form of services. In a broad sense, products include services, ideas, places, organizations, experiences, events, people, property, and so on. (Belanche et al., 2021; Lee, 2020; Matsui, 2022; Micevski et al., 2021; Szabo & Webster, 2021).

The classification of products is based on the benefits received by customers, which encompass five levels: core benefit, basic product, expected product, augmented product, and potential product. (Arsawan et al., 2022; Lee, 2020; Matsui, 2022; Sarkar et al., 2022).

Differentiation is a key word so that a product is easily distinguished from other products. Companies that can do product differentiation will have the opportunity to be better remembered and recognized by consumers. (Arsawan et al., 2022; Belanche et al., 2021; Cherian et al., 2021; Matsui, 2022; Yaakop et al., 2021; M. Zhang, 2020).

Product differentiation can be done on features, quality, style and design, reliability, and durability. Observant companies will be able to differentiate through these things above. (Alae-Carew et al., 2022; Arsawan et al., 2022; Bachar et al., 2022; K S Suryavanshi et al., 2023; Matsui, 2022).

### 2.3. Price

Prices are determined from discussions and negotiations between buyers and sellers. The negotiation process is a very crucial process in setting prices. (Gabrielli et al., 2022; Liu et al., 2022; Wang et al., 2022; Yagi & Managi, 2023; Yang et al., 2022).

Price is one of the main determinants of buyers in determining their choice. However, price is not the only determinant in purchasing decisions. Product, promotion, place, people, process factors also play an important role. (Dietrich et al., 2022; Jindal, 2022; Li & Guo, 2022; Sokhanvar & Bouri, 2023; Wu et al., 2022).

Price is the most important element when we will determine the target market. A good price will also benefit the company's revenue. (Bachar et al., 2022; Jiang et al., 2022; Ma et al., 2022; Matsui, 2022; Mohamed et al., 2022).

Price is the only element of the marketing mix that generates revenue. Prices are generally flexible, as prices can be changed quickly. (Bachar et al., 2022; Jindal, 2022; Li & Guo, 2022; Mohamed et al., 2022; Sokhanvar & Bouri, 2023).

But in reality, products and prices are not the only variables that can influence purchasing decisions. Products with good quality are not necessarily the preference of customers to use. (Amoozad Mahdiraji et al., 2022; Browning et al., 2021; Eberhard, 2023; Rachmawati et al., 2022; Shrestha et al., 2021).

A low price also does not guarantee that customers will choose the product. (Amoozad Mahdiraji et al., 2022; Bokhari & Myeong, 2022; Mandinach & Schildkamp, 2021; Roy et al., 2021; Shrestha et al., 2021; Stanton & Roelich, 2021).

Based on these distinctions, researchers are keen on delving deeper into the role of product and price combinations in influencing purchasing decisions.

### 2.4. The Effect of Products on Purchasing Decisions

A great brand happens if the seller does a good marketing strategy. Consumers evaluate products through 3 basic elements, namely product quality, service quality and the price offered. (Amoozad Mahdiraji et al., 2022; Browning et al., 2021; Shrestha et al., 2021; Stanton & Roelich, 2021).

Products encompass all items presented to the market with the aim of fulfilling customer needs and desires. The quality of products significantly impacts purchasing decisions, exerting a positive influence on them. (Amoozad Mahdiraji et al., 2022; Bokhari & Myeong, 2022; Eberhard, 2023; Han et al., 2022; Stanton & Roelich, 2021).

H1: Products have a positive and significant influence on purchasing decisions

## 2.5. The Effect of Price on Purchasing Decisions

Price is one of the marketing mix that provides benefits for the Company. Price is also the most sensitive element in the marketing mix. (Forte et al., 2021; Jindal, 2022; Mahmud et al., 2022; Taleizadeh et al., 2022; Zhu et al., 2021).

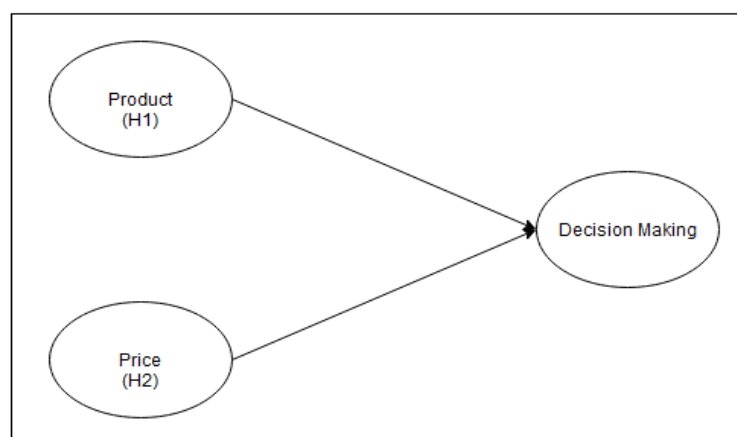
One of the functions of price is to show the benefits of a product that consumers will get. (Gabrielli et al., 2022; Jindal, 2022; Liu et al., 2022; Yang et al., 2022).

Price is a key determinant of positioning. The price is determined by who the target market will be. Prices should also correspond with the benefits provided by the product to consumers. The price exerts a considerable influence on customer satisfaction. (Bijmolt et al., 2021; Browning et al., 2021; de Bruijn & Antonides, 2022; Jindal, 2022; Shrestha et al., 2021).

H2: Price has a positive and significant influence on purchasing decisions.

Figure 1

Framework of Thought



## 2.6. Hypothesis

H1: Products have a positive and significant influence on purchasing decisions.

H2: Price has a positive and significant influence on purchasing decisions.

## 3. Research Methods

### 3.1. Research Design

The research design is crafted to address the research inquiries effectively. It offers a thorough insight into the research framework, detailing the necessary steps for the study. It commences with hypothesis formulation, progresses through hypothesis development and operational

implementation. This study adopts a quantitative approach, drawing upon references from prior research. Subsequently, the researcher conducts analysis and interpretation. (Bauer et al., 2021; L. Zhang et al., 2021; X. Zhang et al., 2021).

### 3.2. Population and Sample

The sample criteria chosen by researchers are people who have used the Shopee application for shopping. To obtain a moderate level effect size with an alpha level of 0.05 and a significance level of up to 95%, the researcher set 124 respondents. All respondents were located in J (Bauer et al., 2021; Sarstedt et al., 2022a; Saura, 2021b; L. Zhang et al., 2021).

### 3.3. Instrument

This study uses a questionnaire distributed to respondents. The data entered from the questionnaire was then processed using SPSS Version 29. (Hair et al., 2013; Sarstedt et al., 2022a, 2022b).

### 3.4. Data Analysis

#### 3.4.1. Validity Test

##### Validity Test

Validity testing was carried out on 124 samples of research data by taking the Corrected Item-Total Correlation number and compared with the R table value. The validity test results for each variable are as in Table 4.1 to Table 4.5 below

Table 1

Results of the Validity Test of the Purchasing Decision Process Variable using Shopee.

No.	Purchase Decision Process Variables	<i>Corrected Item-Total Correlation</i>	R Table	Description
1	Shopee is able to provide solutions in meeting customer needs.	0.790	0.256	Valid
2	Shopee provides complete information on the products offered.	0.821	0.256	Valid
3	Shopee offers many product alternatives.	0.801	0.256	Valid
4	The products that Shopee sells are able to influence customer purchasing decisions.	0.817	0.256	Valid
5	Customers feel satisfied making purchases of shopee products.	0.792	0.256	Valid
6	Shopee asks for customer reviews of products that have been sold.	0.592	0.256	Valid

Source: Appendix 3

Following a validity test conducted on the purchasing decision process variable utilizing Shopee, it can be affirmed that all indicators are deemed valid as the corrected item-correlation value surpasses the R table value of 0.256.

Table 2  
Product Variable Validity Test Results

No.	Variable <i>Product</i>	<i>Corrected Item-Total Correlation</i>	R Table	Description
1	The products that Shopee sells have good quality.	0.687	0.256	Valid
2	The products that Shopee sells have a good design.	0.674	0.256	Valid
3	Shopee has features that make it easier for customers to shop.	0.638	0.256	Valid
4	Shopee sells products with well-known brands.	0.660	0.256	Valid
5	Shopee provides good service from the beginning to the end of the buying process.	0.673	0.256	Valid

Source: Appendix 3

After testing the validity of the Product variable, all indicators are declared valid because the corrected item-correlation value is greater than the r table value of 0.256.

Table 3  
Price Variable Validity Test Results

No.	Variable <i>Price</i>	<i>Corrected Item-Total Correlation</i>	R Table	Description
1	The price offered by shopee is more affordable than competing products.	0.621	0.256	Valid
2	Shopee offers prices that match the quality of the products.	0.621	0.256	Valid

Source: Appendix 3

The validity test results on the price variable state that all indicators are declared valid because the corrected item-correlation value is greater than the r table value of 0.256.

The reliability test outcomes for all variables confirm their reliability, as indicated by Cronbach's Alpha value exceeding 0.6. These results affirm that the questionnaire pertaining to this variable is suitable for sampling in subsequent procedures.

Table 4  
Reliability Test Results

Variable	Cronbach's Alpha Value	Reliability Level Description
Purchase Decision Process	0.916	Very High
<i>Product</i>	0.852	Very High
<i>Price</i>	0.762	High

Source: Appendix 3

### Normality Test

Referring to table 5, it is evident that the Asymp. Sig (2-tailed) value of 0.000 is lower compared to the research  $\alpha$  of 5% with a sample size of 124 respondents, implying that the data distribution is close to normal.

Table 5  
Normality Test Results

Asymp Sig. (2-tailed)	Description
0.000	Normal

Source: Appendix 4

Examining table 6 reveals that the tolerance value is close to 1, and the VIF value remains below 10, indicating the absence of multicollinearity in the research questionnaire data. Referring to the test outcomes in table 4.10, both the product and price variables exhibit Sig. values exceeding  $\alpha$  (5%). Hence, it is inferred that no heteroscedasticity exists.

Table 6  
Multicollinearity Test Results

Dependent Variable	Independent Variable	Tolerance	VIF	Description
Purchase Decision Process Using Shopee.	<i>Product</i>	0.445	2.245	No Multicollinearity
	<i>Price</i>	0.445	2.245	

Source: Appendix 4

### 3.4.2. Hypothesis Test

#### Heteroscedasticity Test

Referring to the test outcomes in table 7, both the product and price variables exhibit Sig. values exceeding  $\alpha$  (5%). Hence, it is inferred that no heteroscedasticity exists.

Table 7  
Heteroscedasticity Test Results

Dependent Variable	Independent Variable	Sig.	Description
Purchasing Process Using Shopee.	Product	0.158	No Heteroscedasticity
	Price	0.087	

Source: Appendix 4

### Model Test (F)

Furthermore, according to table 8, the Sig value in the F test is noted as 0, which is less than  $\alpha$  (5%), leading to the rejection of  $H_0$ , indicating that the regression model can be employed in this study. The F table value is obtained with numerator degrees of freedom (Number of variables - 1 = 4) and denominator (Number of samples - Number of variables = 119), resulting in an F table value of 2.45. Consequently, the F count value (180.586) surpasses the F table value (2.45), suggesting that the product and price variables collectively influence purchasing decisions using Shopee.

Table 8  
F Test Results

Nilai F	Sig.
180.586	0.000

Source: Appendix 5

### Partial Significance Test (t)

In this t-test, the criterion utilized is the significance level or  $\alpha$  of 5%, allowing us to determine that the sig value of the independent variable below the 5%  $\alpha$  level implies an influence on the dependent variable.

Table 9  
Test Results t

Model	Unstandardized Coefficients B	Sig.	Sig/2
Product	0.702	0.000	0.000
Price	0.798	0.000	0.000

Source: Appendix 5

The calculation yields a sig value of  $0.000 / 2$ , equating to 0.000, which is less than  $\alpha$  (5%). With a positive  $\beta_1$  value of 0.702, the rejection of  $H_0$  is warranted, indicating that the product variable positively and significantly impacts the Purchasing Decision Process using Shopee.

Similarly, the calculation yields a sig value of  $0.000 / 2$ , equating to  $0.000$ , which is greater than  $\alpha$  (5%). With a positive  $\beta_2$  value of  $0.798$ , the rejection of  $H_0$  is justified, indicating that the price variable positively and significantly influences the Purchasing Decision Process using Shopee.

#### Determination Coefficient Test ( $R^2$ )

From the test results, the  $R^2$  value is  $0.749$ , this means that  $74.9\%$  of the Purchasing Decision Process using Shopee is influenced by the product and price variables and  $24.1\%$  of the Purchasing Decision Process using Shopee is influenced by other variables outside this study.

Table 10

Determination Coefficient Test Results

<b>R</b>	<b><math>R^2</math></b>	<b><i>Adjusted R Square</i></b>
0.865	0.749	0.745

Source: Appendix 5

## 4. Discussion

The influence of products on purchasing decisions is both positive and significant. This can be attributed to various factors, one of which is product quality. High-quality products contribute to consumer satisfaction. (Browning et al., 2021; Eberhard, 2023; Shrestha et al., 2021; Stanton & Roelich, 2021).

Products that have certain characteristics will also make their own appeal to consumers. Unique products will tend to be sought after by consumers because consumers will feel a different sensation. (Amoozad Mahdiraji et al., 2022; Mandinach & Schildkamp, 2021; Sullivan & Al Ariss, 2021).

On the product there is a brand. Brand is an identity that distinguishes one product from another. Brands that already have a good image will also be the choice of customers among the brands offered. (Shrestha et al., 2021; Stanton & Roelich, 2021).

Price exerts a notable and impactful influence on purchasing decisions. Accessible pricing enhances the accessibility of products or services to consumers, thereby encouraging their selection. Pricing affordability plays a pivotal role in shaping consumer choices. (Han et al., 2022; Sullivan & Al Ariss, 2021; H. Zhang et al., 2022).

Additionally, price can influence perceptions and serve as an indicator of product quality. Furthermore, prices reflect the benefits consumers expect to derive from a product and are associated with the costs consumers must bear. However, it's essential to recognize that price also represents an investment for consumers.

Price concerns the psychological problems of consumers. Price is also related to social status, exclusivity and quality (Gabrielli et al., 2022; Jindal, 2022; Yang et al., 2022).

Price discounts encourage consumer intention to make purchases. Price discounts make products more affordable for consumers. Price discounts will influence consumer purchasing decisions (Li & Guo, 2022; Matsui, 2022; Mohamed et al., 2022).

The competitive price of a product is an attraction for consumers. Competitive prices also encourage consumer intention to find out more about a product. Competitive prices encourage consumers to make purchasing decisions (Bokhari & Myeong, 2022; de Bruijn & Antonides, 2022; Jiang et al., 2022; H. Zhang et al., 2022).

The amalgamation of product and price plays a pivotal role in influencing consumers' purchase decisions. It stands as a primary factor in consumers' deliberations. When quality products are offered at reasonable prices, it stimulates consumer purchasing choices.

### **Research Implications**

In the era of fast-paced, easy and transparent information technology, it is easier for consumers to make comparisons. Comparison of products and prices will also be easily and quickly done by consumers. Therefore, products and quality that used to run linearly, become non-linear. Quality products are not automatically synonymous with high prices. This research proposes a new theory, namely product and price unlinear combination.

### **Limitations**

This research was limited to 124 respondents in Jakarta. This research also only uses a quantitative approach, without being combined with a qualitative approach.

## **5. Conclusion**

This study employs quantitative research methodology. Analysis of data from 124 respondents indicates that both the product and price variables significantly and positively impact purchasing decisions. Moreover, the interaction between product and price variables also demonstrates a substantial influence on purchasing decisions. It is evident that the combination of product and price greatly affects purchasing decisions.

Contrary to the linear relationship traditionally assumed between product and price, this study reveals a non-linear relationship with purchasing decisions. High-quality products are not consistently associated with high prices. In today's fast-paced and information-driven landscape, consumers expect competitive pricing alongside good product quality.

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