

**THE EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRICE, AND TRUST
ON PURCHASE DECISIONS (CASE STUDY ON SHOPEEFOOD USERS)**

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ABSTRACT

The purpose of this study is to analyze the effect of product quality, service quality, price, and trust on purchasing decisions either partially or simultaneously and to determine the variables are the most dominant on purchasing decisions on ShopeeFood in Bogor. The method of analysis in this study used a purposive sampling technique with data collection methods using questionnaires and the sample used 100 respondents. This study is a quantitative data types. The data analysis methods used are instrument test (validity test and reliability test), classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, t test, F test, and the coefficient of determination with statistical test using SPSS 25. The results of this study showed that in partially variables of product quality, service quality, price, and trust have a positive impact and significant effect on purchasing decisions. Meanwhile, variables of product quality, service quality, price, and trust simultaneously have a significant effect on purchasing decisions using ShopeeFood. And in this study, the most dominant independent variable on purchasing decisions is the price variable.

Keyword: Price, Product Quality, Purchasing Decision, Service Quality, and Trust

1. INTRODUCTION

The modern era as it is today is marked by the rapid development of science and technology, this development can be seen from the continued increase in internet users in the world. With the internet, it is proof that technology continues to develop to meet the needs of human life which aims to make it easier for someone to solve problems or achieve their desires.

Based on the results of the We Are Social Hootsuite research released in February 2022, it was stated that the level of internet users in Indonesia was 73.7% of the total population, meaning that there were around 204.7 million internet users at the beginning of 2022. When compared with the data in January 2021 We Are Social Hootsuite reports that there are 202.6 million internet users, meaning that in a year there will be an increase of 1% or 2.1 million internet users in Indonesia.

Internet services directly change people's behavior from social, cultural, business, education, entertainment, shopping, to transactions. Almost all needs can be solved online through electronic devices such as gadgets. With advantages that are practical, efficient, flexible, easily accessible, diverse, and have many programs that benefit consumers, many of the people have done their daily activities or transacted electronically or online. This can be a great opportunity for business activists to do business through digital media such as e-commerce. E-commerce has many benefits for the community, such as consumers can shop and make transactions without a time limit for 24 hours, consumers can also choose and compare products with different brands in the same place and time. Digital business growth does not just sell or buy goods but only extends to food delivery services. Currently in Indonesia several e-commerce already have online food delivery services such as Gojek with GoFood services, Grab with GrabFood services, and Shopee with ShopeeFood services.

Table 1
Top Food Delivery Service

No	Service	Popularity	Superiority
1	GrabFood	92%	54%

2	<i>GoFood</i>	90%	34%
3	<i>ShopeeFood</i>	35%	12%

Source: Snapchart Indonesia (2021)

Based on Table 1 the percentage of ShopeeFood's popularity and superiority is still far behind GoFood and GrabFood, but ShopeeFood continues to provide the best service in order to catch up with the two food delivery service pioneers.

To maintain and attract new consumers, ShopeeFood must pay attention and develop its services so that people are aware and interested in purchasing food or drinks through ShopeeFood services. According to Kotler & Keller (2012) purchase decision is a consumer process through five stages, namely need recognition, information search, evaluation of alternatives, purchase decisions, and postpurchase evaluation. Consumer purchasing decisions will be stronger if the company can fulfill the service by presenting good quality. The important thing that must be considered is the quality of products and services, because these two things are the key to competition between companies to attract consumers to see the products or services they offer.

According to Kotler & Armstrong (2012) product quality is the product's ability to show the function, this includes total durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Product quality is the main thing in the company to increase competitiveness so that consumers can feel satisfaction as expected. Meanwhile, according to Ainur (2021) service quality is an action taken by companies to meet consumer needs in achieving customer satisfaction. Services in accordance with consumer desires and satisfaction as expected, it can provide consumers to make purchasing decisions. In addition another factor that consumers pay enough attention to to make a purchase decision is the price.

According to Kotler & Armstrong (2012) price is the amount of money for a product or service, or the amount of value that consumers exchange for benefiting from or using the product or service. The majority of consumers will feel happy, interested, and more confident to make a purchase if they get an economical price with good quality. When the three factors above can provide good expectations or stimulation to consumers, the consumer's perception of a product or service will increase so that trust will arise. This makes trust a factor that can influence purchasing decisions. According to Kotler & Keller (2012) trust is the thought of someone who is able to provide an overview of something. Indirectly, trust will be formed if consumers are satisfied, but on the contrary if consumers feel uncomfortable and have difficulty in ShopeeFood services, it is likely that consumers will switch to using food delivery services provided by competitors.

ShopeeFood is arguably a relatively new e-commerce from its competitors, namely GrabFood and GoFood, which have been around for a long time in Indonesia, therefore there is still little research that makes ShopeeFood the object of research. However, there have been several studies that discuss the factors that cause purchasing decisions at ShopeeFood but some of the factors in the research are still not consistent so they need to be examined more deeply in order to get consistent results. To find out whether ShopeeFood services are well received or not by consumers, there must be an increase in purchasing decisions that can be calculated from the factors that affect it.

This phenomenon is interesting to be discussed in this study, the variables used refer to theories from experts and journals from previous research. This study refers to people who live in Bogor because the Bogor area is one of the areas that ShopeeFood reached quite early, namely 4 months after the first operation in Jakarta (instagram @shopeefood_id, 2022). With the level of culinary sales and population in the Bogor area are quite high, namely the population of Bogor City as many as 1,052,357 people and the population of Bogor Regency as many as 5,489,536 people (bps.go.id, 2021). So it can be said that the title of this research is **The Effect of Product Quality, Service Quality, Price, and Trust on Purchase Decisions (Case Study on ShopeeFood Users)**.

2. LITERATURE REVIEW

2.1 E-Commerce

Electronic commerce is the result of the development of information technology that supports all online transaction activities, including buying and selling. In general, e-commerce is electronic media in the form of applications or

websites that become a liaison between companies and consumers in conducting buying and selling products and services through internet access. According to Kotler and Armstrong (2012) e-commerce is an online channel that can be reached by someone through a computer or device used by companies in carrying out their business activities and used by consumers to obtain information using computer assistance which in the process begins with providing information services to consumers in making choices.

2.2 Purchase Decision

Purchase decision is one part of consumer behavior. Tjiptono (2008) explains that the purchase decision results from information about the advantages of a product that is arranged in such a way that it creates a pleasant feeling that will make someone to make a purchase. There are 5 processes in purchasing decisions, need recognition, information search, evaluation of alternatives, purchase decisions, and postpurchase evaluation.

According to Senggetang et al. (2019) explained that there were 4 indicators in purchasing decisions, namely:

1. Stability on a product
2. Habits in buying products
3. Provide recommendations to others
4. Make repeat purchases

2.3 Product Quality

A product can be said to be of quality if it has details that are in accordance with the specified quality and have provided satisfaction to consumers. According to Kotler and Keller (2012) product quality is the ability of an item to provide appropriate results or performance even beyond what consumers expect. Meanwhile, according to Kotler and Armstrong (2012) product quality is a characteristic of a product or service that supports its ability to satisfy consumer needs. In the success of a business in market competition, product quality is a very important factor. Products with good quality can also give a good impression to consumers. Therefore, companies must create quality products with various advantages, so as to meet consumer expectations.

According to Tjiptono (2016) explained that there were 8 indicators in product quality, namely:

1. Performance
2. Features
3. Reliability
4. Conformance To Specifications
5. Durability
6. Serviceability
7. Esthetics
8. Perceived Quality

2.4 Service Quality

Services in accordance with consumer expectations will affect purchasing decisions. The better the level of service, the greater the level of purchasing decisions made by consumers. According to Kotler and Keller (2012) service quality is the all features and characteristics of services that affect their ability to meet stated or performed consumer desires and satisfactions. Meanwhile, according to Nuraeni (2021) service quality is how good the level of service provided is able to match consumer expectations.

According to Nuraeni (2021) explained that there were 5 indicators in service quality, namely:

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

2.5 Price

In general, price can be defined as the total value of a product expressed in money exchanged by consumers for get a products or services. According to Kotler and Armstrong (2012) price is the amount of money charged for products and services or the amount of a value that consumers exchange for the benefits of owning or using a product or service. Always be purchased by consumers, but must be adjusted to the quality and competitive prices in the market.

According Kotler and Armstrong(2012) explained that there were 4 indicators of price, namely:

1. Affordability of prices
2. Price competitiveness
3. Price compatibility with product and service quality
4. Price match with benefits

2.6 Trust

Trust is an important factor to attract consumers to believe in a product or service so that consumers will make purchasing decisions. According to Khotimah (2018) trust is a consumer's belief that another person has integrity and trustworthy, people who are trusted will fulfill all their obligations in carrying out transactions as expected.. Trust is part of a person's psychological condition that gives an assessment of a product or service that is influenced by several factors from within a person and from outside.

According Maharani (2010) explained that there were 4 indicators of trust, namely:

1. Reliability
2. Honestly
3. Sympathy
4. Credibility

2.7 Analysis Model

Analysis model in this research can be described as follows:

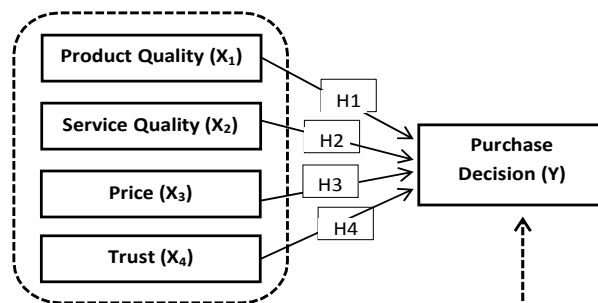


Figure 1 Analysis Model

Description:

- = Partial effect
 - - - - - = Simultaneously effect

1. **H₁**: product quality has a positive and significant effect on consumer purchasing decisions.
2. **H₂**: service quality has a positive and significant effect on consumer purchasing decisions.
3. **H₃**: price has a positive and significant effect on consumer purchasing decisions.
4. **H₄**: trust has a positive and significant effect on consumer purchasing decisions.
5. **H₅**: product quality, service quality, price, and trust have simultaneous effect on consumer purchasing

decisions.

3. METHODOLOGY

3.1 Subject and Research Variables

In this study, the subjects that will be used are the Shopee e-commerce application users who use the ShopeeFood feature. The variables tested in this study are as follows:

1. The dependent variable is the variable that is influenced by the independent variable. The dependent variable in this study is the Purchase Decision (Y).
2. Independent variables are variables that can affect changes in the dependent variable. In this study there are 4 independent variables, namely Product Quality (X_1), Service Quality (X_2), Price (X_3), and Trust (X_4).

3.2 Data Collections

The data obtained from the results of the questionnaire distribution will be processed by quantitative data analysis. The research data will be processed using Microsoft Excel and IBM SPSS 25 program. Sources of data in this study consist of primary data, namely questionnaires and secondary data, namely data or information related to research variables and other things that support the material in this study such as books, journals, and literacy.

3.3 Population and Sample

In this study, the target population is ShopeeFood users in the Bogor area. Then the sampling used purposive sampling technique. Purposive sampling is one of the non-random sampling techniques where the author determines the sampling by setting the criteria for respondents. The criteria made by the author for this research are people in the Bogor area who have used and made purchase transactions through the ShopeeFood food delivery service. The author determines the number of samples using the sample approach technique formulated by Rao Purba in Solangius et al (2020) as follows:

$$n = \frac{Z^2}{4 (moe)^2}$$

Description:

n = sample

Z = Confidence level in sample (95% = 1,96)

Moe = The maximum error that can be tolerated is 10% = 0,1

By using the Rao Purba formula, the sample results are as follows:

$$\begin{aligned} n &= \frac{(1,96)^2}{4 (0,1)^2} \\ &= \frac{3,8416}{0,04} \\ &= 96,04 \end{aligned}$$

Based on the above calculation, the minimum sample that must be obtained is 96.04 respondents. However, to make the research easier to process, the sample in this study was rounded up to 100 respondents.

4. RESULT

4.1 Test Validity and Reliability Test

Validity test is used to determine whether a questionnaire is valid or not. And the reliability test is used to determine the reliability and consistency of the research instrument when performing repeated measurements.

Based on the Table 2, it shows that all statement items have a value of r arithmetic > r table, so all statements in this study are declared valid. And the reliability test shows that each variable has a Cronbach's alpha value > 0.70, then all variables in this study are declared reliable.

4.2 Normality Test

Normality test is used to determine whether in the regression model the independent variable and the dependent variable have a normal distribution or not.

Table 2
Validity & Reliability Test

Variable	Item	r-count	r-table	Cronbach's Alpha
Product Quality (X ₁)	X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.8	0,728; 0,422; 0,539; 0,853; 0,485; 0,855; 0,438; 0,739	0,361	0,795
Service Quality (X ₂)	X2.1, X2.2, X2.3, X2.4, X2.5	0,527; 0,603; 0,791; 0,815; 0,659	0,361	0,714
Price (X ₃)	X3.1, X3.2, X3.3, X3.4, X3.5	0,707; 0,558; 0,850; 0,602; 0,675	0,361	0,709
Trust (X ₄)	X4.1, X4.2, X4.3, X4.4, X4.5	0,802; 0,793; 0,735; 0,639; 0,736	0,361	0,795
Purchase Decision (Y)	Y.1, Y.2, Y.3, Y.4, Y.5	0,726; 0,570; 0,589; 0,819; 0,731	0,361	0,702

Table 3
One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.37423808
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.066
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed data SPSS 25 (2022)

Based on the results of the normality test using one sample Kolmogorov Smirnov, Table 3 states that the effect of the independent variable on the dependent variable has a significant level of > 0.05 , which is 0.200. So this study is declared normally distributed.

4.3 Multicollinearity Test

Multicollinearity test was used to test whether the regression model was found there was a correlation between the independent variables. If the value of VIF (Variance Inflation Factor) < 10 and Tolerance > 0.10 , it can be said that there is no multicollinearity in the regression model.

Table 4 Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Product Quality	.533	1.877
Service Quality	.547	1.828
Price	.522	1.915
Trust	.444	2.252

a. Dependent Variable: Purchase Decision

Source: Processed data SPSS 25 (2022)

Based on the multicollinearity test in Table 4 shows that each variable has a VIF value < 10 and a Tolerance value > 0.10 . it can be said that there is no multicollinearity in the regression model.

4.4 Heteroscedasticity Test

Heteroscedasticity test is used to test whether in the regression model there is a similarity of variance from one observation to another.

Table 5 Glejser Test

Coefficients ^a				
Model		Standar dized Coeffici ents	t	Si g.
		Bet a		
1	(Constant)		2.534	.013
	Product Quality	-.091	-.666	.507
	Service Quality	-.253	-1.876	.064
	Price	-.020	-.146	.884
	Trust	.189	1.265	.209

a. Dependent Variable: Abs_Res

Source: Processed data SPSS 25 (2022)

Based on the glejser test in Table 5 shows that each independent variable(product quality, service quality, price, and trust) has a significant value > 0.05 . It can be said that there is no heteroscedasticity in the regression model.

4.5 Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the relationship or influence between the independent variables on the dependent variable.

**Table 6
Multiple Linear Regression Test**

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Si g.
	B	Std. Error	Beta		
1 (Constant)	-3.378	1.544		2.188	.031
Product Quality	.142	.054	.188	2.652	.009
Service Quality	.224	.080	.196	2.790	.006

Price	.479	.076	.454	6.322	.000
Trust	.214	.088	.190	2.442	.016

a. Dependent Variable: Purchase Decision

Source: Processed data SPSS 25 (2022)

Based on the multiple linear regression analysis in Table 6, the following multiple linear regression equations can be follows:

$$Y = -3,378 + 0,142 X_1 + 0,224 X_2 + 0,479 X_3 + 0,214 X_4 + e$$

4.6 Partial Significance Test (t- Test)

A T-test is a test to determine the significance of the independent variable whether it has a partial effect on the dependent variable. In the t-test you can do a comparison between arithmetic and t tables. While the testing criteria are as follows, the significant level ($\alpha = 0.05$) where if the significance value < 0.05 , it can be concluded that the independent variable partially has a significant effect on the dependent variable. Basic criteria for decision making if $t_{\text{arithmetic}} > t_{\text{table}}$, then H_0 is rejected and H_1 is accepted and if $t_{\text{arithmetic}} < t_{\text{table}}$, then H_0 is accepted and H_1 is rejected.

Table 7 t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.378	1.544		2.188	.031
Product Quality	.142	.054	.188	2.652	.009
Service Quality	.224	.080	.196	2.790	.006
Price	.479	.076	.454	6.322	.000
Trust	.214	.088	.190	2.442	.016

a. Dependent Variable: Purchase Decision

Source: Processed data SPSS 25 (2022)

It is known that $df = n - k$ where n is the number of samples, namely 100 and k is the number of research variables. Then we get $df = 100 - 5 = 95$. With a significant level of 0.05 the t table value obtained is 1.985. Based on the results of the t test in Table 7, the explanation can be stated as follows:

1. Based on the results of the t-test analysis on product quality variable (X_1), shows a significant value of $0.009 < 0.05$ and the value of t arithmetic is greater than t table ($2.652 > 1.985$), then H_0 is rejected and H_1 is accepted. So it can be concluded that product quality has an effect on purchasing decisions.
2. Based on the results of the t-test analysis on service quality variable (X_2), shows a significant value of $0.006 < 0.05$ and the value of t arithmetic is greater than t table ($2.790 > 1.985$), then H_0 is rejected and H_2 is accepted. So it can be concluded that service quality has an effect on purchasing decisions.
3. Based on the results of the t-test analysis on price variable (X_3), shows a significant value of $0.000 < 0.05$ and the value of t arithmetic is greater than t table ($6.322 > 1.985$), then H_0 is rejected and H_3 is accepted. So it can be concluded that price has an effect on purchasing decisions.
4. Based on the results of the t-test analysis on trust variable (X_4), shows a significant value of $0.016 < 0.05$ and the value of t arithmetic is greater than t table ($2.442 > 1.985$), then H_0 is rejected and H_4 is accepted. So it can be concluded that trust has an effect on purchasing decisions.

4.7 Simultaneous Significance Test (F-Test)

The F test is used to test the effect of the overall independent variable namely product quality, service quality, price, and trust on the dependent variable, namely purchasing decisions.

Table 8F- Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	544.276	4	136.069	69.139	.000
	Residual	186.964	95	1.968		
	Total	731.240	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Trust, Product Quality, Service Quality, Price						

Source: Processed data SPSS 25 (2022)

Based on the formula $(k-1; n-k)$, the value of obtained to find f table $(5-1; 100-5) = (4; 95)$, then distribution f table obtained value 2,47. In Table 8 the calculated f value of 69.139 is greater than the f table value of 2.47. Significance value is 0.00 less than 0.05 according to the basis of decision making, it can be concluded that the variables of product quality (X_1), service quality (X_2), price (X_3), and trust (X_4) simultaneously and have a positive direction in influencing purchase decisions (Y).

4.8 Test of Determination Coefficient

The coefficient of determination (R^2) is used to measure how much the ability of independent variables in explaining the dependent variable. In this calculation the R^2 value used is Adjusted R Square. The value of the coefficient of determination is between 0 and 1 or $0 \leq R^2 \leq 1$ if the coefficient of determination is getting closer to 1, then the regression model is considered to be better.

Table 9
-Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863	.744	.734	1.403
a. Predictors: (Constant), Trust, Product Quality, Service Quality, Price				
b. Dependent Variable: Purchase Decision				

Source: Processed data SPSS 25 (2022)

Based on table 9, Adjusted R square value of 0,734 it means 73,4% shows that the independent variables, namely product quality (X_1), service quality (X_2), price (X_3), and trust (X_4) can explain the dependent variable, namely the purchase decision (Y). While the rest 26,6% is explained by other independent variables not included in this study, such as promotion, security, or brand image.

4.9 Discussion

1. The Effect of Product Quality on Purchase Decisions Through ShopeeFood Services

Based on the analysis and data testing conducted in this study, partially product quality has a significant effect on purchasing decisions on ShopeeFood services in the Bogor area.

According to Kotler and Armstrong (2012) product quality is a characteristic of a product or service that supports its ability to satisfy consumer needs, therefore with good product quality such as products that are always clean, products do not expire, products received by consumers are in accordance with the appearance and the information provided will create a good perception in the minds of consumers. Even the sale of various products can attract consumers to make purchases of products sold on ShopeeFood services so that purchasing

decisions for ShopeeFoodusers in the Bogor area will increase.

The result of this study are in line with previous research conducted by Mutiara and Imam Wibowo (2020) which state that product quality had a positive and significant effect on purchasing decisions.

2. The Effect of Service Quality on Purchase Decisions Through ShopeeFood Services

Based on the analysis and data testing conducted in this study, partially service quality has a significant effect on purchasing decisions on ShopeeFood services in the Bogor area.

According to Nuraeni (2021) service quality is a measure of how well the level of service provided is able to match consumer expectations, therefore with good service quality such as service features that are easy to understand, providing clear payment receipts, providing product/service information to tracking the right food delivery driver, ShopeeFood is also responsible if a system error occurs when making a transaction. This makes consumers feel safe and comfortable, so that purchasing decisions for ShopeeFood users in the Bogor area will also increase.

The result of this study are in line with previous research conducted by T.M Kusuma and Dadang Hermawan (2021) which state that service quality had a positive and significant effect on purchasing decisions.

3. The Effect of Price on Purchase Decisions Through ShopeeFood Services

Based on the analysis and data testing conducted in this study, partially price has a significant effect on purchasing decisions on ShopeeFood services in the Bogor area.

According to Wijayanto (2012) high prices lead to high profits, but can reduce sales turnover which has an effect on profits and otherwise. Therefore, to get optimal profits with high sales, ShopeeFood establishes affordable prices for consumers, provides discounts with a minimum purchase amount, so that consumers feel that the prices offered by ShopeeFood are in accordance with the quality provided and the benefits obtained are also in accordance with the costs. This issue will increase the purchasing decisions of ShopeeFood users in the Bogor area.

The result of this study are in line with previous research conducted by Anthonius Teddy dan Dinda Amanda (2020) which state that price had a positive and significant effect on purchasing decisions.

4. The Effect of Trust on Purchase Decisions Through ShopeeFood Services

Based on the analysis and data testing conducted in this study, partially trust has a significant effect on purchasing decisions on ShopeeFood services in the Bogor area.

According to Khotimah et al (2018) consumer trust is a person's belief that the marketer has integrity and can be trusted, and the person he trusts will fulfill all his obligations in conducting transactions as expected, therefore consumer trust arises from good responsibility from companies towards their products and services, honesty in serving, guaranteeing security during transactions, and performance that can satisfy consumers, thus creating a good reputation and the resulting in purchasing decisions for ShopeeFood users in the Bogor area will also increase.

The result of this study are in line with previous research conducted by Nur Afifah dan Sri Setyo (2019) which state that trust had a positive and significant effect on purchasing decisions.

5. The Effect of Product Quality, Service Quality, Price, and Trust, on purchase decisions Through ShopeeFood Services

Based on the analysis and data testing conducted in this study, simultaneously product quality (X_1), service quality (X_2), price (X_3), and trust (X_4) have a positive and significant effect on purchasing decisions (Y).

This shows that the existence of good product quality and having a wide selection of products with different price variations coupled with offers of purchase discounts, as well as features or services that are easily accessible and provide convenience to users can make consumers more confident and build trust on a product or service offered, so that these things can trigger consumers to make food and beverage purchasing decisions at ShopeeFood services in the Bogor area.

5. CONCLUSIONS

Based on the research that has been analyzed, it can be concluded that partially there is an effect of product quality, service quality, price, and trust on purchasing decisions through Shopee Food services. While the results of the simultaneous test (F test) confirmed that the variables of product quality, service quality, price, and trust simultaneously have an effect on purchasing decisions through Shopee Food services.

The better product quality, service quality, price, and trust will cause consumers to be more confident in making

purchasing decisions because consumers assess and have expectations of ShopeeFood service features. Things that cause an increase in purchasing decisions need to be maintained, if ShopeeFood services consistently serve consumers well such as providing clear product information, affordable prices according to quality and benefits, being responsible and providing good service to create comfort when making purchases or transactions, then this will increase the good perception of consumers towards ShopeeFood services so as to increase the level of purchasing decisions.

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