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THE INFLUENCE OF PROMOTIONS, SERVICE QUALITY, AND PRICES ON PURCHASING DECISIONS AT TOKOPEDIA MARKETPLACE (CASE STUDY AT PT. REZEKI PRIMA JAYA ABADI MEDAN)

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ABSTRACT

The aim of this research is to analyze the impact of promotions, service quality, and price on purchasing decisions. This research uses quantitative methodology with descriptive research as the type of research. Researchers used a technique known as “saturated sampling”. The sample in this study consisted of 30 employees. The results of research using simultaneous hypothesis testing show that promotion, service quality, and price have a significant influence on purchasing decisions. Partial hypothesis testing shows that promotion, service quality, and price have a positive and significant effect on purchasing decisions.

KEYWORDS: Promotions, Service Quality, Prices, Purchasing Decisions, Tokopedia Marketplace.

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CHAPTER I

INTRODUCTION

Background of the Problem

The current era of globalization has resulted in increasing levels of business competition. Companies compete with each other to improve their performance, one of which is through product marketing strategies to meet consumer needs. Business competition is also fierce, requiring companies to prioritize consumer rights in order to arouse consumer interest and decide to buy the products they produce. Deciding to purchase is the act of a consumer deciding to choose something or a multiple-choice product with different considerations. The current phenomenon is that people's lifestyles have changed; people tend to use gadgets and carry out activities such as online shopping

in cyberspace. A large number of Internet users have attracted various business ventures by offering or making online stores as part of e-commerce.

A purchasing decision is the action of a consumer in choosing a product basen on all existing developments. Buyer characteristics and decision-making processes will lead to purchasing decisions. However, consumer purchasing decisions are not the company's final goal to attract consumers, but companies must be able to ensure that consumers will choose their products and remain loyal to the products offered.

Pricing strategy in the ecommerce business is one of the important things that entrepreneurs must pay attention to because each price determination results in a different level of consumer demand. Price is the amount of money charged for a product or service, or the sum of all values exchanged by consumers, or benefits from having or using the product or service. The price of an item will determine the quality of the item.

Apart from price, promotion is an important activity in marketing. Promotions carried out by e-commerce players are also very interesting, namely placing advertisements on TV and print media and offering special promotions to keep consumers interested. Promotion is an activity that communicates product advantages and persuades target consumers to buy. Companies must carry out promotions to tell consumers about their products, because consumers never hear about the quality of their products and will not know if consumers never buy them.

Good service quality is also a consideration that influences purchasing decisions. Service quality reflects communication between the level of service provided by the company and consumer expectations. If the service provided by the company can satisfy consumers, it can be said that the service is good or of high quality. If consumers are satisfied with the services provided, then consumers can develop loyalty to the company.

Based on data obtained from APJII, the largest social media and marketplace users are the Shopee marketplace with a percentage of 39.30% and Tokopedia with a percentage of 24.38%. However, according to price data, the largest monthly web visitors are on the Tokopedia marketplace, where the difference in the number of visitors with the Shopee marketplace is around 20.60%. So, this triggered researchers to want to research further into the factors or triggers of Tokopedia marketplace customers, by looking at several factors that can influence purchasing decisions for products or services in e-commerce, with the research title: *"The Influence of Promotions, Service Quality, and Prices on Purchasing Decisions at Tokopedia Marketplace (Case Study at PT. Rezeki Prima Jaya Abadi Medan)"*.

Problem Formulation

Based on the background above, the problem can be formulated:

1. What is the impact of promotions on purchasing decisions?
2. What is the impact of service quality on purchasing decisions?
3. What is the impact of price on purchasing decisions?
4. What is the impact of promotions, service quality, and price on purchasing decisions?

LITERATURE REVIEW

Promotion Theory

According to Brahim (2021:74), Promotion is an element used to inform and persuade the market about new products or services at the company through advertising, personal sales, sales promotions, or publications.

According to Kotler and Armstrong (2018) in Rachmat, et.al (2023-90-91), there are several promotional methods that can be chosen to reach consumers, including:

1. Advertising: This promotional method involves the use of media such as television, radio, newspapers, magazines, and the internet to display advertisements for products or services. Clans can reach a wide target audience, but the costs involved also tend to be high.
2. Sales Promotion: This method involves the use of discounts, coupons, giveaways, contests, and sales events to attract consumers. This method is effective for increasing sales in the short term, but does not significantly increase consumer loyalty to the brand.
3. Public Relations: This method involves the use of public activities, such as sponsored events, charity activities, and social media events to strengthen the brand image. This method requires relatively low costs but requires greater time and effort.
4. Personal Selling: This method involves face-to-face interaction between sellers and consumers to introduce products or services. This method can be effective in generating sales, but the costs required are greater than other promotional methods.
5. Direct Marketing: This method involves sending promotional information directly to consumers, such as direct mail, email, text messages, and telephone. This method is effective for building relationships with consumers, but requires careful management of customer data.

According to Nursaimatussaddiya and cen (2022:25), promotional activities can give rise to consumers' intentions to decide to buy the products/services offered by the company.

Service Quality Theory

According to Wyckoff in Pertiwi (2021:68), service quality is a level of service that is expected or desired, it is also an action to control the level of excellence in meeting consumer needs. Service Quality is not only seen from the producer's side, but also from the consumer's side who use the service.

According to Bahrani (2022:13), service quality indicators are:

- a. Tangible, in the form of the physical appearance of the service, the appearance of the physical facilities, the equipment used
- b. Reability, consistency and ability to provide appropriate services
- c. Responsiveness, the ability and readiness of employees to provide services needed by customers.
- d. Assurance, certainty or guarantee to create confidence, includes:
 - competence, namely the skills and knowledge possessed by employees
 - courtesy, polite attitude from employees or staff, respect, attention and friendliness
 - credibility, the nature of being honest and trustworthy
 - security, physical security, confidentiality, danger, risk and doubt.
- e. Empathy, concern for giving attention to customers, includes:

- Access, easy to find or easy to reach service facilities, waiting time is not too long, and easy to contact
- Communication, providing information to customers in language that can be understood, and always listening to customer suggestions and complaints
- Understanding, understand customer needs

According to Idrus (2019:6), customer satisfaction obtained from service quality is a very important point for the company's competitive strength. If consumers are satisfied and happy with a company's services, this can attract customers' attention to buy our products so that they can maximize company profits.

Price Theory

According to Brahim (2021:77), Price is a company management system that will determine the appropriate basic price for products or services and must determine strategies involving price discounts, payment of freight costs, and sharing of relevant variables. Price is the only element of the marketing mix that provides income or income for the company, while the other three elements, namely product, distribution and promotion, cause costs (expenses).

According to Kotler (2009) in Amilia and Nst (2017), price indicators consist of:

1. Affordability. Affordable prices are consumers' expectations before they make a purchase. Consumers will look for products whose prices they can afford.
2. Price match with product quality. For certain products, consumers usually don't mind if they have to buy at a relatively expensive price as long as the product quality is good. However, consumers prefer products with low prices and good quality.
3. Price competitiveness. The company determines the selling price of a product by considering the price of the product sold by its competitors so that the product can compete in the market.
4. Price matches benefits. Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

According to Widiana (2010:61) in Rachman (2017), if the price is set too low, it will result in consumers' perception of the product or service being bad. If consumers feel that it suits the price offered, they will tend to make repeat purchases for the same product. This is in accordance with the production concept which states that consumers prefer low-priced products.

Purchase Decision Theory

According to Kotler & Armstrong, 2008 in Asnawi (2022), purchasing decisions are interpreted as the activities of individuals who are directly involved in making decisions to purchase products offered by the seller. Purchasing decisions are real consumer actions where consumers actually purchase products

According to Kotler (2003) in Claudy and Dharmawan (2021), there are four purchasing decision indicators according to Kotler (2003), namely:

- 1) Steadiness in a product.
- 2) Habits in purchasing products.
- 3) Provide recommendations to others.
- 4) Make a repeat purchase.

Conceptual Framework

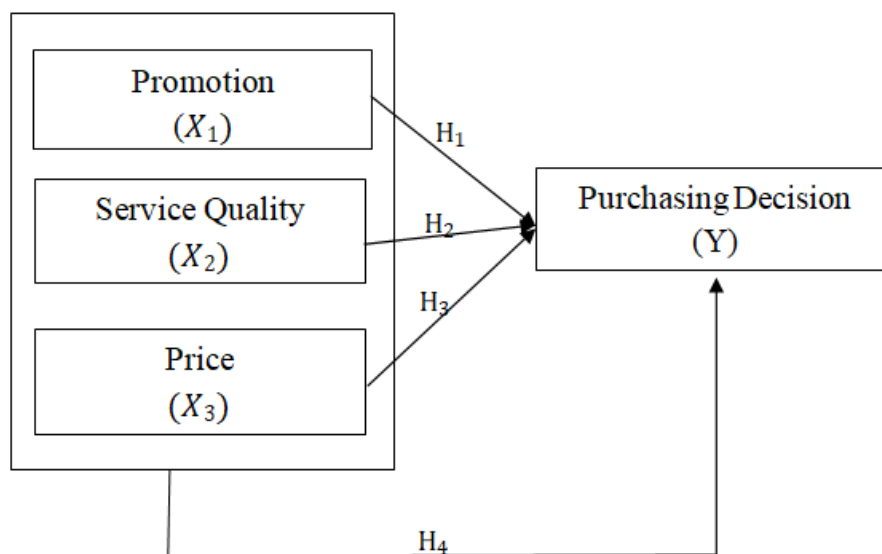


Figure I.1
Conceptual Framework

Research Hypothesis

- H1 : Promotions influence purchasing decisions on Tokopedia Marketplace (case study at Rezeki Prima Jaya Abadi Medan)
- H2 : Service quality influences purchasing decisions on Tokopedia Marketplace (case study at Rezeki Prima Jaya Abadi Medan)
- H3 : Price influences purchasing decisions on Tokopedia Marketplace (case study at Rezeki Prima Jaya Abadi Medan)
- H4 : Promotions, service quality, and price influence purchasing decisions on Tokopedia Marketplace (case study at Rezeki Prima Jaya Abadi Medan)

CHAPTER II RESEARCH METHODS

Approach, Types, and Nature of Research

To get to the bottom of it, we use a quantitative methodology. Quantitative research, as defined by Sujarweni (2020:6), is "research that produces results in accordance with statistical techniques or other forms of quantification" (measurement).

Descriptive research methods were used. Sujarweni (2020:11) defines descriptive research as a study in which the values of individual variables are determined without paying attention to their relationship or comparison with other variables.

This research is mostly explanatory research. Sujarweni (2020:11) believes that the level of explanation should aim to clarify the role of the variables studied and the relationships between them.

Place and Time of Research

This research was conducted at PT. Rezeki Prima Jaya Abadi Medan which is located on Jl. Danau Singkarak No. 7B which has been carried out since May 2022 and is planned to be completed in December 2024.

Population and Sample

According to Mukhtazar (2020:67), population is a 'universe', namely a generalized area consisting of subjects or objects that have certain characteristics and quantities, which are determined by researchers to be studied and then conclusions drawn. The population in this study was 30 employees. The sampling technique uses saturated sampling. According to Rosyidah and Fijra (2021:136), saturated sampling is a sampling technique when all members of the population are used as samples. A saturated sample is a total sample or census, where all members of the population are sampled.

Types and sources of data

The type of data used in this research is quantitative research. According to Priadana and Sunarsi (2021:20), quantitative research is research that comes in the form of numbers obtained from the field. The data source in this research is:

1. Primary data. According to Chandra and Priyono (2023:25), primary data is data obtained directly through original data. Primary data is up to date. Several techniques used in collecting primary data are interviews, discussions, focused discussion observations (focus group discussions), and distributing questionnaires.
2. Secondary Data. According to Chandra and Priyono (2023:25-27), secondary data is basically data that has been collected in the past by other people but can be used by other researchers in the future. Secondary data can be used to strengthen research being conducted. Secondary data sources include books, personal sources, journals, newspapers, websites, government records, and so on.

Identification and Operational Definition of Research Variables

The table below provides an explanation of the selected variables as well as their identification and operational meaning.

Table II.1
Identification and Operational Definition of Research Variables

Variable	Definition	Indicators	Scale
Promotion (X ₁)	Methods used to help companies or entities to improve the development of things, products, or services produced. Source: Estiana, et.al (2022:21)	1. Promotion reach 2. Promotion quality 3. Promotion Quantity 4. Promotional appeal Source: Kotler and Keller (2007) in Sahrin,et.al (2021:23)	Likert scale

Service Quality (X ₂)	The ability of service providers to serve users of products or services provided. Source: Mutiawati, et.al (2019:7)	1. Reliability 2. Responsiveness 3. Assurance 4. Attention 5. Direct proof (tangible) Source: Pertiwi (2021:70)	Likert scale
Price (X ₃)	A monetary value of an item or anything that can be valued with money through an assessment process on the basis of certain standards. Source: Effendie (2017:110)	1. Affordability 2. Price match with product quality 3. Price competitiveness 4. Price match with benefits Source: Kotler & Armstrong (2008:278) in Kumrotin and Susanti (2021)	Likert scale
Purchasing Decision (Y)	Individual activities that are directly involved in making decisions to purchase products offered by sellers. Source: Darmawan (2023:77)	1. Purchasing power 2. Consumer habits 3. Recommendations from other people 4. Repurchases 5. Price relationship Source: Kotler and Keller (2007) in Sahrin,et.al (2021:27)	Likert scale

Research Model

The data analysis model in this research is multiple regression analysis. The regression model used is::

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Information:

Y : Purchasing Decision

a : Constant $\beta_1\beta_2\beta_3$: Coefficient

X1 : Promotion

X2 : Service Quality

X3 : Price

e : Error

Data collection methods

Deep this study, the collection of data related to the problems studied by researchers, was obtained by:

1. Questionnaire

According to Rifkhan (2023:34), the measurement scale used is the Likert Scale, namely a summed scale measurement (summated scale). The Likert scale offers five answer choices, namely: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5)..

2. Interview

According to Rifkhan (2023:35), the interview method in data collection techniques means that research data collection activities involve asking respondents directly several questions.

3. Documentation

According to Rifkhan (2023:37), documents are written records about various activities or events in the past, all documents related to the research in question need to be recorded as sources of information.

Validity and Reliability Test of Variable Instruments

Validity Test

According to Riyanto and Hatmawan (2020:63), validity is a measure that shows the validity or authenticity of a research instrument. An instrument is said to be valid if the instrument can be used to measure what it wants to measure.

Decision making for this test is as follows:

- If $r \text{ counts} \geq r \text{ table}$ and is positive; The indicator is declared valid.
- If $r \text{ counts} < r \text{ table}$ or is negative; The indicator is declared invalid.

Reliability Test

According to Riyanto and Hatmawan (2020:75), the reliability of a measuring instrument is the determination or constancy of the instrument in measuring what it measures. This means that whenever the measuring instrument is used it will give the same measuring results. For reliability testing, you can refer to the Cronbach Alpha (α) value, where a construct or variable is declared reliable if it has a Cronbach Alpha (α) > 0.7

Data Analysis Technique

Classical Assumptions Test

1. Normality Test

According to Ghozali (2016:154), the data normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. In this research, statistical tests can be used to detect data normality. The method is to first determine the testing hypothesis, namely:

Ho: data is normally distributed & Ha : data is not normally distributed.

According to Sujarweni (2014:52), data normality can be seen using the Kolmogorov Smirnov normal test, namely:

If $\text{sig} > 0.05$ then the distribution is normal & if $\text{sig} < 0.05$ then the distribution is not normal

2. Multicollinearity Test

According to Ghozali (2016: 103), the multicollinearity test aims to test whether the regression model is found to have a high or perfect correlation between the independent variables. A good regression model should have no correlation between independent variables. Multicollinearity testing was carried out by looking at the VIF (Variance Inflation Factor) between independent variables. The cut off value used to indicate the presence of multicollinearity is a Tolerance value ≤ 0.10 or the same as a VIF value ≥ 10 .

3. Heteroscedasticity Test

According to Ghozali (2016: 134), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is if heteroscedasticity does not occur, or homoscedasticity occurs. Testing heteroscedasticity, using the Glacier test, where the criterion is, if the significance value is above 5%, then the regression model does not contain heteroscedasticity.

Hypothesis Determination Coefficient

According to Ghozali (2016:95) The coefficient of determination (R^2) is used to measure the model's ability to explain the dependent variable. If R^2 's value becomes greater (approaching one), it indicates that there is a strong influence between the independent variables (X_1 , X_2 , and X_3) and the dependent variable (Y). If the value of R^2 is getting smaller (approaching zero), it indicates that there is a weak influence between the independent variables (X_1 , X_2 , and X_3) and the dependent variable (Y).

Research Hypothesis Testing

1. Simultaneous Hypothesis Testing

According to Ghozali (2016:96), the F test is used to find out whether all the independent variables included in the model have a simultaneous influence on the dependent variable. The criteria for simultaneous hypothesis testing are as follows:

H_0 is accepted if $F_{\text{count}} \leq F_{\text{table}}$ for $\alpha = 5\%$

H_a is accepted if $F_{\text{count}} > F_{\text{table}}$ for $\alpha = 5\%$

2. Partial Hypothesis Testing

According to Ghozali (2016:97), the T test is used to show how much influence an independent variable has on the dependent variable. The criteria for partial hypothesis testing are as follows:

H_0 is accepted if $-t_{\text{table}} \leq t_{\text{count}} \leq t_{\text{table}}$ for $\alpha = 5\%$

H_a is accepted if $t_{\text{count}} > t_{\text{table}}$ OR $-t_{\text{count}} < -t_{\text{table}}$ for $\alpha = 5\%$

CHAPTER III RESEARCH RESULTS AND DISCUSSION

Research result

Respondent Characteristics

The samples in this study were employees of PT. Rezeki Prima Jaya Abadi Medan, totaling 30 employees. The employee characteristics based on age, gender and income are presented in table form below:

Table III.1
Characteristics of Respondents Based on Gender
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Men	20	66.7	66.7	66.7
	Women	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

Source: SPSS 27, data processed

Based on the results in table III.1, it was found that employees of PT. Rezeki Prima Jaya Abadi Medan who were respondents in this study were 20 men or 66.7% and 10 women or 33.3%. This means that the majority of respondents are male.

Table III.2
Characteristics of Respondents Based on Age
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Age 18 – 25	6	20.0	20.0	20.0
	Age 26 - 35	13	43.3	43.3	63.3
	Age 36 - 45	8	26.7	26.7	90.0
	Age > 45	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Source: SPSS 27, data processed

Based on the results in table III.2, it was found that employees of PT. Rezeki Prima Jaya Abadi Medan who were respondents in this study were 6 people aged 18-25 years or 20.0%, 13 people aged 26-35 years or 43.3%, 8 people aged 36-45 years or 26.7%, and 3 people aged > 45 years or 10.0%. This means that the majority of respondents are aged 26-35 years.

Table III.3
Characteristics of Respondents Based on Income
Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 Million	5	16.7	16.7	16.7
	3 Million - 4 Million	17	56.7	56.7	73.3
	> 4 Million	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Source: SPSS 27, data processed

Based on the results in table III.3, it was found that employees of PT. Rezeki Prima Jaya Abadi Medan who were respondents in this research were 5 people with an income of < 3 million or 16.7%, 17 people with an income of 3 million – 4 million or 56.7%, and 8 people with an income of

> 4 million. People or 26.7%. This indicates that the majority of respondents have an income in the range of 3 million – 4 million.

Descriptive statistics

Below are displayed the descriptive statistical results of PT. Rezeki Prima Jaya Abadi Medan respondents answers. including minimum, maximum, average and standard deviation values for each variable studied :

Tabel III.4
Descriptive statistics
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotions	30	10	20	15.47	2.374
Service Quality	30	12	23	15.27	2.518
Price	30	10	20	15.03	2.566
Purchasing Decision	30	10	22	15.60	2.848
Valid N (listwise)	30				

Source: SPSS 27, data processed

Based on table III.4, the descriptive statistical values for each variable are obtained as follows:

1. The promotion variable (X1) has a sample size (N) of 30 respondents, with a minimum value of 10, a maximum value of 20, an average value of 15.47, and a std value. Deviation 2.374.
2. The service quality variable (X2) has a sample size (N) of 30 respondents, obtaining a minimum value of 12, a maximum value of 23, an average value of 15.27, and a std value. Deviation 2.518.
3. The price variable (X3) has a sample size (N) of 30 respondents, has a minimum value of 10, a maximum value of 20, an average value of 15.03, and a std value. deviation 2.566.
4. The purchasing decision variable (Y) has a sample size (N) of 30 respondents, has a minimum value of 10, a maximum value of 22, an average value of 15.60, and a std value. deviation 2.848.

Variable Instrument Validity and Reliability Test Results

Validity Test Results

Table III.5
Validity Test Results

Indicator	R-count	R-table	Information
X _{1.1}	0,797	0,3610	Valid
X _{1.2}	0,838	0,3610	Valid
X _{1.3}	0,783	0,3610	Valid
X _{1.4}	0,844	0,3610	Valid
X _{2.1}	0,601	0,3610	Valid
X _{2.2}	0,592	0,3610	Valid
X _{2.3}	0,728	0,3610	Valid

X _{2.4}	0,722	0,3610	Valid
X _{2.5}	0,831	0,3610	Valid
X _{3.1}	0,797	0,3610	Valid
X _{3.2}	0,856	0,3610	Valid
X _{3.3}	0,767	0,3610	Valid
X _{3.4}	0,652	0,3610	Valid
Y.1	0,754	0,3610	Valid
Y.2	0,816	0,3610	Valid
Y.3	0,703	0,3610	Valid
Y.4	0,690	0,3610	Valid
Y.5	0,620	0,3610	Valid

Source: SPSS 27, data processed

According to Riyanto and Hatmawan (2020:63), validity is a measure that shows the validity or validity of a research instrument. An instrument is said to be valid if the instrument can be used to measure what it wants to measure. Based on Table III.5 above, the r -count $>$ r -table value is 0.3610 ($\text{sig} < 0.05$), so that all statements in the questionnaire are in the variable statement items promotion (X1), service quality (X2), price (X3), and purchasing decision (Y) is declared valid.

III.2.2 Reliability Test Results

Table III.6
Reliability Test Results

Variable	<i>Cronbach Alpha</i>	Critical Value	Information
Promotion	0,831	0,70	Reliable
Service Quality	0,732	0,70	Reliable
Price	0,772	0,70	Reliable
Purchasing Decision	0,765	0,70	Reliable

Source: SPSS 27, data processed

According to Riyanto and Hatmawan (2020:75), the reliability of a measuring instrument is the determination or constancy of the instrument in measuring what it measures. This means that whenever the measuring instrument is used it will give the same measuring results. Based on Table III.6 above, the Cronbach alpha value $>$ 0.70 critical value is obtained, so that all statements in the questionnaire are in the variable statement items promotion (X1), service quality (X2), price (X3), and purchasing decisions (Y) declared reliable (dependable).

Classical Assumption Test Results

Normality Test Results

According to Ghozali (2016:154), the data normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. According to Sujarweni (2014:52), data normality can be seen using the Kolmogorov Smirnov normal test.

Table III.7
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		30	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.16777651	
Most Extreme Differences	Absolute	.097	
	Positive	.097	
	Negative	-.094	
Test Statistic		.097	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.654	
	99% Confidence Interval	Lower Bound	.642
		Upper Bound	.666

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.
- Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS 27, data processed

Based on Table III.7, the asymp. value is obtained sig. (2-tailed) of 0.200, where the result is greater than the significance level of 0.05, so it can be assumed that the data is normally distributed.

Multicollinearity Test Results

According to Ghozali (2016: 103), the multicollinearity test aims to test whether the regression model finds a high or perfect correlation between the independent variables. A good regression model should have no correlation between independent variables.

Table III.8
Multicollinearity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-2.829	1.726		-1.639	.113		
	Promotion	.317	.121	.264	2.623	.014	.637	1.571
	Service Quality	.287	.114	.253	2.503	.019	.631	1.584
	Price	.609	.125	.548	4.880	.000	.512	1.953

- Dependent Variable: Purchasing Decision

Source: SPSS 27, data processed

Based on Table III.8, collinearity statistics values with a tolerance of 0.637, 0.631, and 0.512 are obtained, where all of these values are greater than 0.1 and VIF values of 1.571, 1.584, and 1.953, where all of these values are smaller than 10. This indicates that there is no multicollinearity between independent variables in this study.

Heteroscedasticity Test Results

According to Ghozali (2016: 134), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. Heteroscedasticity testing, using the Glesjer test.

Table III.9
Heteroscedasticity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.810	.984		1.840	.077
	Promotion	.140	.069	.434	2.037	.052
	Service Quality	-.070	.065	-.230	-1.074	.293
	Price	-.136	.071	-.455	-1.915	.067

a. Dependent Variable: Purchasing Decision

Source: SPSS 27, data processed

Based on Table III.9, the significance values obtained are 0.052, 0.293, and 0.067, where these values are greater than 0.05, which means the regression model does not contain heteroscedasticity.

Results of Research Data Analysis

Results of Multiple Linear Regression Analysis

Table III.10
Multiple Linear Regression Analysis Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-2.829	1.726		-1.639	.113		
	Promotion	.317	.121	.264	2.623	.014	.637	1.571
	Service Quality	.287	.114	.253	2.503	.019	.631	1.584
	Price	.609	.125	.548	4.880	.000	.512	1.953

a. Dependent Variable: Purchasing Decision

Source: SPSS 27, data processed

Based on Table III.10, the multiple linear regression equation is obtained as follows:

$$\text{Purchasing Decision} = -2,829 + 0,317 \text{ Promotion} + 0,287 \text{ Service Quality} + 0,609 \text{ Price} +$$

Interpretation results based on the regression equation include:

1. A constant value of -2.829 indicates that if the promotion, service quality and price variables are considered constant, then the purchasing decision value will decrease by 2.829.
2. The promotion coefficient value (X1) is 0.317, indicating that every increase in promotion by one unit will increase purchasing decisions by 0.317 units assuming other variables are fixed or constant.

3. The value of the service quality coefficient (X2) is 0.287, indicating that every increase in service quality by one unit will increase purchasing decisions by 0.287 units assuming other variables are fixed or constant.
4. The price coefficient value (X3) is 0.609, indicating that every increase in price by one unit will increase purchasing decisions by 0.609 units assuming other variables are fixed or constant.

Hypothesis Determination Coefficient (R2)

According to Ghozali (2016:95), the coefficient of determination (R2) is used to measure the model's ability to explain the dependent variable. If the value of R2 is greater (approaching one), it indicates that there is a strong influence between the independent variables (X1, X2, and X3) and the dependent variable (Y).

Table III.11
Hypothesis Determination Coefficient
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.832	.812	1.233

a. Predictors: (Constant), Harga, Promosi, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

Source: SPSS 27, data processed

Based on Table III.11, the adjusted R Squared value is 0.812, which means that 81.2% of the variation in purchasing decision variables can be explained by the independent variables promotion, service quality and price. Meanwhile, the remaining 18.8% is explained by other variables not examined in this research, such as customer reviews, brand ambassadors, etc.

Simultaneous Hypothesis Testing (F Test)

According to Ghozali (2016:96), the F test is used to find out whether all the independent variables included in the model have a simultaneous influence on the dependent variable.

Table III.12
Simultaneous Test Results (F Test)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.653	3	65.218	42.877	.000 ^b
	Residual	39.547	26	1.521		
	Total	235.200	29			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Promotion, Service Quality

Source: SPSS 27, data processed

Based on Table III.12, the Fcount value is 42.877 with a significance value of 0.000. Based on the provisions which explain that Fcount > Ftable, where the Ftable value with the numerator (df1) is 3 and the denominator (df2) is 26 with the Ftable result being 2.98. So, based on the test statistic

$F_{count} > F_{table}$ ($42.877 > 2.98$) which indicates that promotion, service quality, and price simultaneously and significantly influence purchasing decisions on employees at PT. Rezeki Prima Jaya Abadi Medan.

Partial Hypothesis Testing (T Test)

According to Ghozali (2016:97), the t test is used to show how much influence an independent variable has on the dependent variable.

Table III.13
Partial Test Results (t Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-2.829	1.726		-1.639	.113		
	Promotion	.317	.121	.264	2.623	.014	.637	1.571
	Service Quality	.287	.114	.253	2.503	.019	.631	1.584
	Price	.609	.125	.548	4.880	.000	.512	1.953

a. Dependent Variable: Purchasing Decision

Source: SPSS 27, data processed

Based on Table III.13, the ttable calculation with a probability of 0.05 at degrees of freedom = 26 is 2.056. Thus, the results of the t test can be explained as follows:

1. The results of partial hypothesis testing for a tvalue of 2.623 with a significance value of 0.014 < 0.05. The value of $t_{count} > t_{table}$ or $2.623 > 2.056$. So, H_0 is rejected and H_a is accepted, which means promotion has a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.
2. The results of partial hypothesis testing for a tvalue of 2.503 with a significance value of 0.019 < 0.05. The value of $t_{count} > t_{table}$ or $2.503 > 2.056$. So, H_0 is rejected and H_a is accepted, which means that service quality has a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.
3. The results of partial hypothesis testing for a t-count value of 4.880 with a significance value of 0.000 < 0.05. The value of $t_{count} > t_{table}$ or $4.880 > 2.056$. So, H_0 is rejected and H_a is accepted, which means that price has a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.

Discussion of Research Results

The Influence of Promotion on Purchasing Decisions

The results of partial statistical testing obtained a t_{count} value of 2.623 which was greater than the t_{table} value of 2.056 with a significance value of 0.014 indicating that promotions had a positive and significant effect on purchasing decisions on the Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.

These results are in accordance with the theory of Nursaimatussaddiya and Cen (2022:25), which states that promotional activities can generate consumer intentions to decide to buy the products or services offered by the company.

These results are in accordance with research conducted by Salma, et al (2022), that promotional variables have a positive and significant effect on purchasing decisions. The close relationship between promotional variables and purchasing decisions is in the quite strong category. Many respondents gave high marks to promotional activities carried out by Tokopedia, although there were still some respondents who gave low marks for several indicators. This shows that the better the promotions carried out by Tokopedia, the more consumer purchasing decisions towards Tokopedia will increase.

The higher the level of promotion carried out by Tokopedia marketplace, the more it will increase consumer purchasing decisions. Promotions carried out by Tokopedia marketplace have reached various groups through advertisements on television, billboards or social media with good broadcast quality, and Tokopedia advertisements have good quality and are easy for consumers to understand. Therefore, promotion is one of the determining factors for the success of company marketing (especially online marketplaces). No matter how good a product is, if consumers have never heard or know the benefits or description of the product, consumers will not buy it.

The Influence of Service Quality on Purchasing Decisions

The partial statistical test results showed that the tcount value was 2.503, which was greater than the ttable value of 2.056 with a significance value of 0.019, indicating that service quality had a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.

These results are in accordance with Idrus' theory (2019:6), which states that customer satisfaction obtained from service quality is a very important point for the company's competitive strength. If consumers are satisfied and happy with a company's services, this can attract customers' attention to buy our products so that they can maximize company profits.

These results are in accordance with research conducted by Andriani (2021), which states that service quality has a significant effect on purchasing decisions on Tokopedia, which means, the better the service quality, such as fast responses, quality products and easy transactions, the better the decision to make a purchase. on Tokopedia will continue to increase. To support consumer needs, Tokopedia always provides good quality products with a 24-hour service system.

The higher the level of service quality provided by Tokopedia marketplace, the more it will improve consumer purchasing decisions. Excellent service can create a positive impression on consumers, which has the potential to convince consumers to make a purchase. The service quality of the Tokopedia marketplace includes elements of physical form with application features via smartphone, reliability in the delivery process and timeliness, responsiveness with information regarding costs and delivery tracking status, Tokopedia guarantees and also empathy with the interaction between sellers and buyers through live chat feature, which causes consumers to make purchasing decisions.

The Influence of Price on Purchasing Decisions

The partial statistical test results showed that the tcount value was 4.880, which was greater than the ttable value of 2.056 with a significance value of 0.00, indicating that price had a positive and significant effect on purchasing decisions on the Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan.

This result is in accordance with the theory of Widiana (2010:61) in Rachman (2017), which states that if the price is set too low, it will result in consumers' perception of the product or service being bad. If consumers feel that it suits the price offered, then they will tend to make a purchase. repeat for the same product. This is in accordance with the production concept which states that consumers prefer low-priced products.

These results are in accordance with research conducted by Yuliani and Suarmanayasa (2021), which states that price has a positive and significant effect on purchasing decisions. Affordable prices will increase product purchasing decisions. Indirectly, increasing purchasing decisions will increase Tokopedia sales. Price is one consideration when buying a product. Buyers often compare prices between one product and another when deciding to purchase a product.

The higher the product price in Tokopedia marketplace, the higher the level of purchasing decisions by consumers. Price increases do not reduce consumer interest in making purchasing decisions because consumer desires and needs must be met. This can happen because the Tokopedia marketplace provides price matching, clear price lists, discounts, and prices that are perceived to be in line with consumer desires. Also, there are several other factors that influence prices on purchasing decisions, such as scarcity of goods, exclusive goods, and increases in raw material and operational costs.

CHAPTER IV CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Based on the results of research conducted by researchers, the following conclusions can be obtained:

1. The research results show that partially, promotions have a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan, seen from the tcount value of 2.623 > ttable of 2.056 with a significance value of 0.014 < 0.05.
2. The research results show that partially, service quality has a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan, seen from the tcount value of 2.503 > ttable of 2.056 with a significance value of 0.019 < 0.05.
3. The research results show that partially, price has a positive and significant effect on purchasing decisions on Tokopedia marketplace by employees at PT. Rezeki Prima Jaya Abadi Medan, seen from the tcount value of 4.880 > ttable of 2.056 with a significance value of 0.000 < 0.05.
4. The research results simultaneously show that the variables promotion, service quality and price have a positive and significant effect on purchasing decisions on Tokopedia marketplace

by employees at PT. Rezeki Prima Jaya Abadi Medan, can be seen from the Fcount value of $42.877 > F_{table}$ of 2.98 with a significance value of $0.000 < 0.05$. The coefficient of determination obtained from the adjusted R Square value is 0.812, meaning that 81.2% of the variation in the dependent variable of Tokopedia marketplace purchasing decisions can be explained by the independent variables promotion, service quality and price.

RECOMMENDATIONS

Based on the results of research conducted by researchers, recommendations that can be given include:

1. For further researchers, it is recommended to add other variables outside of the variables studied by researchers, such as customer review variables, brand ambassador, brand image, product quality, and so on.
2. For Tokopedia Marketplace, it is recommended that you continue to pay attention to and maximize promotions, service quality, and prices of products/services provided to consumers, such as providing voucher or discounts at certain times, providing money back guarantees, and quality prices that match the product. This can help Tokopedia's market performance improve with many consumers making repeat purchases on the online application.
3. For Prima Indonesia University, it is recommended that it can be used as a reference and reference source for further researchers.

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