

The Influence of Trust, Price, and Brand Ambassador on Purchase Decisions on The Shopee Platform Among Tri Bhakti Students

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Abstract

The purpose of this study is to ascertain how trust, price, and brand ambassadors affect Shopee platform purchasing decisions, particularly among Tri Bhakti students. 84 respondents were given questionnaires as part of a quantitative survey technique. Multiple linear regression was used to analyze the data. Because the trust variable's significance value is $0.000 < 0.05$ and its t-table value is $1.990 < t\text{-count}$ value of 6.153, the results of the partial test (t-test) study demonstrate that the trust variable significantly influences purchasing decisions. The price variable has a substantial impact on purchase decisions, according to the partial test (t-test), with a significant value of $0.029 < 0.05$ and a t-count value of 2.228. With a significance value of $0.452 > 0.05$ and a t-table value of $1.990 < t\text{-count}$ value of 0.755, the partial test (t-test) indicates that the brand ambassador variable has no meaningful impact on purchasing decisions. The simultaneous test findings (f test). With a significance level of $0.000 < 0.05$, the computed F value of 31.752 is higher than the F table of 2.72, indicating that the three independent factors concurrently have a considerable impact on purchase decisions.

Keywords: trust, price, brand ambassador, purchase decision.

INTRODUCTION

E-commerce growth in Indonesia is growing rapidly, with Shopee as the platform with the highest number of users. Shopee is rapidly expanding into various regions in Southeast Asia, including Malaysia, Thailand, the Philippines, Vietnam, and Indonesia. This high dominance indicates that Shopee has successfully captured the attention of the younger generation, including students. This is related to factors influencing the purchasing decisions of young consumers, known as the most active group in digital transactions and driving higher purchasing intensity on Shopee compared to other platforms. Trust is a key factor in digital transactions, as consumers cannot see or touch the product directly, and sellers and buyers do not meet face-to-face (Malau, 2016 in Pautina et al., 2022). Shopee strives to build trust by offering a free return guarantee.

Price is a determining factor in consumer purchasing decisions on e-commerce platforms (Fransiska & Madiawati, 2021). Price is a key consideration for consumers, especially students, in making purchasing decisions. Students typically have limited budgets, so they tend to seek affordable yet high-quality products. Furthermore, brand ambassadors are also a crucial factor in purchasing decisions. Shopee frequently recruits K-Pop idols as brand ambassadors. Shopee creates a positive brand image and increases consumer

engagement through brand ambassadors (Aliffia & Purnama, 2022). Well-known and well-liked brands can create an emotional impact, thereby strengthening consumer purchasing decisions on the Shopee platform.

Marketing management is defined as the science and art of selecting target markets and acquiring, maintaining, and communicating superior customer value. Therefore, every company needs the art of communicating its products to consumers, customers, and potential clients. Companies need to increase sales for their survival in the business world (American Marketing Association in Kotler & Keller, 2021).

Digital marketing is a modern marketing and service strategy that consists of various modern promotional techniques that are effective in persuading and motivating consumers to take business action. The tangible results of digital marketing strategies include increasing sales, acquiring customers, as a communication medium with consumers, reaching the right audience, building brand visibility and credibility, and creating fair competitive conditions where every business actor has the same opportunity to transact, both small and large businesses (Sulianta, 2023).

Consumer behavior describes the dynamic interaction of influence and awareness, behavior, and the environment in which individuals exchange aspects of their lives. Consumer behavior is generally divided into rational and irrational. Customers who put their needs first while making a purchase are said to exhibit rational consumer behavior (The American Marketing Association in Pramarsih, 2023).

One step in the decision-making process is the purchase decision, where customers finally choose to buy a product. Customers will go through several steps in the purchasing process before making this choice. Individuals who are personally involved in the process of buying a product offered by a corporation engage in decision-making (Kotler 2018 in Gusdapatra et al., 2023).

Customers' confidence in online buying is directly correlated with the provider's capacity to ensure transaction security (Firman Puanda & Rahmidani, 2023).

The entire amount that customers pay for the advantages of possessing and utilizing a product is known as the product price. This price also provides the company with the opportunity to earn a reasonable profit as compensation for the value created for customers (Kotler & Armstrong 2016 in Palupi et al., 2023).

Ambassadors are significantly associated with celebrities or public figures who wield influence, both nationally and internationally. Celebrity is considered a psychological factor that plays a role in shaping consumer attitudes and beliefs about a product (Kotler and Keller in Maulida & Kamila, 2021).

METHOD

This study is quantitative and employs a survey methodology. Purposive sampling was used to select 84 respondents from the population of Tri Bhakti students. A questionnaire was used as the study tool, and its validity and reliability were examined. Multiple linear regression, t-tests, F-tests, and coefficients of determination were used in the data analysis process.

A questionnaire was employed as the method of data collecting. The researcher gave questionnaires to the respondents sampled in this study in order to collect the necessary data. A questionnaire is a tool for gathering data that consists of a list of pre-written questions. Answers are requested from respondents, typically using well-defined response alternatives. SPSS version 26 (Statistical Package for the Social Sciences) was used to process the data.

RESULT AND DISCUSSION

The Influence of Trust on Purchasing Decisions

This study demonstrates that among Tri Bhakti students, trust has a favorable and significant impact on their Shopee platform shopping decisions. The computed t-value of 6.153, which is higher than the t-table value of 1.990, serves as proof of this. Therefore, Ha1 is accepted, as trust is a vital feature influencing Tri Bhakti students' decision to shop on Shopee. This demonstrates that customers are more likely to make purchases on the Shopee platform when they have higher levels of trust.

The competence dimension, one of its indicators, ability, achieved the highest average score of 4.10. This reflects that respondent perceive Shopee as capable of resolving consumer problems or complaints, encouraging consumers to make purchases without hesitation. Shopee offers a timely return and refund guarantee, consistent with estimates. This trust makes consumers feel safe and comfortable continuing to make purchases through the Shopee platform. This finding aligns with research by Pautina, Ismail, and Abdussamad (2022), as well as research by Puanda and Rahmidani (2021), which states that trust influences purchasing decisions.

The Influence of Price on Purchasing Decisions

The study's findings show that Tri Bhakti students' decisions to buy on the Shopee platform are heavily influenced by pricing. The Ha2 hypothesis was accepted since the computed t-value was $2.228 > 1.990$. This indicates that when students shop on the Shopee platform, pricing plays a significant role in their decisions. This suggests that consumers' decisions to buy on the Shopee platform may be influenced by pricing that are thought to be fair or affordable.

These results are reinforced by the affordability dimension, which received the highest score, with a mean of 4.39. This indicates that the majority of respondents considered the prices offered on the Shopee platform affordable and appropriate for their financial situation as students. This finding aligns with research by Palupi, Indratno, Rinaldi, Azwar, and Supardin (2023) and Safitri (2023). The price variable suggests that a competitive pricing strategy that aligns with students' purchasing power is a key factor influencing purchasing behavior on the Shopee e-commerce platform.

The Influence of Brand Ambassadors on Purchasing Decisions

The study's findings show that brand ambassadors had little effect on Tri Bhakti students' decisions to make purchases on the Shopee platform. The computed t-value of 0.755 and the t -table of 1.990 demonstrate this, supporting the null hypothesis (H0). This indicates that the existence of brand ambassadors is not a significant factor influencing students' Shopee platform purchasing decisions in the context of this study. This illustrates the idea that the likelihood of making a purchase increases with the popularity of the brand ambassador.

The attractiveness dimension received the highest average score of 4.03. This indicates that respondents perceived Shopee brand ambassadors as visually and personally appealing, such as an attractive appearance and a convincing communication style. Although this attractiveness was rated highly, it was not strong enough to motivate students to make an immediate purchasing decision. This finding aligns with research by Aprianti and Tjiptondjojo (2024) and research by Faradasya and Trianasari (2021), which showed that brand ambassadors had no influence on purchasing decisions. These results indicate that although the attractiveness of brand ambassadors can shape positive perceptions of the Shopee platform, this aspect has not yet influenced purchase decisions on the platform among Tri Bhakti students.

The Influence of Trust, Price, and Brand Ambassadors on Purchase Decisions

Tri Bhakti students' purchasing decisions on the Shopee platform were significantly influenced by the factors of trust, price, and brand ambassadors taken together, according to simultaneous regression analysis. At a significance level of $0.000 < 0.05$, the computed F-value of 31.752 was higher than the F-table of 2.72. As a result, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted. We may conclude that students' purchasing decisions are significantly influenced by all three independent variables at the same time.

These results indicate that purchase decisions on the Shopee platform are not determined by a single factor, but rather by a combination of several factors, including students' level of trust in the Shopee platform, price, and the brand ambassadors appointed by Shopee. The results of these three variables, trust and price, showed a significant partial influence, while brand ambassadors did not have a significant influence individually, although they did contribute to the overall model. This indicates that although brand ambassadors are not a major factor individually, their presence still has a small contribution in shaping consumers' overall purchasing decisions.

CONCLUSION

The following conclusions can be made based on this study: Purchase decisions (Y) are significantly influenced by the trust variable (X_1), according to a partial test. According to the study's findings, H_a is accepted, suggesting that students' purchase decisions are significantly influenced by their level of trust in the Shopee platform. Purchase decisions (Y) are significantly influenced by the price variable (X_2), according to the results of the partial test. H_0 is acknowledged, suggesting that students take pricing into account while making decisions about what to buy on Shopee.

The brand ambassador variable (X_3) does not significantly affect purchasing decisions (Y) on its own, according to the results of the partial test. The existence of Shopee brand ambassadors alone is insufficient to affect students' purchase decisions, according to the null hypothesis (H_0), which is accepted. According to the study's findings, H_a is approved. We find that students' decisions to buy on the Shopee platform are influenced by pricing, brand advocates, and trust, either individually or in combination. This indicates that students are encouraged to make purchases on the Shopee platform by these three criteria.

Students, as a consumer segment that tends to be rational, consider trust and price as primary considerations in purchasing decisions. Consumers tend to choose platforms that guarantee transaction security, provide clear information, and prices that align with their capabilities and expectations. While brand ambassadors are considered attractive, they are not strong enough to directly influence purchasing decisions.

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