

**THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SECURITY ON
CONSUMER BUYING INTEREST IN ONLINE SHOPEE SHOPPING
(STUDY ON LABUHANBATU UNIVERSITY STUDENTS' MANAGEMENT
STUDY PROGRAM)**



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Abstract

The purpose of this study was to examine the involvement of each of the variables analyzed and to see the effect of price, product quality, and security on consumer repurchase interest in online shopping (a case study of students at Labuhanbatu University, Management Study Program). In this study, the data collection method used by researchers was collecting data through primary data. The sample used in this study that has been examined is as many as 50 people with predetermined conditions. The data in this study were processed using the SPSS application ver. 24 by testing the hypothesis. The results showed that partially or by T-test the price variable had a positive and significant effect on the repurchase intention variable, this can be seen from T count $4.931 > 2.012$ T table with a sig level of $0.000 < 0.05$. The product quality variable has a positive and significant effect on the repurchase intention variable, this can be seen from the results of T count $7.536 > 2.012$ T table with a significance value of $0.000 < 0.05$. The security variable has a positive and significant effect on the variable of repurchase intention, this can be seen from the results of T count $5.108 > 2.012$ T table with a significance value of $0.000 < 0.05$. Meanwhile, together or through the F test, the price, product quality, and safety variables have a positive and significant effect on the Repurchase Interest variable. This can be seen from the results of F count $63.167 > 2.57$ F table with a significance value of $0.000 < 0.05$.

Keywords: Price, Product Quality, Safety, Repurchase Intention

INTRODUCTION

The development of the times and the increasing boom in the business market make entrepreneurs vying to provide attractive offers to potential customers. In the business world, various methods are used to attract potential customers' buying interest. The success of a business in marketing its products or goods depends on the marketing method used by the product marketers. In marketing, it is known that after the consumer makes a purchase decision there is a process that becomes the consumer's benchmark, namely the process of repurchasing interest which is the beginning of the relationship between the consumer's expectations of the product offered. If consumer expectations about the product are not in line with expectations, consumers are reluctant to repurchase the product.

Advances in technology have made Indonesian society more open to global knowledge. The emergence of online stores has become a special attraction and trend among teenagers. The convenience provided by Shopee in making transactions has brought a new phenomenon or a new lifestyle to the public, namely online shopping. Online shopping is currently mostly done by millennials, especially students who consider online shopping as an effective option to fulfill their daily needs. Consumers do a lot of online shopping at Shopee because the prices are relatively cheap compared to offline shopping.

Buyers generally equate the price of goods with the quality of goods, if an item provides a low price, then consumers will question the quality of the goods from the product itself. According to Philip Kotler, (2019) price has become an important aspect in making purchasing decisions. Then the price hereby becomes the benchmark value that is traded to buyers for the benefit of owning goods or services. The price objective according to Rahman (2018: 79) is divided into three aspects, namely 1. Revenue, almost most businesses are income-oriented, only non-profit companies or public services focus on the break-even point. 2. Capacity, some business sectors align demand and supply and make maximum use of production. 3. Customers, a company usually provides price offers to consumers that are quite representative by looking at all aspects of customers, market segments, and purchasing power.

Product quality has an attachment for consumers in managing good relationships with product provider companies. The product has an important meaning for the company because, without the product, the company cannot do any business. According to Nasution,

Limbong, and Ramadhan (2020) if a company wants to maintain its superiority in competition with other companies, the company must understand the dimensions used by most consumers to give a different impression from competing company products. Prihartono (2020) states that products or services are directly affected by product quality, so quality is strictly defined as customer value and satisfaction.

E-commerce is a medium for buying and selling transactions that are carried out online which can be done anywhere and anytime. Security is one of the important factors that can influence consumer buying interest in an item or service. According to Prilano, Sudarso, and Fajrillah (2020) Security is where consumers feel safe in making transactions online. Yunita, Sumarsono, and Farida (2019) stated that building consumer trust by providing security guarantees is one of the things that sellers must pay attention to because security is a very important thing in making transactions.

Consumer buying interest is an intention that arises from within the consumer to make a purchase decision for a product or service by making several considerations. According to Kotler (2018) stated that consumer buying interest is a consumer behavior in which consumers have a desire to choose, consume and use these products. Consumer buying interest can be interpreted as consumer behavior which arises from the consumer himself so that a desire to experience, use, and consume arises (Yunita et al. (2019) .

Based on the descriptions above and from the opinions of existing experts, it can be concluded that the purpose of this study was to examine the involvement of each variable being analyzed and see the effect of Price, Product Quality, and Safety on Consumer Repurchase Interest in Shopee Online Shopping (Case Study of Labuhanbatu University Student Management Study Program).

REVIEW OF LITERATURE

Price

Price is often a reference for a consumer in determining buying interest in a product or service. According to Abdul Gofur (2019) Price is the value that must be given by the consumer to the seller with a mutually agreed upon amount of money to obtain a product or service. In a brief marketing context, price is a monetary unit or measuring instrument that is exchanged in order to obtain ownership rights to the goods or services. Ghanimata and

Kamal (2020) explained their opinion regarding price, which is something that is exchanged to get a good or service. Price is especially the exchange of money for goods or services. (Hasibuan, Simanjourang, and ... 2022) price is the amount that consumers must prepare to receive a product or service as well as the amount of value exchanged by customers for the benefits of having or using the goods or services. Price has two main roles in the decision-making process of customers, namely the role of allocation and the role of information.

In the opinion of Swastha (2018) there are 7 factors that affect the price level, namely *the State of the Economy, Demand and Supply, Elasticity of Demand, Competition, Costs, Company Objectives, and Government Oversight*. This is in accordance with Martini's opinion (2022) that price is the most easily adjusted element of the marketing mix, product characteristics, distribution channels, even promotion requires more time. Price also communicates the company's intended value position to the market regarding its product or trademark.

The indicators of price according to Kotler (2018) are:

1. Price Affordability
2. Price Compatibility with Product Quality
3. Price Compatibility with Benefits
4. Price According to Ability or Competitiveness

Product Quality

According to Ibrahim and Thawil (2019) product quality is the ability of a product to carry out its functions, including overall durability, reliability, accuracy, ease of operation, and other product repairs. Zulfa Nuri (2022) The conformity quality of the product itself refers to the level where all units produced are identical and meet the promised target specifications, meaning that all products produced are of standard quality and are all the same, and according to what was promised to consumers. Quality is performance as a direct description of a product, everything that can provide consumer needs according to what they want. This opinion is in line with Kotler's statement (2019) that product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, or other valued attributes.

According to Tjiptono (2018) there are eight elements that affect product quality, that is:

1. Performance (Performance), the basic characteristics of a product.
2. Features (Features), special characteristics that can add to the experience of using the product.
3. Reliability, namely the probability of product failure or damage within a certain period of time.
4. Conformation (conformance), the level of product conformity with established standards.
5. Durability, the amount of product usage before the product is replaced.
6. Serviceability, speed and ease of repair.
7. Aesthetics, product appearance that can be seen by the five senses.
8. Perception of quality, quality is assessed based on the seller's reputation.

The indicators of product quality according to Martini (2021) , namely:

1. Forms
2. Features
3. Performance Quality
4. Durability

Security

The issue of security is a very important aspect that needs to be considered before making a buying and selling transaction. According to Mutiara and Wibowo (2020) online transaction security is how to prevent cheating or detect fraud in an information-based system. Security guarantees play an important role in building customer confidence in misuse of personal data and transaction data. Agustiningrum and Andjarwati (2021) state that security is the level of security that consumers feel when making transactions on online shopping platforms.

In line with some of the opinions of the experts above, Alwafi (2019) added that security is the ability of online stores to control and safeguard data transactions. Furthermore, security guarantees play an important role in building trust by reducing consumer concern about misuse of personal data and corrupted data transactions.

The indicators of security according to Alwafi (2019) , namely:

1. Security Guarantee
2. Data confidentiality
3. Guaranteed Transactions
4. Transaction Ease

Purchase Interest

Tania, Hermawan, and Izzuddin (2022) Interest in buying is something that arises after receiving stimulation from the product seen, then a feeling of wanting to own and buy it arises. Purchase intention is closely related to the consumer's desire to buy a product that the consumer needs. Purnomo (2019) adds that buying interest is a psychological aspect that has a considerable influence on consumer behavior and is a source of motivation that will direct someone to make a purchasing decision.

Many things can affect consumer buying interest in a product or service offered, (Simanjorang 2020) Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase.

From the results of research conducted by Pupuni, NW, & Sulistyawati (2022) there are seven factors that influence customer buying interest, namely:

1. Physical Environment
2. Customer satisfaction
3. Service quality
4. Brand Preference
5. Product quality
6. Perceived Value
7. Price

The indicators of buying interest according to Alwafi (2019) , namely:

1. Transactional Interests
2. Referential Interests
3. Preferential Interest
4. Explorative Interests

Hypothesis

According to Sugiyono (2009) the hypothesis is a temporary answer to the formulation of the research problem, in which the formulation of the problem has been stated in the form of a question. The hypothesis is said to be a temporary answer because the answer given is only a theory.

- H₁ : Price Variable (X₁) Allegedly has a positive and significant effect on Purchase Intention Variable (Y)
- H₂ : Product Quality Variable (X₂) Allegedly has a positive and significant effect on Purchase Intention Variable (Y)
- H₃ : Security Variable (X₃) Allegedly has a Positive and Significant Effect on Purchase Intention Variable (Y)
- H₄ : Price Variable (X₁), Product Quality (X₂), Security (X₃) allegedly have a Positive and Significant influence on Purchase Intention Variable (Y)

RESEARCH METHOD

Types of Research

The type of research used in this research is quantitative research. Quantitative research method is a type of research whose specifications are systematic, planned and structured. According to Sugiyono (2011: 8) Quantitative research methods are methods based on the philosophy of positivism, used to examine certain populations or samples.

Data Collection Technique

In conducting this research, researchers tried to research by using data collection techniques as follows:

1. Interviews with Labuhanbatu University students especially at the Faculty of Economics and Business to obtain the necessary information and data.
2. Questionnaire by giving statements to Labuhanbatu University students, especially in the Faculty of Economics and Business to find out the respondents' responses to these statements.

Population and Sample

1. Population

According to Sugiyono (2011: 18) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics that are determined by researchers to be studied and then conclusions drawn. The population in this study were 50 students of Labuhanbatu University, Faculty of Economics and Business.

2. Sample

The sample is part of the number of characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. According to Arikunto (2006: 112) if the subject is less than one hundred, it is better to take all of them so that the research is a population. The sample of this research is the total population of 50 students of Labuhanbatu University, Faculty of Economics and Business.

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Results

Variable	Items	R count	R table	Sig. Value	Information
Price (X1)	X1.1	0.8 7 6	0.279	0.000	Valid
	X1.2	0.9 3 6	0.279	0.000	Valid
	X1.3	0.7 36 _	0.279	0.000	Valid
	X1.4	0.8 67	0.279	0.000	Valid
	X1.5	0.9 45	0.279	0.000	Valid
Product Quality (X2)	X2.1	0.8 66	0.279	0.000	Valid
	X2.2	0.7 43	0.279	0.000	Valid
	X2.3	0.8 5 3	0.279	0.000	Valid
	X2.4	0.6 45	0.279	0.000	Valid
	X2.5	0.809	0.279	0.000	Valid
Security (X3)	X3.1	0.8 75	0.279	0.000	Valid
	X3.2	0.7 87	0.279	0.000	Valid

	X3.3	0.920	0.279	0.000	Valid
	X3.4	0.9 44	0.279	0.000	Valid
	X3.5	0.907	0.279	0.000	Valid
Repurchase Interest (Y)	Y. 1	0.8 4 0	0.279	0.000	Valid
	Y.2	0.84 6	0.279	0.000	Valid
	Y.3	0.8 7 0	0.279	0.000	Valid
	Y.4	0.732	0.279	0.000	Valid
	Y.5	0.8 87	0.279	0.000	Valid

Source: SPSS Data Processing 24

Based on the results of the validity test above, it can be seen that the results of all statement item - variable items show the results of the R count is greater than the R table. Thus, the results of the validity test above are said to be valid.

Reliability Test

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Alpha Value	Information
Price (X1)	0.9 57	0.60	Reliable
Product Quality (X2)	0.8 55	0.60	Reliable
Security (X3)	0.9 58	0.60	Reliable
Repurchase Interest (Y)	0.8 55	0.60	Reliable

Source: SPSS Data Processing 24

Based on the results of the reliability test above, it can be seen that the results of all statement items - variable items Price, Product Quality, Safety and Repurchase Interest have a cronbach's alpha value greater than an alpha value of 0.60. Thus, the results of the reliability test above are stated to be reliable.

Multiple Linear Regression Analysis

Table 6.
Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,956	1225		2,413	.018
	Price	.087	.093	.102	4,931	.000

Product quality	.778	.103	.749	7,536	.000
Security	.510	.100	.211	5.108	.000

a. Dependent Variable: Repurchase Intention
Data Processing Source (2023)

From the results of the multiple linear regression analysis above, it can be explained about the multiple regression equation in this study. The formula for the multiple regression equation in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = 2.956 + 0.87 X_1 + 0.778 X_2 + 0.510 X_3 + e$$

From the multiple regression equation above, the conclusions that can be explained are as follows:

1. The constant value (α) is 2,956 with a positive sign indicating that if the variables Price, Product Quality, Safety and Repurchase Interest are said to be constant then the value of Y is 2,956.
2. The price variable value (X_1) is 0.087 with a positive sign stating that if the price increases by one unit assuming the other variables are constant, the Repurchase Interest will increase.
3. The value of the Product Quality variable (X_2) is 0.778 with a positive sign stating that if the Product Quality increases by one unit assuming the other variables are constant, the Repurchase Interest will increase.
4. The value of the Security variable (X_3) is 0.510 with a positive sign stating that if Security increases by one unit assuming the other variables are constant, Repurchase Interest will increase.

Hypothesis Testing

Testing T Test

Table 7.
T Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	std. Error	Betas	t	Sig.
1	(Constant)	2,956	1225		2,413	.018
	Price	.087	.093	.102	4,931	.000
	Product quality	.778	.103	.749	7,536	.000

Security	.510	.100	.211	5.108	.000
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a. Dependent Variable: Repurchase Intention
Source Processing Data (2023)

Based on the results of the partial regression test or T test, it can be seen that the values of the variables Price, Product Quality and Safety are as follows:

1. The price variable (X1) has a calculated T value of $4,931 > 2,012$ with a significance value of $0,000 < 0.05$. Thus, the price variable has a positive and significant effect on the variable Repurchase Interest (Y).
2. Product Quality Variable (X2) has a calculated T value of $7.536 > 2.012$ with a significance value of $0.000 < 0.05$. Thus, the variable Product Quality has a positive and significant effect on the variable Repurchase Interest (Y).
3. The Security Variable (X3) has a calculated T value of $5.108 > 2.012$ with a significance value of $0.000 < 0.05$. Thus, the security variable has a positive and significant effect on the Repurchase Interest (Y) variable.

Testing F Test

Table 8.
F Test Results

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	938,384	3	312,795	63,167	.000 ^b
	residual	455,575	92	4,952		
	Total	1393,958	95			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Price, Product Quality, Safety

Source: SPSS Data Processing 24

Based on the results of the simultaneous test or F test, it can be seen that the calculated F value is $63.167 > 2.57$ F table with a significance value of $0.000 < 0.05$. Thus, the results of the F Test on the variables Price, Product Quality and Safety together have a positive and significant effect on the variable of students repurchase interest in shopping online Shopee.

CONCLUSION

Based on the results of the regression test above, there are T-test results or partially, there are the following results:

1. The price variable (X_1) has a calculated T value of $4,931 > 2,012$ with a significance value of $0,000 < 0.05$. Thus, the price variable has a positive and significant effect on the variable Repurchase Interest (Y).
2. Product Quality Variable (X_2) has a T-count value of $7.536 > 2.012$ with a significance value of 0.000. Thus, the variable Product Quality has a positive and significant effect on the variable Repurchase Interest (Y).
3. The Security Variable (X_3) has a T-count value of $5.108 > 2.012$ with a significance value of $0.000 < 0.05$. Thus, the security variable has a positive and significant effect on the Repurchase Interest (Y) variable.

Meanwhile, from the results of the F test or simultaneously (together) there are three variables that influence students repurchase interest in online shopping, namely price, product quality and security. Thus, the results of the F test on the variable price, product quality and safety together have a positive and significant effect on the variable of student repurchase interest in shopping online at shopee.

The suggestions or benefits from the results of this study include:

1. For readers, the results of this research are expected to add to the knowledge and insights related to buying interest and the factors that influence it.
2. Price, product quality, safety and repurchase intention are the variables studied by researchers, and show that there is a strong influence of these variables on student repurchase intention in shopping online at Shopee.
3. For future researchers, who will conduct research similar to this research, I hope that future researchers can develop other related variables and focus more on what is being studied.

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