

# The Influence of Product Quality, Prices, and Promotions on Customer Satisfaction Through Purchasing Decisions as Intervening Variables for Women's Clothing Customers in The Shopee Market Place, Surabaya City

Alifa Novi Firdausi<sup>1\*)</sup>, Rina Sulistiyani<sup>2)</sup>

<sup>1)</sup>*Economics and Business, University of Dr. Soetomo, Indonesia*

Email: [alifanovi793@gmail.com](mailto:alifanovi793@gmail.com)

**Abstract** The Modernization Era has made activities move to the digital realm. Shopee is the main marketplace in Indonesia, with the most site visits throughout 2022, around 200 million visitors. The data sources used are primary and secondary data. The data collection technique is a questionnaire. Data was collected via questionnaire, data analysis was carried out using Structural Equation Modeling (SEM) Partial Least Square (PLS). The research results show that product quality, price, and promotion have a significant effect on purchasing decisions. Product prices and promotions have a significant effect on customer satisfaction in the Surabaya City Shopee marketplace. Product quality, price, and product promotion do not affect customer satisfaction through purchasing decisions. Purchasing decisions do not affect customer satisfaction.

**Keywords:** E-Commerce; Purchase Decisions; Customer Satisfaction

## INTRODUCTION

In the current era of modernization, advances in technology and information, especially the internet, have changed people's lifestyles rapidly. E-commerce, as a form of transformation, has become a means for many companies and individuals to market their products, especially through platforms such as Shopee which is popular among the public (Kotler & Keller, 2016).

Based on data sourced from katadata.co.id, 58% of Indonesians prefer to shop for fashion products in e-commerce rather than physical stores. Shopee managed to outperform seven other e-commerce platforms. With a percentage of 77%, it has become the e-commerce platform of choice for people to shop online. With the most site visits in Indonesia throughout 2022 with a total of 200 million visitors. Shopee is recorded as the number one largest marketplace in Indonesia for 2022, followed by Tokopedia, Lazada, and other marketplaces. Shopee's transaction value in Indonesia is equivalent to IDR 773.7 trillion in 2022.

As technology develops, the presence of online buying and selling sites such as Shopee can influence the consumer behavior process in making purchasing decisions. This is because, in the marketing concept, one way to achieve a company's goals is to know what consumers' needs and desires are and provide the expected satisfaction more effectively and efficiently than competitors (Nasution & Lesmana, 2018).

Before making a purchase, consumers usually make several comparisons in terms of quality, price, service, goods, and even promotions are also central to deciding to purchase a product. Going through this comparison stage is an evaluation stage where buyers will make purchasing decisions about which ones are suitable and preferred, as explained by (Rumondor et al, 2017). The definition of product quality itself is that a company can fulfill consumer

desires, which can be called product quality. (Gunawan, 2022). Therefore, sellers compete to create quality, promotions, and attractive prices to attract buyers.

In the business world, product quality greatly influences purchasing decision-making. According to Kumbara (2021), if the product offers quality, performance, product packaging quality, good product quality will influence consumer decision-making. This is in line with research conducted by Dwijantoro (2021) which states that it is related to the quality of the products offered by Shopee that consumers choose to make purchasing decisions because the products offered can meet consumer needs or needs and can also make consumers satisfied when making purchases at Shopee.

Apart from product quality, product price is a factor that often influences consumers in making decisions. According to Ningrum (2019), price is the amount of money exchanged for a product or service or it could be said to be the amount of value used by consumers which is exchanged for benefits that can be enjoyed by the goods. In online trading, the prices offered are not much different from the prices in physical stores, but some offer prices that are much cheaper than the market price according to the quality they have.

The large number of competitors in the current marketplace causes sellers to compete to make product promotions as attractive as possible. Promotions also influence decision-making. According to Ikhwan (2019), promotion is any form of communication between sellers and buyers that is used to inform, persuade, and remind the target market about the products produced by organizations, individuals, or households who previously did not know about becoming buyers and remembering the product.

According to Suharsono & Sari (2019), purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products,

prices, locations, promotions, physical evidence, people, and processes. The research results of Putra, et al (2017) show that purchasing decisions have a significant influence on customer satisfaction. When someone decides to buy a product and the purchase of the product does not disappoint, then the customer will feel satisfied with the product they have purchased.

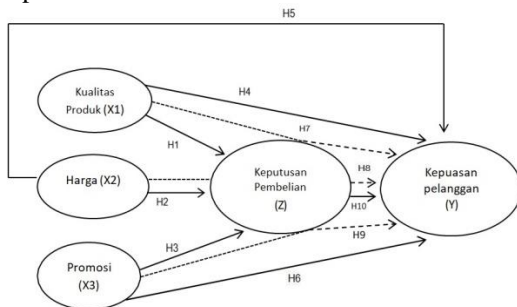
Based on the current phenomenon, there are indications that several shops that sell their products on Shopee have product quality that is unsatisfactory or does not match what is written in the description of 9 products so the prices offered by the shops are deemed too expensive.

Based on the description that has been explained, the researcher chose Shopee because it was able to outperform 7 of its competitors to become the shopping platform of choice for the Indonesian people, as well as getting the highest number of site visits in Indonesia and if you look at the data, Shopee has transactions in Indonesia equivalent to IDR 773.7 trillion in 2022. This is what makes researchers interested in conducting research with the title "The Influence of Product Quality, Price and Promotion on Customer Satisfaction Through Purchasing Decisions as an Intervening Variable for Women's Clothing Customers at the Shopee Market Place, Surabaya City".

RESEARCH METHODS

This type of research is quantitative descriptive research. Quantitative research methods can be defined as "research methods based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses" (Sugiyono, 2019).

A. Conceptual Framework



Source: Data processed by researchers, 2024  
Figure 1. Conceptual Framework

Hypothesis

Based on the problem formulation in this research, the following research hypothesis can be formulated:

- H1: There is an influence of product quality on purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City
- H2: There is an influence of price on purchasing decisions among women's clothing customers in the Shopee marketplace in Surabaya City
- H3: There is an influence of promotions on purchasing decisions among women's clothing customers in the Shopee marketplace in Surabaya City
- H4: There is an influence of product quality on

- customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City
- H5: There is an influence of price on customer satisfaction among women's clothing customers in the Shopee marketplace in Surabaya City
- H6: There is an influence of promotions on customer satisfaction among women's clothing customers in the Shopee marketplace in Surabaya City
- H7: There is an influence of purchasing decisions on customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City
- H8: There is an influence of price on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City
- H9: There is an influence of promotion on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City
- H10: There is an influence of product quality on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City

Population and Sample

The population of this research is customers who have purchased women's clothing on the Shopee marketplace with an age limit of 20 - 50 years in the city of Surabaya.

This research sample uses purposive sampling, meaning that the researcher takes criteria from all members of the population who have shopped for women's clothing at the Shopee marketplace in Surabaya City. The number of samples taken refers to the opinion of Hair et al (2019), that in SEM-PLS analysis, the number of samples refers to the indicators of this research, namely a minimum of 5 times the number of research indicators (24). Therefore, the number of samples in this study is 5 X 24 = 120 samples.

The procedure used by researchers to take samples was by distributing questionnaires via the WhatsApp group from one of Shopee's central branches in Surabaya. Based on observations that researchers have made, one of the Shopee branches in Surabaya has quite a lot of orders for women's clothing.

Data Types and Sources

Primary data uses a questionnaire by filling incomplete data in the form of age, highest level of education, profession, and total frequency of purchases and data sources obtained from respondents who answered the researcher's statements which included (respondents were satisfied with the goods they had purchased at Shopee, satisfied with the Shopee application service, the goods purchased are by expectations, feel that the price of women's clothing at Shopee is cheaper than competitors, often buy goods from Live Shopee, feel satisfied because the women's clothing products sold at Shopee are more varied at affordable prices).

Secondary data sources in this research were obtained

from the websites katadata.co.id and databook.

Data collection techniques and analysis

The data collection technique in this research uses questionnaires. by giving a set of questions or written statements to respondents for them to answer (Sugiyono, 2018)

(Sugiyono, 2012) states that research instruments are tools or tests used to collect data to support the success of research. The instrument or tool used in this research is a closed questionnaire. The variables in this study were measured using a Likert scale, namely to express the respondents' feelings by choosing five alternative answers, namely:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

This research data was analyzed using statistical methods with Partial Least Square (PLS) Structural Equation Modeling (SEM).

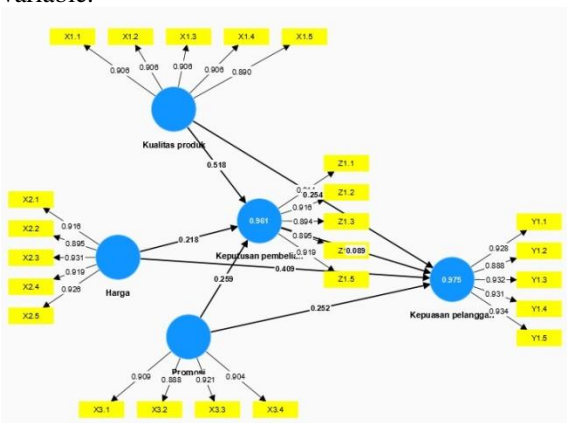
In this research, for a confidence level of 95 percent (alpha 95 percent), the T-table value for the one-tailed hypothesis is > 1.68023. The PLS (Partial Least Square) analysis used in this research was carried out using the Smart PLS version 2.0.m3 program which was run on a computer.

RESEARCH RESULTS AND DISCUSSION

Outer model testing

1. Convergent Validity

The initial model is a model involving all items as measurements of the latent variable. Convergent validity testing is carried out to test how far the items of each variable are valid as a measure of the high and low values of that variable. An item whose outer loading value is <0.7 can be concluded to be less suitable as an item for this variable.



Source: PLS Output Results (2024)  
Figure 2. Outer Model Analysis Results

The image above shows how the correlation between latent variables in this research is built according to the conceptual framework discussed previously. The results of the outer loading test are presented in Table 1.

Table 1. Results of Outerloading Analysis

Item s	Product Quality	Price	Promoti on	Buying decision Repeat	Custom er Satisfact ion	Conclu sion
X1.1	0.906					Valid
X1.2	0.906					Valid
X1.3	0.906					Valid
X1.4	0.906					Valid
X1.5	0.890					Valid
X2.1		0.916				Valid
X2.2		0.895				Valid
X2.3		0.931				Valid
X2.4		0.919				Valid
X2.1		0.926				Valid
X3.1			0.909			Valid
X3.2			0.888			Valid
X3.3			0.921			Valid
X3.4			0.904			Valid
Z.1				0.911		Valid
Z.2				0.916		Valid
Z.3				0.894		Valid
Z.4				0.895		Valid
Z.5				0.919		Valid
Y.1					0.928	Valid
Y.2					0.888	Valid
Y.3					0.932	Valid
Y.4					0.931	Valid
Y.5					0.934	Valid

Source: PLS Output Results (2024)

Based on the results of measuring the outer loading of this research model, it is known that in each latent variable, there are items whose outer loading value is > 0.7, so it can be stated that the outer loading value of each variable indicator in this study is declared valid.

2. Discriminant Validity Test

The main purpose of discriminant validity testing is to confirm that the item has more influence on the variable than on other variables.

Analysis discriminant validity can be done via crossloading analysis, described in Table 2

Table 2. Analisis Discriminant Validity

Items	Product Quality	Price	Promoti on	Buying decision Repeat	Custom er Satisfac tion	Items
X1.1	0.906	0.838	0.856	0.875	0.867	Valid
X1.2	0.906	0.844	0.853	0.875	0.864	Valid
X1.3	0.906	0.842	0.851	0.881	0.872	Valid
X1.4	0.906	0.889	0.88	0.882	0.9	Valid
X1.5	0.89	0.865	0.874	0.874	0.871	Valid
X2.1	0.843	0.916	0.875	0.87	0.892	Valid
X2.2	0.801	0.895	0.849	0.831	0.841	Valid
X2.3	0.906	0.931	0.902	0.898	0.917	Valid
X2.4	0.878	0.919	0.866	0.876	0.904	Valid
X2.5	0.913	0.926	0.874	0.905	0.913	Valid
X3.1	0.833	0.827	0.909	0.852	0.847	Valid
X3.2	0.848	0.832	0.888	0.848	0.84	Valid
X3.3	0.902	0.886	0.921	0.897	0.888	Valid

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X3.4	0.876	0.902	0.904	0.884	0.934	Valid
Z.1	0.883	0.883	0.893	0.911	0.892	Valid
Z.2	0.918	0.891	0.886	0.916	0.913	Valid
Z.3	0.85	0.849	0.84	0.894	0.869	Valid
Z.4	0.847	0.835	0.855	0.895	0.836	Valid
Z.5	0.908	0.871	0.884	0.919	0.881	Valid
Y.1	0.877	0.894	0.867	0.853	0.928	Valid
Y.2	0.887	0.878	0.903	0.913	0.888	Valid

Source: PLS Output Results (2024)

From the table above, it is known that each indicator in the block is a constituent of the construct in that column.

3. Composite Reliability Test

The results of calculating CR values for all latent variables can be observed in Table 3.

Table 3. Composite Reliability Test Results

Latent Variables	Composite Reliability	Conclusion
Product quality	0.943	Reliable
Price	0.954	Reliable
Promotion	0.928	Reliable
Buying decision	0.947	Reliable
Customer satisfaction	0.956	Reliable

Source: PLS Output Results (2024)

The results of the Composite Reliability measurement for each latent variable show that all of them have a value of >0.7. Thus, the conclusion is that the variables product, price, promotion, place/distribution, customer satisfaction, and repurchase decisions are reliable and can be used in studies/research.

Inner Model Testing

The R2 measurement results for each dependent variable are presented in Table 4.

Table 4. Results of Coefficient of Determination Measurement (R2)

Latent Variables	R Square	R Square Adjusted
Customer satisfaction	0.975	0.974
Buying decision	0.961	0.960

Source: PLS Output Results (2024)

From these measurements, the contribution of the influence of product, price, promotion, location/distribution on repeat purchase decisions, and customer satisfaction is presented from the R2 values respectively at 97.5% and 96.1%. This means that 97.5% of customer satisfaction can be explained by product quality, price, and promotion, while the remaining 2.5% is explained by variables outside this research. Purchasing decisions can be explained by product quality, price, and promotion by 96.1%, while the remaining 3.9% is explained by variables outside this research. The R2 value category in this research, both customer satisfaction and repeat purchase decisions, is in the high category.

Hypothesis testing

After checking the R2 value of each endogenous

variable, the next step is hypothesis testing.

Table 5. Path Coefficient (Mean, STDEV, T-value)

Hypothesis	Connection	Mean	STDEV	T-Statistics	P-Value	Information
H1	Product Quality - > customer satisfaction	0.255	0.069	3,696	0,000	Accepted
H2	Price -> customer satisfaction	0.41	0.052	7.89	0,000	Accepted
H3	Promotion -> customer satisfaction	0.252	0.058	4,374	0,000	Accepted
H4	Product Quality - > purchasing decision	0.518	0.059	8,771	0,000	Accepted
H5	Price -> purchasing decision	0.216	0.063	3.45	0.001	Accepted
H6	Promotion -> purchasing decision	0.261	0.065	4,018	0,000	Accepted
H7	Price -> purchasing decision -> Customer satisfaction	0.023	0.02	1,146	0.252	Rejected
H8	Product quality - > purchasing decision -> Customer satisfaction	0.044	0.035	1,307	0.191	Rejected
H9	Price -> purchasing decision	0.019	0.016	1,191	0.234	Rejected

	-> Customer satisfaction					
H10	purchasing decision -> Customer satisfaction	0.086	0.068	1,301	0.193	Rejected

Source: PLS Output Results (2024)

Based on Table 5, it can be seen that all relationships between variables, both direct and indirect, have a p-value showing <0.05, so that all hypotheses in this study are accepted

**DISCUSSION**

**The influence of product quality on purchasing decisions for women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.00 which is smaller than (0.05), and the t-statistic of 3.696 is greater than the t-table value (>1.96) so that the first hypothesis is stated "There is an influence of product quality on purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City" was accepted.

The results of this research are supported by the results of research conducted by Muinah, et al (2022). This research states that the better the quality of the products produced by a company, the positive influence it will have on purchasing decisions.

**The influence of price on purchasing decisions for women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.00 which is smaller than (0.05), and the t-statistic of 7.89 is greater than the t-table value (>1.96) so that the hypothesis second which stated "There is an influence of price on purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City" was accepted.

The results of this research are in line with Marissa's (2020) theory. which states that a product or service will influence the perception of value by customers. If the price is considered reasonable or even lower than the value provided by the product or service, customers will see the purchase as a worthwhile investment.

**The influence of promotions on purchasing decisions for women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.00 which is smaller than (0.05), and the t-statistic of 4.374 is greater than the t-table value (>1.96) so that the third hypothesis is stated "There is an influence of promotions on purchasing decisions for women's clothing customers in the Shopee marketplace in Surabaya City" was accepted.

These results are in line with Kotler's (2014) theory which states that the strength of promotions will encourage changes in consumer behavior regarding an attractive

promotional product that will make consumers decide to purchase.

**The influence of product quality on customer satisfaction among women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.00 which is smaller than (0.05), and the t-statistic of 8.771 is greater than the t-table value (>1.96) so that the fourth hypothesis is stated "There is an influence of product quality on customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City" was accepted.

The results of this research are in line with Kotler's (2014) theory which states that product quality will encourage changes in customer satisfaction with a product. Good product quality will make customers feel satisfied with a product. According to Kotler (2015), customer satisfaction occurs when a product or service meets or exceeds customer expectations. Good product quality can increase the likelihood that the product meets customer expectations.

**The influence of price on customer satisfaction among women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.01 which is smaller than (0.05), and the t-statistic of 3.45 is greater than the t-table value (>1.96) so that the hypothesis fifth which stated "There is an influence of price on customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City" was accepted.

The results of this research are in line with Kotler's (2014) theory which states that product price can influence customers' perceptions of the value they receive. If customers feel that the price they pay is commensurate with the benefits and quality of the product or service they receive, they are likely to be satisfied.

The effect of promotions on customer satisfaction among women's clothing customers in the Shopee Surabaya marketplace

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.00 which is smaller than (0.05), and the t-statistic is 4.018

is greater than the t-table value (>1.96) so that the sixth hypothesis which states "There is an influence of promotions on customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City" is accepted.

The results of this research are in line with research conducted by Ronsumbre (2022) which states that promotion is an activity to communicate the benefits of a product and persuade target consumers to buy. The strength of promotion will encourage changes in consumer behavior towards a product. Attractive promotions will make consumers decide to purchase.

**The influence of purchasing decisions on customer satisfaction among women's clothing customers in the Shopee Surabaya marketplace**

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.193 which is greater than (0.05), and the t-statistic of 1.301 is smaller than the t-table value (>1.96) so that the seventh hypothesis states "There is an influence of purchasing decisions on customer satisfaction for women's clothing customers in the Shopee marketplace in Surabaya City," is rejected.

**The influence of product quality on customer satisfaction through purchasing decisions as an intervening variable for women's clothing customers in the Shopee**

### Surabaya marketplace

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.191 which is greater than (0.05), and the t-statistic of 1.307 is smaller than the t-table value (>1.96) so that the seventh hypothesis states " "There is an influence of product quality on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace, Surabaya City," was rejected

In this research, product quality does not have an indirect effect on customer satisfaction through purchasing decisions. It can be said that purchasing decisions do not mediate customer satisfaction caused by product quality. This is following the research results of Sulastri (2019) which states that purchasing decisions do not mediate product quality on customer satisfaction.

This is also because not all products sold online are of good quality, so they do not influence purchasing decisions. This is proven by research conducted by Yenny Yuniarti (2016), that product quality can influence purchasing decisions if the online seller who is the subject of the research offers quality products according to what they sell.

### The influence of price on customer satisfaction through purchasing decisions as an intervening variable for women's clothing customers in the Shopee Surabaya marketplace

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.234 which is greater than (0.05), and the t-statistic of 1.191 is smaller than the t-table value (>1.96) so that the eighth hypothesis states " "There is an influence of price on customer satisfaction through purchasing decisions as an intervening variable for women's clothing customers in the Shopee Surabaya marketplace" is rejected.

### The influence of promotions on customer satisfaction through purchasing decisions as an intervening variable for women's clothing customers in the Shopee Surabaya marketplace

Referring to the results of the first hypothesis test, statistically, the p-value shows a value of 0.252 which is greater than (0.05), and the t-statistic of 1.146 is smaller than the t-table value (>1.96) so that the ninth hypothesis states " "There is an influence of product quality on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace, Surabaya City," was rejected.

Shopee carries out several promotions that are quite attractive to consumers, such as the ones that attract the most consumer interest are Free Shipping without minimum shopping, Flash Sale Discounts, and Vouchers.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

This research aims to analyze the influence of product quality, price, and promotion on customer satisfaction through purchasing decisions for women's clothing customers in the Shopee marketplace, in Surabaya City. The conclusions of this research are as follows: 1) Product quality has a significant influence on purchasing decisions for women's clothing in the Shopee marketplace, Surabaya City. 2) Price has a significant influence on purchasing decisions for women's clothing in the Shopee marketplace, in Surabaya City. 3) Promotion has a significant influence on purchasing decisions for women's clothing. in the Surabaya City Shopee marketplace 4) Product quality has a

significant effect on customer satisfaction with women's clothing in the Surabaya City Shopee marketplace 5) Product price has a significant effect on customer satisfaction with women's clothing in the Surabaya City Shopee marketplace 6) Promotion has a significant effect on customer satisfaction with women's clothing in the Surabaya City Shopee marketplace 7) Product quality has no effect on customer satisfaction through purchasing decisions for women's clothing in the Surabaya City Shopee marketplace 8) Price has no effect on customer satisfaction through purchasing decisions for women's clothing in the Surabaya City Shopee marketplace 9) Product promotion has no effect on customer satisfaction through purchasing decisions on women's clothing in the Surabaya City Shopee marketplace 10) Purchasing decisions do not affect customer satisfaction on women's clothing in the Surabaya City Shopee marketplace

### Suggestion

The research results show that product quality can influence customer satisfaction and purchasing decisions, so it is recommended to be professional in providing quality to buyers so that it is hoped that they can improve the performance of their respective businesses.

For companies, increase promotional campaigns that are more attractive, so that they convey more to consumers about the promotions held by Shopee.

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