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The Influence of Price, Brand, and Product Quality on Purchase Decisions in the *Marketplace* JD.ID

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Developments in the modern era are strongly influenced by technological advances which are getting faster every day, just holding a *cellphone* can facilitate human work. The purchase decision itself is the stage where the buyer will buy after evaluating the product of his choice, in this case the purchase is influenced by price, brand, and product quality factors. To find out how much influence price, brand, and product quality have on purchasing decisions on the JD.ID Marketplace, the researcher uses a quantitative descriptive research type obtained from primary data taken directly through a questionnaire and using a simple random sampling method. From multiple linear regression of the price variable on purchasing decisions, the value is 3.197 > t table 1.985 with a sig level of 0.002 < 0.05, the results of the t-count value of the brand variable are t count 1.985 = t table 1.985 and sig 0.050 = 0.05, then the quality variable product on purchasing decisions t count 2.306 > t table 1.985 and sig 0.023 <0.05 means this test statistically proves that the independent variable has a positive effect on purchasing decisions. The R Square value is 0.570 or 57%, which means the magnitude of the influence of price, brand, and product quality on purchasing decisions is 57% and the calculated F value is 42,339 with a significant level of 0.000 less than 0.05, indicating that all independent variables consisting of price (X1), brand (X2), and product quality (X3) has a simultaneous influence on purchasing decisions (Y) on the JD.ID Marketplace

Keywords: Brand, Marketplace, Product Quality, Price, Purchase Decision

Introduction

Developments in the modern era like today lead to competition, the easiest examples we encounter are price competition, competition between brands, and also product quality competition. With better product quality, usually a brand will be in great demand by consumers, especially if the brand has a low price but guaranteed and qualified quality. With the development of technology, it is certain that everyone must have a cellphone that makes it easier for consumers to meet their daily needs, with only one marketplace application on the cellphone that can be accessed at any time. Every consumer today is given the convenience to be able to fulfill their needs and desires anywhere and anytime very easily. In the marketplace application, there are features that make it easy and at the same time support to meet the diverse needs of consumers. Thus, what consumers need can be quickly fulfilled in a short time. In this case, the author will discuss one of the online shop sites which is currently developing into a marketplace replacing the traditional market concept (previously sellers and buyers had to meet

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face to face to carry out economic transactions), where currently economic transactions can be done anytime, anywhere. course, by anyone without having to meet face to face. Consumers can find a variety of products, and various offers on the application. This resulted in a change in the pattern of economic transactions that began to form from time to time. This marketplace provides many daily needs that consumers are looking for with the convenience features offered ranging from electronic goods such as cellphones, TVs, air conditioners, etc. In addition, this application can also meet household needs, ranging from the need for food, drinks, and medicines that are provided with the best service and guarantee the quality is 100% original.

As we know, the decision to buy a product is usually influenced by the price offered. Price itself is a measure used as a benchmark for the value of an item. Pricing must also have relatively different variants so that it has an attraction for consumers. According to (Hernawan & Andy, 2018)the price is relatively expensive with other products, consumers will perceive the product as more expensive, including in the category of very luxurious (high quality) commodities.

At the same time, if the price offered is too low and can form consumer perceptions of low quality products or (inland). So, it is not the same thing easy for the company. To determine the price, the company must take into account a lot of considerations when making a pricing policy.

 In addition to the high and low price factor, another determining factor is the brand. A brand is a sign, name, or identity of a product that makes a significant difference from other competing products, which makes it easier for consumers to recognize certain products so that when making purchasing decisions consumers will not experience difficulties. For this reason, the brand must describe good product quality and reflect the essence of the product itself. Consumers who are interested in the brand or the name of a product, which we often call a brand, will usually start to have an interest in knowing more about the product. Loyalty can also grow and be created when consumers are satisfied with the quality of the product(Mulyadi, 2017).

The main thing that is no less important for consumers to pay attention to in purchasing goods is the quality of the product. Product quality also determines purchasing decisions, if the quality offered is good and guaranteed, usually consumers without needing to think long can immediately determine and decide to make a purchase transaction. In addition, good product quality will create a picture of the product itself(Dimyati, 2019). Although the price is quite expensive, but if the quality offered is good, especially if it is added to the usability value for consumers that can be fulfilled, then consumer expectations to meet their satisfaction will be created.

The purchase decision itself is the stage where consumers have made their decision in choosing a product and will actually make a purchase. At this stage, consumers usually have evaluated everything in detail, which items are included in the list to be selected and need to be purchased according to their needs(Pataropura et al., 2019). For sellers, decisions made by consumers will affect their business. If there is wrong communication, or cannot capture information from the consumer, then this will affect purchasing decisions and will certainly affect product sales and profits will decrease. Based on the background of the problem above, the problems that can be identified are as follows:

1. Changes in behavior patterns and needs in society make entrepreneurs have to think about how to meet the varied needs of consumers.
2. Entrepreneurs must think of new strategies in order to meet the needs and desires of consumers and be able to compete with other entrepreneurs.
3. The existence of price competition, brands, and varying quality determine purchasing decisions in the Marketplace JD.ID

Literature Review
1. Marketing Management

Management is a form of activity carried out by the organization to maintain, determine, carry out and manage an activity carried out by the company or organization(Alma, 2018).

From (Sedarmayati, 2017) namely "Management is a process of planning / planning, organizing, coordinating, and controlling every available resource in order to achieve the goals or goals that have been determined effectively and efficiently".

Companies need different ways to be able to regulate their marketing activities in proportion to the company's stated intentions, in this case the arrangement that is needed by the company is marketing management.

According to (Sedarmayati, 2017) stated "Marketing management is the art and science of choosing target markets, getting and growing customers through creating, delivering and communicating super customer value". So, it can be concluded that marketing management is a process of analyzing, planning, monitoring, and controlling an activity or marketing activity which has a goal to achieve a target that has been determined by the company effectively and efficiently and provide satisfaction to all parties involved in it.

2. Price

In general, the price is the value of the product, thus affecting the productivity of the product. Price is also an idea for buyers to make transactions, so they need to have a special idea to determine prices. Therefore, determining the price of a company's product is a complicated and important case. determined from the way in which it is carried out to produce the expected profit. According to (Sudarso, 2020) stated "Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place". Based on the opinion above, it can be understood that the price is an instrument used by an organization

H1 : It is suspected that there is a partial effect of price (X1) on purchasing decisions (Y).

3. Brand

Every company needs a name that can distinguish its products from other products. The sign or name we know as a "brand". According to (Sudarso, 2020) states that "A brand is a product, but a brand that distinguishes other dimensions that distinguishes it from other products designed to meet the same needs. These differences may be rational and real or more symbolic, emotional, and intangible". Based on this definition, a brand can be defined as a symbol, image, design, design, layout, or any combination that reflects the identity of any goods or services contained therein, the difference between one seller and another.

H2: Partially suspected there is a brand influence (X2) on purchasing decisions (Y).

1. Product Quality

The word quality sounds familiar to our ears, many people associate the word quality with the quality of a product or service. In the business world, the word quality has the meaning of conformity between consumer needs and the specifications of a product, or the level of good or bad of a product in the eyes of its consumers. In opinion (Julius, 2016) said "Quality is a dynamic condition that affects products, people, services, processes that meet or exceed expectations". So, in conclusion, that product quality is a characteristic or trait that must be possessed by a product that can meet the needs or desires of consumers.

H3: It is suspected that there is a partial effect of product quality (X3) on purchasing decisions (Y).

2. Purchasing Decision

According to Setiadi (Bancin, 2021) states that "An integration process that involves the nature of knowledge that combines two or more alternative behaviors and chooses one of them". In this case the purchase decision is part of consumer behavior. There are several steps taken to be able to make this decision. If consumers are dissatisfied, they will switch to other brands, if consumers are satisfied, they will make repeat purchases.

H4: It is suspected that there is a simultaneous influence of price (X1), brand (X2), and product quality (X3) on purchasing decisions (Y).
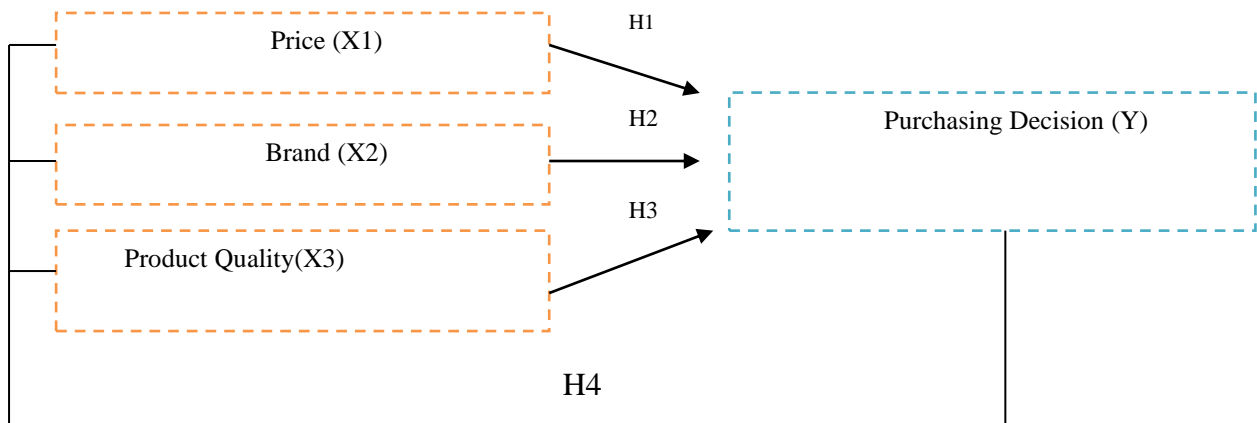

Figure 1. Conceptual Framework of Thought

Methods

This study will explain how data is obtained and used to analyze research on the impact of price, brand and product quality on purchasing decisions using a *quantitative approach* with a *descriptive approach*, where this research can explain what the data will look like. Collect, process and analyze to become evidence. And a test to achieve the goal. In this study, the data collection technique was *random sampling*. by taking data randomly from a questionnaire distributed through whatapps group.

1. Data collection

Collection techniques are the most strategic stages of research because the main purpose of research is to obtain data. Without knowledge of data collection techniques, researchers cannot find data that meets the applicable data criteria.

Table 1. Operasionalisasi Variable

Variable	Sub Variable	Indicator	Scale
Price (X1)	1. Price Comparison 2. Discounts (Discounts) 3. Payment Method 4. PriceLevel Price	1. comparison. 2. Price list. 3. Price follows quality. 4. Discounts. 5. Price Competitiveness. 6. Ease of transaction. 7. Affordable prices. 8. Prices listed are according to the price list. 9. Prices according to information. 10. Price compatibility with the brand.	Ordinal
Source: Journal of the Influence of Brand Image and Price on Consumer Purchase Decisions at Distros			

(Adhelia & Setiawan, 2022)			
Brand (X2)	1. Brand Types Brand 2. Strength Brand 3. Uniqueness Brands	1. are easy to identify. 2. Brands are easy to get. 3. The brand is known for its quality. 4. Good product brand. 5. Product brands have benefits. 6. Brand products have quality. 7. Different from competing products. 8. Has advantages over other products. 9. Prioritizing quality. 10. Prioritize satisfaction.	Ordinal
Source: Marketing Management (Sedarmayati, 2017)			
Product Quality (X3)	1. Product Performance 2. Reliability 3. Durability 4. Beauty	1. Type of product being sold. 2. Quality that distinguishes it from other products. 3. Product performance according to consumer desires. 4. Product reliability. 5. Product durability. 6. Products according to price. 7. Distinguishing design. 8. Prioritizing quality. 9. Quality according to price. 10. Products as needed.	Ordinal
Purchase Decision (Y)	**1.** Functional **2.** Value Value Quality The	1. type of product selected. 2. Product form decisions. 3. Use of selected products. 4. Comparison of each price. 5. Selected brand. 6. Number of products purchased. 7. Purchase time. 8. Decision how to pay. 9. Decision on product quality. 10. Product display decisions.	Ordinal
Source: Thesis Analysis of the Effect of Price, Product Quality, and Location on Purchase Decisions for Buyers of Milkfish Products Juwana Elrina Semarang(Ghanimata & Kamal, 2012).			

2. **Population and Sample**

   In this study, the research population was JD.ID consumers, by distributing questionnaires distributed through social media and the campus group of the Buddhi Dharma University, Tangerang and because the number of respondents could not be limited, the researchers took 100 respondents random sampling using the Simple Random Sampling method, by choosing randomly using computer assistance through the MS. Excel program. According to (Sugiyono, 2013). said that "Simple Random Sampling is simple because the sampling of samples and members of the population is carried out randomly without regard to the strata in the population".

3. **Data Analysis Techniques**

   After the data needed by the author is collected, the next step is to analyze the data. Analyzing the data used by the author in this study is very broad. This study uses a list of

questions to measure the impact of price, brand, and product quality on purchasing decisions. then the collected data is processed using a SPSS version 25 software application, the data is processed using several testing techniques, namely classical assumption tests, statistical data tests, statistical model tests, and hypothesis data testing.

Results

The author uses 100 respondents who were taken randomly from the total population collected from distributing questionnaires, with a simple random sampling method to be used as a sample in conducting research with the title Effect of Price, Brand, and Product Quality on Purchase Decisions on the JD.ID Marketplace. In this study, the author uses quantitative research consisting of three independent variables, namely price, brand, and product quality, and uses one dependent variable, namely purchasing decisions.

Table 2. Reliability Statistic

Reliability Statistics	
Variable	**Cronbach's Alpha**
Price	0.830
Brand	0.852
Product quality	0.910
Purchase decision	0.858

Source: data processing result

table *Reliability Statistics* above, the value of *Cronbach's Alpha* is 0.830 with a total of 10 statements. According to (Sugiyono, 2019), a variable can be said to be reliable if it gives *Cronbach's Alpha* > 0.6. So, it can be concluded that the questionnaire statement regarding the variable is proven to be reliable.

Table 3. Item-Total Statistics

ITEM-TOTAL STATISTICS			
Indicator	**T hitung**	**T tabel**	**Informasi**
Price			
X1 .1 Price comparison.	0.575		
X1 .2 Price list.	0.429		
X1 .3 Price follows quality.	0.550		
X1 .4 Discounts.	0.403		
X1 .5 Price Competitiveness.	0.450	0,1975	valid
X1 .6 Ease of transaction.	0.558		
X1 .7 Affordable prices.	0.613		
X1 .8 Prices listed are according to the price list.	0.470		
X1 .9 Prices according to information.	0.565		
X1 .10 Price compatibility with the brand.	0.566		
Brand	0.481		
X2 .1 Brands are easy to spot.	0.357		
X2 .2 Brands are easy to get.	0.499		
X2 .3 The brand is known for its quality.	0.630		
X2 .4 Good product brand.	0.675		
X2.5 Product brands have benefits.	0.571	0,1975	Valid
X2 .6 Brand products have quality.	0.545		
X2.7 Different from competing products.	0.514		
X2 .8 Has advantages over other products.	0.616		
X2 .9 Prioritizing quality.	0.692		
X2 .10 Prioritize satisfaction.			

Product quality				
X3 .1	Type of product being sold.	0.482		
X3 .2	Quality that distinguishes it from other products.	0.615		
X3 .3	Product performance according to consumer desires.	0.702		
X3 .4	Product reliability.	0.746		
X3 .5	Product durability.	0.737	0,1975	valid
X3 .6	Products according to price.	0.709		
X3 .7	Distinguishing design.	0.647		
X3 .8	Prioritizing quality.	0.781		
X3 .9	Quality according to price.	0.671		
X3 .10	Products as needed.	0.673		
Purchase Decision				
Y.1	Selected product type.	0.440		
Y.2	Product form decisions.	0.612		
Y.3	Use of selected products.	0.620		
Y.4	Comparison of each price.	0.563		
Y.5	Selected brand.	0.577	0,1975	valid
Y.6	Number of products purchased.	0.616		
Y.7	Purchase time.	0.567		
Y.8	Decision how to pay.	0.421		
Y.9	Decision on product quality.	0.584		
Y.10	Product display decisions.	0.652		

Source: Data processing result

Table Item-Total Statistics shows the results of the calculation of validity for 10 statements, To find out the size of the r table by subtracting the number of respondents by 3 or 100-3 = 97 so that the value of the r table is 0.1975, according to (Sugiyono, 2019), the variable can be said to be valid if r count > r table. Based on the test results above, it can be concluded that all data is valid in terms of the Corrected Item-Total Correlation column because the value of r count > r table.

Hypothesis Testing
1. Multiple linear regression

Table 4. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.294	2.446		.110	8057
	PRICE	.350	3.197	.316	.241	.002
	BRAND	.050	.122	.237	1,985	.104
	PRODUCT QUALITY	.239	.023	.279	2,306	a

. Dependent Variable: PURCHASE DECISION
Source: Data Software SPSS version 25

From the table it can be concluded that the B value in the Unstandardized Coefficient has a Constant 8057, then the price coefficient value (X1) is 0.350, the brand coefficient value (X2) is 0.241, and the product quality coefficient (X3) is 0.239, so the regression equation is:

$$Y = 8.057 + 0.350 X1 + 0.241 X2 + 0.239X3 + e$$

From the above formula it can be explained as follows:
a. value Constant of 8.057 indicates that when the independent variables (price, brand, and product quality) is zero, then the purchase decision is worth 8.057.

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b. The regression coefficient of the price variable is 0.350, which means that the price has a positive relationship with purchasing decisions, where every 1 point increase in price will increase the purchasing decision by 0.350. On the other hand, if the price decreases by 1 point, it will reduce the purchasing decision by 0.350.
c. The brand variable regression coefficient of 0.241 means that the brand has a positive relationship to purchasing decisions where every 1 point increase in the brand will increase the purchase decision by 0.241. On the other hand, if the brand experiences a decrease of 1 point, it will decrease the purchasing decision by 0.241.
d. The product quality variable regression coefficient of 0.239 means that product quality has a positive relationship to purchasing decisions where every 1 point increase in product quality will increase purchasing decisions by 0.239. On the other hand, if the quality of the product decreases by 1 point, it will reduce the purchasing decision by 0.239.

2. Multiple Correlation Test

Table 5. Correlations

		Total_Y	Total_X1	Total_X2	Total_X3
Pearson Correlation	Purchase Decision	1,000	.678	.682	.694
	Price	.678	1,000	.695	.705
	Brand	.682	.695	1,000	.809
	Product Quality	.694	.705	.809	1,000
Sig.809(1-tailed)	Purchase Decision	.	.000	000	.000
	Price	.000	.	.000	000
	Brand	.000	000	.	.000
	Quality Product	.000	.000	.000	.
N	Purchase Decision	100	100	100	100
	Price	100	100	100	100
	Brand	100	100	100	100
	Product Quality	100	100	100	100

Source: SPSS software version 25 Data

Table correlations above can be explained as follows:
a. The level of price correlation with purchasing decisions is indicated by the value correlation of 0.678 which means the correlation is included in the strong group and has a positive direction.
b. The level of brand correlation on purchasing decisions is indicated by a correlation value of 0.682, which means that the correlation is included in the strong group and has a positive direction.
c. The level of correlation of product quality on purchasing decisions is indicated by a correlation value of 0.694, which means that the correlation belongs to the strong group and has a positive direction.
d. Table correlations shows that the influence between price, brand, and product quality can be seen from the probability number of 0.000 <0.05 where if the probability number is <0.05, then there is a significant relationship between these variables. It can be seen from the table above, the probability value in the column is significant, which means rejecting ho and accepting ha.

3. Coefficient of Determination

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1.755	.570ᵃ	.556	3.377	.570	.570	42.339	000	3	96	a

. Predictors: (Constant), product quality, price, brand

b. Dependent Variable: purchase decision

Source: Data Software SPSS version 25

In the table above it can be seen that:
The value R Square is 0.570 (0.755 x 0.755) or 57%, which means that the magnitude of the influence of price, brand, and product quality on purchasing decisions is by 57% while the remaining 43% (100% - 57%) is explained by other factors or variables that are not included in this regression analysis.

T test

Table 7. T test Result
COEFFICIENTSᴬ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.057	3.294		2.446	.016
	Harga	.350	.110	.316	3.197	.002
	Merek	.241	.122	.237	1.985	.050
	Kualitas produk	.239	.104	.279	2.306	.023

a. Dependent Variable: keputusan pembelian

Source: Data Software SPSS version 25

Sourced from the table above, it can be seen the test results above. The effect of price on purchasing decisions is indicated by $>$ t table 1.985 and significance < 0.05, so it can be concluded that Ho is rejected, and Ha is accepted which means there is a significant effect between the independent and dependent variables.

F test

Table 8. Anova
ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1448,774	3	482,925	42,339	000ᵇ
	Residual	1094,986	96	11,406		
	Total	2543,760	99			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PRODUCT QUALITY, PRICE, BRAND

Source: Data Software SPSS version 25

Based on the table above, the calculated F value is 42,339 with a significant level of 0.000 or less than 0.05. Then the calculated F value is 42.339 $>$ F table 2.26 with a significant level of 0.000 <0.05. The results of the F statistical test show that all independent variables consisting of

price (X1), brand (X2), and product quality (X3) have a simultaneous influence on purchasing decisions (Y).

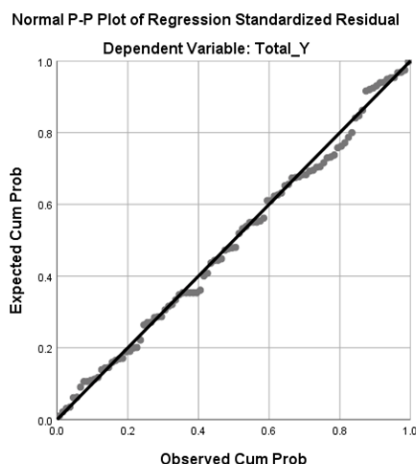## Classical Assumption Test
a. Normality test

Figure 1. Graph P Plot
Source: Data Software SPSS version 25

Based on the figure 1, it shows a normal distribution pattern that the points spread around the diagonal line and follow the direction of the diagonal line, which means that the regression model meets the normal assumption.

b. Multicollinearity Test

Table 9. Multicollinearity Test result

COEFFICIENTS^A

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	8057	3.294	3.177	2.446	.016		
	PRICE	.350	.110	.316	3.197	.002	.458	2,185
	BRAND	.241	.122	.237	1,985	.050	.315	
	QUALITY PRODUCT	.104	.023	.279	2,306	.307	3.262	.239

a. Dependent Variable: PURCHASE DECISION

Source: Data Software SPSS version 25

From the table above shows that the results of the calculation of the price variable, namely the VIF value of 2.185 < 10 and the *Tolerance* of 0.458 > 0.10, the brand variable VIF value of 3.177 < 10 and the *Tolerance* of 0.315 > 0.10, as well as the product quality variable. the VIF value is 3.262 < 10 and the *Tolerance* 0.307 > 0.10. So that the regression model is free from multicollinearity problems.
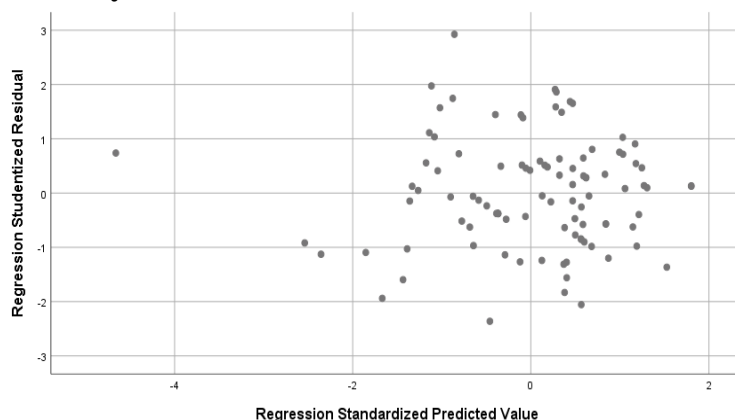
c. Heteroscedasticity Test

Figure 2. **Scatterplot Graph**
Source: Data Software SPSS version 25

Based on the picture above, it shows that this model is free from Heteroscedasticity because the data is seen from scattered points above and below the number 0.

d. Autocorrelation Test

Table 10. Runs Test

	Unstandardized Residual
Test Value[a]	-.17432
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	48
Z	-.603
Asymp. Sig. (2-tailed)	.546

a. median

Source: Data Software SPSS version 25

Sourced to the table above shows that the *Asymp value. Sig. (2-tailed)* 0.546 > 0.005 which means that there is no autocorrelation.

Discussions

a. There is a significant and positive influence between price (X1) on purchasing decisions (Y) on the JD.ID Marketplace.

Confirmation of the above conclusions can be seen in the results of the t-count value of 3.197 > t-table 1.985 with a value level of 0.002 <0.05, which means that this test statistically proves that price has a positive effect on purchasing decisions, which means it affects the purchase price on the JD.ID Marketplace.

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b. **There is a significant and positive influence between brands (X2) on purchasing decisions (Y) on the JD.ID Marketplace.**
Confirmation of the above conclusions can be seen from the results of the t-count value of 1.985 = t table 1.985 with a significance level of 0.050 = 0.05 which means this test statistically proves that the brand has a positive effect on purchasing decisions, meaning that there is an influence between brands on purchasing decisions on the Marketplace JD.ID.

c. **There is a significant and positive influence between product quality (X3) on purchasing decisions (Y) on the JD.ID Marketplace.**
Confirmation of the above conclusions can be seen from the results of the t-count value of 2.306 > t-table 1.985 with a significance level of 0.023 <0.05 which means this test statistically proves that product quality has a positive effect on purchasing decisions, meaning that there is an influence between product quality on decisions purchases on the JD.ID Marketplace.

d. **There is a significant and positive effect between price (X1), brand (X2), and product quality (X3) on purchasing decisions (Y) on the JD.ID Marketplace.**
From the Model Summary table, the R Square value is 0.570 or 57%, which means that the magnitude of the influence of price, brand, and product quality on purchasing decisions is 57% and Based on the ANOVA table, the calculated F value is 42,339 with a significant level of 0.000 is less than 0.05. Then the calculated F value is 42.339 > F table 2.26 with a significant level of 0.000 < from 0.05. The results of the F statistical test show that all independent variables consisting of price (X1), brand (X2), and product quality (X3) have a simultaneous influence on purchasing decisions (Y) on the JD.ID Marketplace.

Conclusions

The *R Square* is 0.570 or 57%, which means that the magnitude of the influence of price, brand, and product quality on purchasing decisions is 57% and the calculated F value is 42,339 with a significant level of 0.000 less than 0.05, indicating that all independent variables which consists of price (X1), brand (X2), and product quality (X3) have a simultaneous influence on purchasing decisions (Y) on the *Marketplace* JD.ID.

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