

**Analysis of the Influence of Digital Marketing, Product Quality, and Price on Samsung Product Purchase Decisions on the Shopee Marketplace**

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**Abstract:** This study aims to analyze the influence of digital marketing, product quality, and price on Samsung product purchase decisions on the Shopee marketplace. The research employed a quantitative approach using primary data collected through questionnaires. The population consisted of consumers who had purchased Samsung products through Shopee. A non-probability sampling method with a purposive sampling technique was applied, resulting in 150 valid respondents. The data were analyzed using SPSS through validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial test, simultaneous test, and coefficient of determination. The results show that digital marketing has a positive and significant effect on purchase decisions. Product quality also has a positive and significant effect on purchase decisions and is identified as the most dominant variable. In addition, price has a positive and significant effect on purchase decisions. The Adjusted R Square value of 0.419 indicates that digital marketing, product quality, and price explain 41.9% of the variation in Samsung product purchase decisions, while the remaining 58.1% is influenced by other factors outside this study. These findings imply that Samsung should strengthen its digital marketing strategy, maintain product quality, and offer competitive prices to increase consumer purchase decisions on Shopee.

**Keywords:** Digital marketing; Price; Product quality; Purchase decision; Shopee marketplace.

**INTRODUCTION**

The rapid development of technology and digitalization has significantly transformed business activities, particularly in the way companies communicate with customers, promote products, and conduct transactions. In the digital era, technology is not only used as a supporting tool but also as a strategic instrument to create business opportunities, expand market reach, and increase company competitiveness. Business actors are required to adapt to digital transformation by developing effective marketing strategies, improving product quality, and offering prices that are considered appropriate by consumers. These factors are essential because consumers increasingly rely on digital platforms to search for information, compare products, evaluate prices, and make purchase decisions.

Marketing plays an important role in connecting companies with consumers. According to Tjiptono and Diana (2020), marketing is a process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build positive relationships with stakeholders in a dynamic environment. In the context of online business, marketing activities are increasingly carried out through digital media. Digital marketing enables companies to communicate with consumers more quickly, interactively, and efficiently without being limited by geographical distance or time. Kotler (2019) explains that digital marketing refers to the promotion of products or brands through one or more forms of electronic communication. Therefore, digital marketing becomes an important strategy for companies to increase consumer awareness, deliver product information, and encourage purchase decisions.

Digital marketing is highly relevant to marketplace-based transactions because consumers generally depend on online information before deciding to buy a product. Accessibility, interactivity, entertainment, credibility, and informativeness are important aspects of digital marketing that can influence consumer

responses toward online advertisements and product promotions (Aryani, 2021). Through digital marketing, consumers can access product descriptions, customer reviews, promotional campaigns, and other information that helps them evaluate a product before making a purchase. In marketplace platforms such as Shopee, digital marketing strategies are supported by various features, including live shopping, video content, discount programs, free shipping, and customer review systems. These features may strengthen consumer interest and influence purchase decisions.

In addition to digital marketing, product quality is another factor that can influence consumer purchase decisions. Product quality refers to the ability of a product to perform its functions, including durability, reliability, accuracy, ease of use, repairability, and other product characteristics (Tjiptono, 2019). Consumers tend to choose products that are perceived to have good performance, attractive design, durability, and reliability. Marpaung et al. (2021) state that product quality is an effort to meet or exceed consumer expectations, in which product quality standards may change according to consumer needs and preferences. For electronic products such as Samsung, quality is an important consideration because consumers expect products that are innovative, durable, functional, and suitable for their daily needs.

Price is also an important element in consumer purchase decisions. Price reflects the value that consumers must pay to obtain a product or service. According to Alma (2020), price is the value of an item expressed in monetary terms. In the purchasing process, consumers often compare price with product quality, benefits, and competitor offerings. A price that is perceived as affordable, competitive, and suitable for the benefits received may increase consumer interest in purchasing a product. In marketplace transactions, price becomes even more important because consumers can easily compare similar products from different sellers. Therefore, pricing strategy must be carefully considered to ensure that consumers perceive the product as valuable and worth purchasing.

Shopee is one of the leading marketplaces in Indonesia and provides various features that support online shopping activities. The platform offers diverse product categories, including food and beverages, household products, beauty products, health equipment, and electronic products. Based on Databoks, Shopee recorded the highest number of website visits in Indonesia throughout January to December 2023, reaching approximately 2.35 billion visits. This achievement shows that Shopee has become one of the most preferred online shopping platforms among Indonesian consumers. The high level of consumer traffic on Shopee creates opportunities for brands to market their products more effectively and reach a wider audience.

Samsung is one of the popular electronic brands available on Shopee. The company offers various products, including smartphones, tablets, audio devices, televisions, home appliances, monitors, and storage devices. Samsung products are widely recognized because of their innovation, product variety, and brand reputation. In Shopee, Samsung Official Shop provides original products, warranty assurance, promotional offers, and price discounts, which may increase consumer trust and purchase intention. However, the intense competition among electronic brands requires Samsung to continuously improve its digital marketing strategy, maintain product quality, and offer competitive prices to influence consumer purchase decisions.

Several studies have discussed the influence of marketing, product quality, and price on consumer purchase decisions. However, studies focusing specifically on Samsung product purchase decisions on the Shopee marketplace remain important because consumer behavior in digital marketplaces continues to develop. Marketplace consumers are influenced not only by product characteristics but also by digital promotional activities, online reviews, price comparisons, and platform features. Therefore, this study aims to analyze the influence of digital marketing, product quality, and price on Samsung product purchase decisions on the Shopee marketplace. The findings are expected to provide practical implications for companies in strengthening marketing strategies, maintaining product quality, and setting prices that align with consumer expectations.

## **RESEARCHMETHOD**

This study employed a quantitative research approach to examine the influence of digital marketing, product quality, and price on Samsung product purchase decisions on the Shopee marketplace. A quantitative approach was considered appropriate because the study aimed to measure the relationship between independent variables and the dependent variable using numerical data obtained from respondents' questionnaire responses.

The data used in this study were primary data. Primary data were collected directly from respondents through a structured questionnaire distributed to consumers who had purchased Samsung products on the Shopee marketplace. The questionnaire was designed based on the research variables, namely digital marketing, product quality, price, and purchase decision. Each statement item was measured using a Likert scale to determine the level of respondents' agreement with the statements provided.

The population in this study consisted of consumers who had purchased Samsung products on Shopee. Since the exact population size could not be determined with certainty, the sampling method used was non-probability sampling with a purposive sampling technique. This technique was selected because the respondents had to meet specific criteria, namely having experience purchasing Samsung products through the Shopee marketplace. The minimum sample size was determined using the Rao Purba formula and the guideline proposed by Hair et al. (1996), resulting in a minimum sample of 96.04 respondents, which was rounded to 100 respondents. To improve the accuracy and reliability of the analysis, this study used 150 valid respondents.

The independent variables in this study consisted of digital marketing, product quality, and price. Digital marketing was measured through indicators such as accessibility, interactivity, entertainment, credibility, and informativeness, as adapted from Aryani (2021). Product quality was measured based on indicators including performance, durability, conformance to specifications, reliability, and aesthetics, as explained by Tjiptono (2019). Price was measured through indicators such as price affordability, price suitability with product quality, price competitiveness, price suitability with benefits, and the ability of price to influence consumer decisions, as described by Kotler in Indrasari (2019). Meanwhile, the dependent variable, purchase decision, was measured through indicators including suitability with needs, product benefits, accuracy in purchasing the product, and repeat purchase, as stated by Didik (2022).

Before conducting the main analysis, the research instrument was tested using validity and reliability tests. The validity test was conducted to determine whether each questionnaire item was able to measure the intended variable. An item was considered valid if the calculated correlation value was greater than the r-table value. The reliability test was conducted using Cronbach's Alpha to determine the consistency of the questionnaire items. A variable was considered reliable if the Cronbach's Alpha value was greater than 0.60.

The data analysis technique used in this study was multiple linear regression analysis with the assistance of SPSS software. Before performing regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The normality test was used to determine whether the residual data were normally distributed. The multicollinearity test was used to ensure that there was no strong correlation among the independent variables, while the heteroscedasticity test was used to determine whether there was unequal variance in the regression model.

The multiple linear regression model used in this study can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Purchase Decision

$\alpha$  = Constant

$\beta_1, \beta_2, \beta_3$  = Regression coefficients

$X_1$  = Digital Marketing

$X_2$  = Product Quality

$X_3$  = Price

e = Error term

Hypothesis testing was conducted using the partial test, simultaneous test, and coefficient of determination. The partial test was used to determine the individual effect of digital marketing, product quality, and price on purchase decisions. The simultaneous test was used to determine whether all independent variables collectively influenced purchase decisions. Meanwhile, the coefficient of determination was used to measure the extent to which digital marketing, product quality, and price explained the variation in Samsung product purchase decisions on the Shopee marketplace.

## RESULT AND DISCUSSION

### Instrument Validity and Reliability Test

Before conducting the main analysis, validity and reliability tests were carried out to ensure that the questionnaire items were appropriate and consistent in measuring each research variable. The validity test showed that all statement items for digital marketing, product quality, price, and purchase decision had calculated correlation values greater than the r-table value of 0.160. Therefore, all questionnaire items were declared valid.

The reliability test was conducted using Cronbach's Alpha. The results showed that all variables had Cronbach's Alpha values greater than 0.60, indicating that the research instruments were reliable and could be used for further analysis.

Table 1. Validity and Reliability Test Results

Variable	Validity Criteria	Validity Result	Reliability Criteria	Reliability Result	Conclusion
Digital Marketing	r-count > 0.160	Valid	Cronbach's Alpha > 0.60	Reliable	Accepted
Product Quality	r-count > 0.160	Valid	Cronbach's Alpha > 0.60	Reliable	Accepted
Price	r-count > 0.160	Valid	Cronbach's Alpha > 0.60	Reliable	Accepted
Purchase Decision	r-count > 0.160	Valid	Cronbach's Alpha > 0.60	Reliable	Accepted

Based on Table 1, all research variables fulfilled the requirements of validity and reliability. This indicates that the questionnaire items were able to measure the intended variables consistently.

**Classical Assumption Test**

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test. The result showed that the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05. Therefore, the residual data were normally distributed and met the normality assumption required in the regression model.

Table 2. Normality Test Result

Test	N	Test Statistic	Asymp. Sig. (2-tailed)	Sig. (2-Criteria)	Conclusion
One-Sample Smirnov	Kolmogorov-	150 0.031	0.200	Sig. 0.05	> Normally distributed

The normality result indicates that the regression model is appropriate for further statistical testing. Since the significance value is greater than 0.05, the data do not violate the normality assumption.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to determine the effect of digital marketing, product quality, and price on Samsung product purchase decisions on the Shopee marketplace. The regression results are presented in Table 3.

Table 3. Multiple Linear Regression Results

Variable	Unstandardized Coefficient B	Std. Error	Standardized Beta	t-value	Sig.
Constant	1.647	2.590	-	0.636	0.526
Digital Marketing	0.169	0.081	0.175	2.089	0.038
Product Quality	0.288	0.075	0.337	3.847	0.000
Price	0.260	0.083	0.251	3.111	0.002

Based on Table 3, the multiple linear regression equation is formulated as follows:

$$Y = 1.647 + 0.169X_1 + 0.288X_2 + 0.260X_3 + e$$

The constant value of 1.647 indicates that when digital marketing, product quality, and price are assumed to be constant, the purchase decision value is 1.647. The coefficient of digital marketing is 0.169, which means that an increase in digital marketing perception will increase purchase decisions. The coefficient of product quality is 0.288, indicating that better product quality will increase purchase decisions. Meanwhile, the coefficient of price is 0.260, which means that a more positive perception of price will increase purchase decisions.

Among the three independent variables, product quality has the highest regression coefficient and standardized beta value. This indicates that product quality is the most dominant factor influencing Samsung product purchase decisions on the Shopee marketplace.

**Partial Hypothesis Test**

The partial test was conducted using the t-test to examine the individual effect of each independent variable on purchase decisions. A variable is considered to have a significant effect if the significance value is less than 0.05.

Table 4. Partial Test Results

Hypothesis	Relationship	t-value	Sig.	Decision
H1	Digital Marketing → Purchase Decision	2.089	0.038	Accepted
H2	Product Quality → Purchase Decision	3.847	0.000	Accepted
H3	Price → Purchase Decision	3.111	0.002	Accepted

The results show that digital marketing has a positive and significant effect on purchase decisions, with a significance value of 0.038. This means that effective digital marketing can encourage consumers to purchase Samsung products on Shopee. Digital marketing helps consumers access product information, promotional content, customer reviews, and other relevant information that supports the purchasing process.

Product quality also has a positive and significant effect on purchase decisions, with a significance value of 0.000. This finding indicates that consumers consider the quality of Samsung products before making a purchase. Product performance, durability, reliability, design, and innovation are important factors that can increase consumer trust and influence purchase decisions.

Price has a positive and significant effect on purchase decisions, with a significance value of 0.002. This shows that consumers consider price affordability, price suitability with product quality, price competitiveness, and the benefits received before purchasing Samsung products. In the context of Shopee, discounts, special offers, and competitive pricing can increase consumer interest in purchasing.

**Coefficient of Determination**

The coefficient of determination was used to measure how much the independent variables explain the dependent variable. The result is presented in Table 5.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.656	0.431	0.419	2.911

Based on Table 5, the Adjusted R Square value is 0.419. This means that digital marketing, product quality, and price explain 41.9% of the variation in Samsung product purchase decisions on the Shopee marketplace. Meanwhile, the remaining 58.1% is influenced by other factors not examined in this study, such as service quality, brand image, consumer trust, product innovation, customer reviews, and marketplace features.

### Discussion

The findings of this study indicate that digital marketing, product quality, and price significantly influence Samsung product purchase decisions on the Shopee marketplace. Digital marketing plays an important role because consumers rely heavily on online information before deciding to buy a product. Through digital platforms, consumers can obtain product information, compare alternatives, read reviews, and access promotional offers. Therefore, digital marketing can strengthen consumer interest and encourage purchasing behavior.

Product quality was found to be the most dominant variable influencing purchase decisions. This result shows that consumers place strong attention on product performance, durability, reliability, design, and overall product value. For electronic products such as Samsung, quality becomes a key consideration because consumers expect products that are innovative, durable, and able to meet their needs. The higher the perceived quality of Samsung products, the stronger the consumer's confidence in making a purchase. Price also significantly affects purchase decisions. This finding indicates that consumers evaluate whether the price of Samsung products is suitable for the quality and benefits offered. In marketplace transactions, price comparison becomes easier because consumers can directly compare similar products from different sellers. Therefore, competitive prices, discounts, and promotional offers on Shopee can influence consumers to choose Samsung products.

Overall, the results confirm that purchase decisions are influenced by a combination of digital marketing, product quality, and price. However, product quality has the strongest influence compared to the other variables. This implies that Samsung should continue to maintain and improve product quality while strengthening digital marketing strategies and offering prices that match consumer expectations. Such efforts may increase consumer trust, encourage purchase decisions, and strengthen Samsung's competitiveness in the Shopee marketplace.

### CONCLUSION

Based on the results of the study, it can be concluded that digital marketing has a positive and significant effect on Samsung product purchase decisions on the Shopee marketplace. This finding indicates that digital marketing activities, such as online promotions, product information, customer reviews, and interactive marketplace features, can encourage consumers to consider and purchase Samsung products through Shopee.

Product quality also has a positive and significant effect on purchase decisions. This shows that consumers consider the quality of Samsung products, including performance, durability, reliability, design, and product innovation, before making a purchase. Among the variables examined, product quality was found to be the most dominant factor influencing purchase decisions. Therefore, maintaining and improving product quality is an important strategy for strengthening consumer trust and encouraging purchase decisions.

Price has a positive and significant effect on Samsung product purchase decisions on Shopee. This means that consumers evaluate the suitability of price with product quality, benefits, affordability, and price competitiveness before deciding to purchase. Competitive pricing, discounts, and promotional offers can increase consumer interest and encourage purchasing behavior.

Overall, digital marketing, product quality, and price collectively influence Samsung product purchase decisions on the Shopee marketplace. The findings imply that Samsung needs to strengthen its digital marketing strategy, maintain product quality, and offer prices that are aligned with consumer expectations. By focusing on these factors, Samsung can increase consumer confidence, improve purchase decisions, and strengthen its competitiveness in the marketplace.

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