Measurement of Antecedent Factors of E-Commerce Shopee Purchase Decisions for Creative Industry Consumers

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Abstract: Online shopping behavior has become a trend in society today, the development of information technology has given rise to various e-commerce platforms. Shopee is one of the best E-Commerce in the Appstore and Playstore, providing opportunities for business actors to improve their business and expand market reach. In line with the Go-Digital program, creative industry entrepreneurs, especially crafts and fashion, have the opportunity to grow by utilizing stores on Shopee. This research is to examine the antecedents' factors of purchasing decision factors which include price, product variety, advertising who have made transactions purchasing craft and fashion products from several stores at the E-Commerce Shoppe. The sample used was 100 respondents and complete data was obtained in accordance with research needs 96. The questionnaire distributed used a Linkert scale. This research uses an explanatory research method with a multiple linear regression, the indicators for each variable have fulfilled the elements of validity and reliability with a Cronbach Alpha more than 0,600 and the research results show that price, product variety and advertising have a significant positive effect on buying decision. Consumers on the Shopee e-commerce consider these three factors when deciding to purchase creative industry products.

Keywords: prices, product variations, advertising, shopee e-commerce, creative industries

Abstrak: *Belanja online menjadi trend prilaku masyarakat saat ini, berkembangnya teknologi informasi memunculkan berbagai paltform E-Commerce. Shopee merupakan salah satu E-Commerce terbaik di appstore dan playstore memberikan peluang pada pelaku usaha untuk meningkatkan usahanya dan memperluas jangkauan pasar. Selaras dengan program Go-Digital para pelaku usaha industri kreatif khususnya kriya dan fashion memiliki peluang untuk bertumbuh dengan memanfaatkan store pada Shopee. Tujuan penelitian ini adalah untuk mengetahui anteseden faktor keputusan pembelian yang mencakup harga, variasi produk, iklan yang pernah melakukan transakasi pembelian produk kriya dan fashion dari beberapa store pada E-Commerce Shoppe. Sample yang digunakan 100 responden dan didapatkan data secara lengkap sesuai dengan kebutuhan penelitian 96. Kuisioner yang diedarkan menggunakan skala likert. Penelitian ini menggunakan metode eksplanatory research dengan model regresi linier berganda, indikator dari masing-masing variabel telah memenuhi unsur validitas dan reliabitas dengan nilai Cronbach alpha lebih dari 0,600 dan didapatkan hasil penelitian bahwa harga, variasi produk, dan iklan berpengaruh signifikan positif terhadap keputusan pembelian. Konsumen pada pada E-Commerce Shopee mempertimbangkan ketiga faktor tersebut dalam memutuskan pembelian produk industri kreatif.*

Kata Kunci: *harga, variasi produk, iklan, e-commerce shopee, industri kreatif*

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INTRODUCTION

The creative industry is a sector that has great potential in driving Indonesia's economic growth. The Indonesian Creative Economy Agency shows significant growth in the creative industry since 2020, reaching 7,4% of Gross Domestic Product. The creative industry is one of the business sectors that has the potential to develop in the online market (Han, 2021). This industrial growth can create jobs and improve people's quality of life and support the economic sustainability of a country (Ha et al., 2021). Currently the creative industry is dominated by culinary, fashion, craft, animation, and visual communication design businesses. The Ministry of Tourism and Creative Industries in 2022 shows that Indonesia is a very large market for digital creative industry content. In the current era of digitalization, technological progress has become a platform for controlling the market. The Go-Digital Program is a stimulation for business actors to open marketplaces/stalls in E-Commerce with the aim of improving their business performance.

Creative industry entrepreneurship is one of the marketplaces that has the potential to develop. The very rapid development of information technology has encouraged various industries, especially the SME sector, to market not only directly but also through e-commerce. Online shopping behavior has become widespread and common in society since the COVID-19 pandemic era (Qaiser et al., 2023; Roszko-Wójtowicz et al., 2024). This change in behavior makes business people choose E-Commerce as a means to market their products. The development of information technology now makes it easier for people to find a list of goods they need without having to meet the seller directly (traditional market concept), because information about products and services can be conveyed via the internet (Azad et al., 2023; Ünver et al., 2023), including online communities, online markets, social media (Han, 2021) which can directly provide a stimulus to consumer behavior.

Shopee as one of the E-Commerce with the highest rating is the choice for business actors to market their products, including businesses in the creative industry. Furi & Sulistyowati (2022) stated that the best E-Commerce is one that is able to provide quality information and quality security, quality service information, design and updates, and recommendations from his research state that Shopee is an E-Commerce that fulfils the elements of the best E-Commerce. The growth in the number of market places on Shopee shows that business competition is very competitive. This competitive competition requires business actors to pay attention to the factors that consumers consider when making purchasing decisions. Various purchasing decision factors made by consumers are important things that business actors must consider, including price determination, product variety, and how business actors communicate the

products they sell through advertising, the best advertising at the moment is through social media. These three factors are indicators that will be used to increase the competitiveness of "Creative Industry Entrepreneurs" who have stalls/marketplaces on Shopee E-Commerce.

The dynamics of competition in the online market are very competitive, the information conveyed will have an impact on purchasing decisions, especially regarding price. Zhang et al (2024) in research conducted in the agricultural sector in China, it was stated that the price of agricultural products is largely determined by the product qualifications, especially organic certification. The price variable is an important factor to influence consumers (Niu et al., 2024), business actors must be able to determine the right price strategy by considering various factors in the scope of similar businesses so that the prices offered are competitive (Gunawan et al., 2019; Susanto et al., 2023). Fang et al (2023) research states that discount prices play an important role in influencing consumer purchasing decisions. Similar research was also carried out by Rehman et al (2021) the research also states that the price variable has a significant influence on purchasing decisions through product quality. Thabit & Raewf (2018) stated that apart from price, an important factor that must be considered in influencing consumers is the product, product variants and availability are also an attraction for consumers to visit the store. However, this is different from the research Baş et al (2024) which stated that low prices are not an important factor for consumers in determining purchasing decisions, but they prioritize environmental protection. Some studies related to price are still inconsistent with purchasing decisions.

Product variants are also one of the factors that determine purchasing decisions (Wicaksono & Sutanto, 2022), meanwhile Riskiana et al (2023) believes that it is not product variety that influences purchasing decisions but product availability and people's lifestyle or behavior. Meanwhile Lestari et al (2022) states different things related to products, where consumers will decide to buy a product because consumers have good product insight, product insight can be informed through advertising. Apart from prices and product variations, information conveyed in the form of advertising can also influence consumer behavior in making purchasing decisions in online shopping activities (Karim & Ibrahim, 2024). Yani & Ngora (2022) in his research, it was stated that promotion through advertising had a significant effect on purchasing decisions. Several empirics related to purchasing decisions presented show that price variables, product variance and advertising are antecedent factors that will be reviewed in the current research. Various studies on purchasing decisions have been conducted with different antecedent factors and results, and in the current study, online shopping behavior will be reviewed again because several studies on price, product variation and promotion on purchasing decisions are still inconsistent.

LITERATURE REVIEW
Price

Price is the material value or money needed to get the desired goods or services. Consumers will usually compare the value of that money with the quality and benefits of the goods or services they get (Gunawan et al., 2019; Lestari et al., 2022). The right pricing strategy has an impact on business sustainability (Niu et al., 2024), because the right pricing strategy will influence customer impressions and purchasing decisions (Riskiana et al., 2023; Susanto et al., 2023), the same

research was also presented by Elaman et al (2023) and Pramesty et al (2023) the accuracy of determining premium prices has an impact on sales performance. The right strategy in determining prices is not always in the form of low prices, because low prices are not always the main factor for consumers in deciding to shop online. (Gunawan et al., 2019). According to Kotler and Armstrong in Hanaysha (2018) there are four indicators that characterize price, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with the benefits provided by the product. These factors provide an overview of how product prices can impact consumer purchasing decisions.

H1: Price has a positive effect on purchasing decisions

Variants Product

Product variations are the development of a product to produce various choices. Product assortment is a collection of all products and goods offered by a particular seller to buyers. Product variety is the diversity and completeness of products including product size and quality Titiloye et al (2023) research states that product heterogeneity influences shopping behavior in online shops. Similar research was also carried out by (Elaman et al., 2023; Wicaksono & Sutanto, 2022), where product variations including size, price, appearance and taste have a significant positive effect on purchasing decisions. Yani & Ngora (2022) in their research, they argue that product variety is one of the dimensions of product quality which has a significant influence on purchasing decisions.

H2: Product variations have a positive effect on purchasing decisions

Advertisement

Advertising is a communication medium that is able to provide value and influence buyer behavior. Interesting advertising content can have an impact on purchasing decisions (Feng et al., 2023) who conducted research on people in China regarding online shopping behavior with dimensions including informativeness, credibility, creativity, entertainment, and integration. Good advertising can provide product information and insight to consumers (Lestari et al., 2022), Similar research was also carried out by (Saad, 2021) who believes that advertising is a means of influencing consumer purchasing decisions.

H3: Advertising has a positive effect on purchasing decisions

Purchase Decision

Based on empirical studies from several previous studies Pramesty et al (2023) and Riskiana et al (2023) observations of the phenomenon of society in online shopping on E-Commerce Shopee state that purchasing decisions are influenced by various factors, including product price, product availability, quality, and people's lifestyle. Meanwhile, Han (2021) states that purchasing decisions in online shopping behavior go through a five-stage purchasing process model which includes needs, availability of information, alternative products, purchasing decisions, and post-purchase decisions. However, Paliwoda et al (2024) in the results of his research stated that purchasing decisions are not only related to dimensions directly related to the product but also consider environmental concerns.

RESEARCH METHOD

This research uses a quantitative causality approach with a survey method, the data used is primary data obtained by circulating questionnaires to consumers of creative craft and fashion products on Shopee E-Commerce. The population in this study is infinite. The sampling method in this research uses a non-probability sampling method. Then the technique used to take samples in this research is accidental sampling. Because the population in this study is homogeneous, namely consumers of creative industry products which include craft and fashion products on Shopee E-Commerce, accidental sampling is taking respondents as samples based on chance. Meanwhile, the number of samples used in this research was 100 respondents, Creswell (2017) provide statement that the size of 100 samples/respondents has met the criteria so it is worthy of scrutiny.

The operational definition of variables in the research includes 4 variables, price variable, product variation variable, advertising variable as independent variables, and purchasing decision variable as the dependent variable. Referring to previous empirical work, detailed operational definitions of variables are presented in the following table.

Table 1. Operational Definitions of Variables

Variable	Indicators	Indicator Items	References
Price	1. Price according to benefits 2. Price according to product quality 3. Competitive prices with other similar products 4. Discount prices	1. Prices for creative products in the market place are in line with expectations and benefits 2. The price of the product offered is in accordance with the quality 3. The price offered is competitive with other similar products 4. Does the market place often provide discounts?	(Elaman et al., 2023; Joo, 2015; Niu et al., 2024; Pramesty et al., 2023)
Variants Product	1. Product completeness 2. Product size 3. Product quality	1. The products offered in the market place are very diverse and complete 2. Market place provides various types of product sizes 3. The products offered are quality	(Elaman et al., 2023; Wicaksono & Sutanto, 2022; Yani & Ngora, 2022)

Advertisement	1. The message conveyed is informative 2. Timeliness of delivery 3. Duration of advertisement delivery	1. Advertisements delivered with the product being offered 2. Ad delivery time	(Feng et al., 2023; Saad, 2021)
Purchase Decision	1. Product choice 2. Time of purchase 3. Quality of service 4. Payment method	1. Product variants are the main consideration when shopping 2. Events on Shopee are the right time to shop 3. Service is an important factor in shopping decisions 4. Easy payment methods	(Arsta & Respati, 2021; Hanaysha, 2018; Joo, 2015; Wiadi et al., 2023)

The data analysis method used includes validity testing with a calculated value greater than 0,05 and reliability with a reliability coefficient value > 0,600, then descriptive statistical tests and Hypothesis model testing with a t-test at a significance level of 0,05, which is formulated as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \text{ e}$$

And the coefficient of determination test is to determine the percentage of direct influence of the independent variable which is increasingly closely related to the dependent variable. From this coefficient of determination, a value can be obtained to measure the magnitude of the relationship between variable X and Y, where (R2 = coefficient of determination, rxy2 = square of the coefficient in each square of the path) which is formulated.

$$R^2 = rxy2 \text{ x } 100\%$$

RESULTS AND DISCUSSION

The best e-Market starts by assigning a value to each criterion, weighting, compatibility assessment, normalization, and ranking. The results of the research state that the Shopee E-commerce platform is the best E-commerce recommendation, this is shown based on rankings in the Appstore and Play Store. Shopee as E-Commerce provides extensive opportunities for entrepreneurial development, in synergy with the Indonesian Government program which launches Go-Digital for micro, small and medium enterprises with the aim of increasing competitiveness through the use of information technology.

Description of Respondent Characteristics

Based on distributing questionnaires to 100 respondents, complete data was obtained for 96 data used in this research. The characteristics of respondents based on distributing questionnaires can be explained as follows.

Table 2. Respondents Based on Gender

Gender Information	Total	Percentage
Male	28	29,2 %
Women	68	70,8 %
Total	96	100 %

Respondent characteristics data shows that 70,8% of female consumers and 29,2% of male consumers because women take advantage of shopping moments or events on Shopee and discount price promotions. Women's eagerness to take advantage of promos and events greatly influence a woman's shopping preferences or purchasing decisions. Meanwhile, the characteristics of respondents based on age are presented in detail in the following table.

Table 3. Respondents Based on Age

Age Information	Total	Percentage
15-25	48	50,0 %
26-35	34	35,4 %
>35	14	14,6%
Total	96	100%

Based on table 3, it is known that the characteristics of respondents based on age show that those aged 15-25 years are 50%, which indicates that the craft products offered on E-Commerce Shopee have more consumers in that age range and then more, while those aged 26-35 are 35,4% and over 35 years 14,6%.

Validity test

The validity test is intended to measure how valid the questionnaire data obtained is so that it is considered capable of revealing something that will be measured by the questionnaire. The results of the validity test in the research are as follows.

Table 4. Price Variable Validity Results

Items	r Value	Significant	Value Description
X1.1	0,788	0,000	Valid
X1.2	0,826	0,000	Valid
X1.3	0,873	0,000	Valid
X1.4	0,809	0,000	Valid
X2.1	0,802	0,000	Valid
X2.2	0,780	0,000	Valid
X2.3	0,867	0,000	Valid
X3.1	0,782	0,000	Valid
X3.2	0,778	0,000	Valid
X3.3	0,837	0,000	Valid
Y1.1	0,762	0,000	Valid
Y1.2	0,791	0,000	Valid
Y1.3	0,847	0,000	Valid
Y1.4	0,901	0,000	Valid

Based on the results of the validity test, it shows that all indicators on the variables of price, product variety, advertising and purchasing decisions meet the validity requirements with a calculated r value > 0,05 level of significance.

Reliability Test
Reliability testing of each price, product variety and advertising variable instrument as well as the Y variable instrument uses the Alpha Cronbach formula, the results of the reliability test can be seen in the following table.

Table 5. Reliability Test Results

Items	Crobach's Alpha	Critical Point	Descriptions
Price	0,824	0,6	Reliable
Variant Product	0,806	0,6	Reliable
Advertisement	0,733	0,6	Reliable
Purchase Decision	0,766	0,6	Reliable

Based on the results of the reliability test in table 5, the variables price, product variety, advertising and purchasing decisions have Cronbach's Alpha more than the critical point, namely 0,6. Thus, all the variables tested are reliable.

Hypothesis Test Results
The regression equation is used to determine the causal relationship between the independent variable and the dependent variable. By using the SPSS 21,0 application, a regression model was obtained as in table 6.

Table 6. Regression Coefficient Equation

Model	B	Stand. Error	Beta	T	Sig
1 (Constant)	9,387	0,600		15,920	0,001
Price	0,058	0,003	0,890	6,126	0,000
Variant Product	0,239	0,044	0,167	5,179	0,004
Advertisement	0,324	0,043	0,228	7,236	0,012

Based on table 6, a regression formulation is obtained which represents the relationship between the dependent variable, namely purchasing decisions, and the independent variables which include price, product variety and advertising as follows:

$$Y=9,387+0,058X1+0,239X2+0,324X3$$

The interpretation of this formulation is positive between the independent variable and the dependent variable, namely: the constant 9,387 indicates that if the independent variables price, product variety and advertising have a value of 0 then the consumer's purchasing decision for craft and fashion products on E-Commerce Shopee is 9,387. If the price variable increases by one unit, then the purchasing decision will increase by 0,058, whereas if the product variety increases by one unit, then the purchasing decision will also increase by 0,239, and then if advertising increases by one unit, then the purchasing decision will also increase by 0,324.

The results of the hypothesis test based on the t-test value show the influence of price variables, product variations and advertising on purchasing decisions for creative industry products consisting of craft and fashion products. Where the price variable shows a t-value of 6,126 > 1,661 with a significance of 0,000 < 0,05, it is stated that H1 is accepted, namely price has a significant effect on purchasing decisions. The product variation variable shows a calculated t value of 5,179 > 1,661 with a significance of 0,004 < 0,05 and it is stated that H2 is accepted, namely product variation has a significant positive effect on purchasing decisions. Furthermore, the calculated t value for the advertising variable is 7,236 < 1,661 and the significance value is 0,012, which indicates that advertising has a positive and significant effect on purchasing decisions.

Discussion

Price represents the benefits of the product and service. Consumers will consider the suitability of the price with the benefits of a craft and fashion product which is currently often found at the e-commerce place Shopee. High prices may also not reduce consumer purchasing decisions if a product provides the expected benefits. Product quality is also attached to the high and low price of a product, especially fashion products which are often offered at premium prices are quality products and are in line with current consumer lifestyles, which in this research shows that the characteristics of 50% of respondents are in the age range 15-25 who have today's lifestyle demands and the level of desire to shop at Shopee E-Commerce is also very high. The prices offered by online stores are also competitive with each other because this also has an impact on consumer purchasing decisions. The results of this study support research (Gunawan et al., 2019; Joo, 2015; Lestari et al., 2022; Niu et al., 2024; Pramesty et al., 2023; Rehman et al., 2021; Susanto et al., 2023).

Product variation includes the completeness of the product range, size and quality of the products being traded which are taken into consideration by consumers when making purchasing decisions. Completeness or variety of products; craft products that offer a variety of unique local wisdom products and fashion products with various models according to current trends. The various sizes offered, especially fashion products, also attract consumers to visit online stores and decide to shop at Shopee E-Commerce. Apart from the variety and completeness of various sizes of products (specially fashion products), they provide various sizes and various models according to the age of the buyer, who in this study was in the age range from 15 to > 35 years old. Shopee e-commerce is the choice of consumers across a very varied age range. The results of this study support research (Elaman et al., 2023; Wicaksono, 2022; Wicaksono & Sutanto, 2022).

Advertisement is an information for conveying messages to consumers. Currently, business people in online stores are using social media more as a means of communicating with consumers. Advertisements convey information to consumers both visually and in the language of communication. The timeliness of delivery is also very important to pay attention to according to the segment or potential market. Advertisements that are too long in duration may not necessarily be able to optimally influence consumers directly, but attractive advertisements with a short duration can also influence consumers to decide to purchase a product. The results of this study support (Feng et al., 2023; Saad, 2021).

CONCLUSION

The result shows that purchasing decision variables on Shopee E-Commerce are significantly influenced by price variables, product variations and advertising. This research has limitations, where the respondents are not accompanied by the researcher in filling out the questionnaire, it is still possible that there are differences in perceptions of the statements in the questionnaire. For further research, it is also recommended to add information from respondents by conducting direct interviews to complete quantitative information and add variables that are not in this research, namely pricing strategy, brand image and consumer trust.

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