

The Influence of Brand Awareness, Perceived Quality, Convenience, and Price Discounts on Purchasing Decisions

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Abstract. This study is intended to analyze how the influence of brand awareness, perceived quality, convenience, and price discounts on purchasing decisions on habitual products. Shopee customers in Semarang are the population determined in this study. This type of research uses quantitative methods and the technique used in this research is non-probability sampling with purposive sampling. In addition, the data collected method done by means of a questionnaire. In the questionnaire, the Likert scale is used to measure the value of the items in the variables. The sample used was 100 respondents. The F test results obtained a value of 67.570 while the probability value of 0.000 is smaller than the significance level of 0.05 or 5%. This shows that Brand Awareness, Perceived Quality, Convenience, and Price Discounts together have a positive influence on Purchase Decisions on habitual products. In this study, it is known that the Adjusted R (R²) is 0.729, while the remaining 0.271 is influenced by other variables outside the research. The results of the t test show that the independent variable has a positive and significant effect on purchasing decisions. Based on the results of this study, it can be concluded that brand awareness, perceived quality, convenience, and price discounts have a positive and significant effect on purchasing decisions.

Keywords: brand awareness, perceived quality, convenience, price discount, and purchasing decisions

INTRODUCTION

Development information And technology moment This cause change style life consumer. With development information And technology, every consumer must can follow development Which influence need daily they are various need life push consumer For more be careful in fulfil need his life. fast development technology, specifically Internet, has change method life And behavior public, including shop. convenience use Internet make public change activity shopping from shop traditional become shop on line or normal called with e-commerce. The more its popular e-commerce reflected in superiority e-commerce compared to business traditional. In business traditional, seller And buyer must meet, negotiate, And bargaining in place Which The same when they agreed price. In ecommerce, on the contrary, practice like That No happen Because seller And buyer No must meet. On the contrary, they meet through site web or network Which Act as intermediary For connect second party And summarizing transaction. On stage evaluation alternative, based on trust consumer to product, decision purchase made For product the.

According to Kotler and Keller (2016: 194) consumer purchasing decisions are part of consumer behavior that is learned about how individuals, groups, and organizations choose and buy, use and like goods, services, ideas or experiences to satisfy their needs and wants. Purchasing decisions are not closely related to consumer behavior (consumer behavior), so that each consumer has different habits when shopping. Habitual buying decision is a consumer purchase decision with a low level of consumer involvement. Low consumer involvement is a purchasing decision-making process carried out by consumers through simple information searches without considering many other product references.[1].

Brand awareness or brand awareness is assign product features that are considered important in purchasing decisions because brands can add value to a business, brands are referred to as non-price assets

which are very important components because with brands consumers can identify and differentiate the products produced by the company with competitors' products. Recognizing a product other than a brand, and providing or even enhancing the function of a brand, it is necessary to instill brand awareness or brand presence in the minds of consumers, with the aim of differentiating one product from another or competing products. Brand awareness is a very important equity factor for companies because brand awareness can directly affect brand equity.[28]. Based on research conducted by [28] stated that brand awareness has a significant effect on purchasing decisions. Research conducted by [5] states that brand awareness has a positive and significant effect on purchasing decisions. H1: brand awareness has a positive and significant effect on purchasing decisions.

According to Aaker (1997: 124) perceived quality is the consumer's overall quality or superiority of a product or service related to the intended purpose. According to Aaker (1997: 407) argues that the key to obtaining a high level of quality perception is to provide high quality, identify important dimensions of quality, understand quality signs for consumers, and communicate quality messages in a convincing way.[6]. A consumer has the right to determine product quality which will be a purchasing decision for a product to be used. Based on the results of research conducted by [7] which states that perceived quality has a positive and significant effect on purchasing decisions. Research conducted by [5] said that perceived quality has a significant effect on purchasing decisions. H2: perceived quality has a positive and significant effect on purchasing decisions.

According to Fandy Tjiptono (2004: 60) convenience is creating a convenience for consumers there is also a dimension of decision convenience, namely consumer perceptions of time, cost, and effort to make purchasing decisions or use services and provide something that consumers are looking for to the level Enough.[8]. Convenience means that the extent to which individuals carry out activities using a technology that is considered pleasing to themselves. Based on previous research conducted by [9] said that convenience has an influence on online purchasing decisions. H3: convenience has a positive and significant effect on purchasing decisions.

Price discount (discounts) are applied in the form of a reduction in the original price, usually at certain events or once a month, but it depends on the online store at Shopee that provides discounts. But the shopee discount is quite a lot compared to buying goods at an offline store. The large number of shopee discounts is one of the reasons why habitual buying decision consumers are interested in buying a product through the shopee application because consumers who fall into this type are consumers who tend to have a low level of consumer involvement. Discounts are applied in the form of a gratuity reduction or a nominal amount of money that is reduced from the normal price. The more discounts, the more consumers will buy it. This will improve a purchase decision [10]. Based on research conducted by [11] states that the price discount has a positive and significant effect on purchasing decisions. Research conducted by [10] states that price discounts have a significant effect on purchasing decisions. H4: price discount has a positive and significant effect on purchasing decisions.

Investor.id sources state that Shopee's E-Commerce sales data is the marketplace with the highest website visitors. On average, the shopee site opened 181 million visitors per month in the fourth quarter of 2022. This statistic is also strengthened by research company Ipsos which will be released in 2022. A consumer before decide purchase will consider all aspect start from *brand awareness*, *perceived quality*, *channel convenience*, and price discounts. If all aspects have been met, then the purchase will go well because consumers have ensured that the product to be purchased is what they want to fulfill the needs that are used daily.

METHODS

This large sample size cannot be known with certainty, so the sample size used according to Ancient Roa uses the following formula:

$$n = \frac{z^2}{4[Moe]^2}$$

Information:

n = sample size

z = normal sampling rate 5% = 1.96

Moe = Margin of Error, maximum 10% (0.1)

With this formula, the calculation of this research sample is as follows:

$$n = \frac{1,96^2}{4 (0,1)^2}$$

$$n = 96,04$$

Based on the calculation above, the number of samples was 96.04 respondents. So in this study the number of samples studied was set to 96.04 or rounded to 100 respondents.

RESULT AND DISCUSSION

The population of this study is residents in Semarang who are habitual product consumers in e-commerce shopee. The exact population size is not known. In this study, the sampling used was a non-probability sample, where the size of the population is not known with certainty and there are also several populations that are not likely to be sampled. The sampling method in this study used a purposive sampling technique. Quota sampling is a technique for determining a sample from a population that has certain characteristics to the desired amount (quota).

Instrument testing is carried out through a validity test that is used according to (Ghozali, 2018) if the KMO value test (Kaiser Mayer Olkin). if the KMO value is > 0.5 and if the factor value is > 0.4 then the item in question is valid and further testing can be carried out. Reliability according to (Ghozali, 2018) with Cronbach Alpha (α) > 0.70. Data analysis techniques in this study used multiple regression analysis techniques to find out or get an overview of the effect of the independent variables on the dependent variable, using the SPSS program. The multiple linear regression equation is:

$$Y = \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + \beta_4.X_4 + e$$

Information :

Y = Dependent Variable

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = Regression Coefficient

X1 = Independent Variable (Brand Awareness)

X2 = Independent Variable (Perceived Quality)

X3 = Independent Variable (Convenience)

X4 = Independent Variable (Price Discount)

E = error (residual value)

Regression analysis is used to determine the effect of lifestyle, brand image, store atmosphere and consumer satisfaction variables on Starbuck Coffee at Citadel Square. The results of the regression analysis can be seen in the following table:

Table 1. Regression Analysis Results

Variable Equations	Coefficient (β)	Sig.	Information
The effect of brand awareness on purchasing decisions	0.396	0.000	H1 Accepted
The effect of perceived quality on purchasing decisions	0.553	0.000	H2 Accepted
The effect of convenience on purchasing decisions	0.204	0.000	H3 Accepted
Effect of price discount on purchasing decisions	0.120	0.026	H4 Accepted
<i>Customized R Square</i>	0.729		
<i>F test</i>	67,570		
<i>Sig</i>	0.000		

Source: Primary Data 2023

Based on the results of the regression analysis above, multiple linear regression equations can be produced as follows: $Y = 0.396 X_1 + 0.553 X_2 + 0.204 X_3 + 0.120 X_4$ so that brand awareness can be assessed (β_1) = 0.396, the positive value obtained indicates that every time there is an increase in brand awareness it will lead to a purchase decision. Perceived quality (β_2) = 0.553, the positive value obtained indicates that whenever there is an increase in perceived quality, a purchase decision will occur. Convenience (β_3) = 0.204, the positive value obtained indicates that whenever there is an increase in comfort, a purchase decision will arise. Price discount (β_4) = 0.120, the positive value obtained indicates that each time there is an increase in price discount, a purchase decision will arise. The model test was carried out to see whether the regression equation model was good or not between the independent variables and the dependent variable. The test uses the coefficient of determination and the F test. The coefficient of determination (R^2) is used to measure the ability of the independent variable to explain the dependent variable. Based on Table 4.1. shows that the Adjusted R Square value is 0.729. This can be interpreted that the ability of brand awareness, perceived quality, convenience, and price discount in explaining purchasing decisions is 72.9% ($0.729 \times 100\%$), while 27.1% ($100\% - 72.9\%$) purchasing decisions are explained by variables other than brand awareness, perceived quality, convenience, and price discount. The F test is used to determine the effect of the independent variable on the dependent variable simultaneously or as a stimulant. The existence of a stimulant effect can be seen from sig. $F \leq 0.05$. In Table 4.1. shows the results of the F test of 67.570 with sig. 0.000 is less than 0.05. This shows that brand awareness, perceived quality, convenience, and price discount are declared valid.

The Effect of Brand Awareness on Purchasing Decisions

Based on the brand awareness hypothesis testing, it shows that there is a positive and significant influence on purchasing decisions. The results of this study are seen from the regression results of the brand awareness variable on purchasing decisions which has a beta value of 0.396 and with a significance value of 0.000 which is smaller than the probability of 0.5 so it can be said to be significant. Judging from the descriptive results of brand awareness, an average result of 4 means agree. The highest indicator states that I am able to remember the brand when buying a competitor's product. So based on the results of this test it states that the higher the brand awareness that consumers have, the higher the influence on purchasing decisions, and vice versa if the lower brand awareness they have, the lower the purchase decision obtained. Brand awareness can help the brand that is expected by the company, create customer familiarity with the brand, and show commitment to it. These results are supported by previous research conducted by [28] stated that brand awareness has a significant effect on purchasing decisions. Research conducted by [5] states that brand awareness has a positive and significant effect on purchasing decisions.

The Effect of Perceived Quality on Purchasing Decisions

Based on testing the perceived quality hypothesis shows that there is a positive and significant influence on purchasing decisions. The results of this study seen from the results of regression of perceived quality variables to purchasing decisions have a beta value of 0.553 and with a significance value of 0.000 which is smaller than the probability of 0.5 so that it can be said to be significant. Judging from the descriptive results of perceived quality, an average result of 4 means agree. The highest indicator states that I assess the quality of the product (there are no defects) according to the specified specifications. So based on the results of this test states that the higher the perceived quality owned by consumers, the higher the influence on purchasing decisions, vice versa if the lower the perceived quality owned, the lower the purchase decision obtained. Consumer perception of the overall quality of a product or service can influence these consumers in making purchasing decisions. Quality perception is a brand association viewed from the consumer's point of view, where a brand is perceived as a high-quality product. Often the perception of quality is seen as a measure of the 'goodness of quality' that consumers demand. Therefore, this perception of quality has a major effect on the financial performance of a brand and even a company. This result is supported by research conducted by [5] saying that perceived quality has a significant effect on purchasing decisions.

The Effect of Convenience on Purchasing Decisions

Based on testing the convenience hypothesis, it shows that there is a positive and significant influence on purchasing decisions. The results of this study seen from the regression results of the convenience variable on purchasing decisions have a beta value of 0.204 and with a significance value of 0.000 which is smaller than the probability of 0.5 so it can be said to be significant. Judging from the descriptive results of convenience, an average result of 4 means agree. The highest indicator states that it is easy for me to contact/communicate with the seller when making a purchase, I find it easier to find the product I want to buy, I have the right to determine the perception of time and effort to make a buying decision. So based on the results of this test it is stated that the higher the convenience owned by consumers, the higher the influence on purchasing decisions, and vice versa if the lower the convenience owned, the lower the purchase decision obtained. Convenience is important in influencing online purchasing decisions, quality and accessibility of online stores, the value of products or services offered, integration of consumer feedback, reviews and rating systems are factors included in the enjoyment of online shopping. The results of this study are supported by previous research conducted by [18] which stated that convenience has a positive and significant influence on purchasing decisions.

Effect of Price Discount on Purchasing Decisions

Based on the price discount hypothesis testing, it shows that there is a positive and significant influence on purchasing decisions. The results of this study are seen from the regression results of the price discount variable on purchasing decisions which have a beta value of 0.120 and a significance value of 0.026 which is smaller than the probability of 0.5 so that it can be said to be significant. Judging from the descriptive price discount results obtained an average result of 4 means agree. The highest indicator states that price discounts are given according to the number of items purchased and many types of products are discounted on the Shopee application. So based on the results of this test states that the higher the price discount owned by consumers, the higher the influence on purchasing decisions, and vice versa if the lower the price discount, the lower the purchase decision obtained. The price discount given by the seller to the buyer is a form of appreciation for certain activities of the buyer which is pleasing to the seller so that the more attractive the price discount given by the seller, the more interested the consumer will be in buying a product. Where the more attractive the price discounts made by e-commerce shopee can inspire users to purchase habitual products on e-commerce shopee. The results of this study are supported by previous research conducted by [8] proving that price discounts have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of the analysis of this study to determine the effect of brand awareness, perceived quality, convenience, and price discounts on purchasing decisions on habitual products in e-commerce shopee, it can be concluded as follows:

Brand awareness variable (H1) has a positive and significant effect on purchasing decisions on habitual products in e-commerce shopee. This can be proven based on the t test with a beta value of 0.396 and a significant value of 0.000. The higher the brand awareness provided by Shopee, the higher the influence on purchasing decisions,

The perceived quality variable (H2) has a positive and significant effect on purchasing decisions on habitual products in e-commerce shopee. This can be proven based on the t test with a beta value of 0.553 with a significant value of 0.000. The higher the perceived quality provided by Shopee, the higher the influence on purchasing decisions,

The convenience variable (H3) has a positive and significant effect on purchasing decisions on habitual products in e-commerce shopee. This can be proven based on the t test with a beta value of 0.204 with a significant value of 0.000. the higher the convenience provided by Shopee, the higher the influence on purchasing decisions,

The price discount variable (H4) has a positive and significant effect on purchasing decisions on habitual products in e-commerce shopee. This can be proven based on the t test with a beta value of 0.120 with a significant value of 0.026. the higher the price discount given by Shopee, the higher the influence on purchasing decisions,

ADVICE / MANAGERIAL IMPLICATIONS

Based on the research findings, there are several policy implications in accordance with the priorities given as input for management, including:

In terms of brand awareness, Shopee e-commerce has provided various types of brands, but there needs to be an increase from the USP (unique selling product) to determine the unique value of the brand in order to increase purchasing decisions on habitual products.

In terms of perceived quality, e-commerce shopee has provided fairly good quality, but it is necessary to maintain existing ones and improve perceived quality in order to increase purchasing decisions on habitual products.

In terms of convenience, e-commerce shopee has provided convenience for every purchase, but there needs to be an increase in access to the platform because sometimes consumers have difficulty communicating with sellers, therefore improvements are needed to increase purchasing decisions on habitual products.

At the price discount, Shopee e-commerce has provided a large discount, but it is necessary to increase the discount period in order to increase purchasing decisions on habitual products.

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