



The Influence of Social Media Marketing, Product Variations, and Product Prices on Purchasing Decisions Using Buying Interest as an Intervening Variable in Bhinneka E-Commerce

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ARTICLE INFO

Article history:

Received 15 January 2024

Accepted 30 March 2024

Publish 30 April 2024

Keywords:

Social Media Marketing, Product Variations, Product Prices, Purchasing Decisions, Buying Interest

ABSTRACT

This research aims to determine the influence of social media marketing, product variety, and product price on purchasing decisions through purchasing interest in e-commerce diversity among Management study program students at PGRI University Semarang. Data was collected by filling out a questionnaire with a total of 99 respondents. Researchers used primary data obtained from distributing questionnaires via Google Form to students of the PGRI University Semarang study program. The technique used in sampling was non-probability sampling with a purposive sampling method. The respondents in this research were students of the Management study program at PGRI University Semarang. The results of this research identify that there is a correlation between social media marketing and price on buying interest in Bhinneka E-commerce, there is no correlation between product variety and buying interest in Bhinneka E-commerce, that there is a correlation between social media marketing and purchasing decisions on Bhinneka E-commerce. -commerce Bhinneka, there is no correlation between product variables and purchasing decisions on E-commerce Bhinneka, that there is a correlation between buying interest and purchasing decisions on E-commerce Bhinneka, there is a correlation between social media marketing and price on purchasing decisions with buying interest as intervening variable in Bhinneka E-commerce, there is no correlation between product variations on purchasing decisions and purchase interest as an intervening variable in Bhinneka E-commerce.

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Introduction

Rapid technological developments have made the internet an important part of everyday life, including in the business world. One of the growing trends is online shopping (e-commerce), which makes it easier for consumers to make transactions without having to leave the house. E-commerce is important for the business world because it helps face global competition and development. Purchasing decisions in e-commerce are influenced by consumer evaluation of the product, as well as the accessibility and attractive appearance of the site.

Bhinneka is one of the well-known e-commerce companies in Indonesia, operating in the technology sector with B2C, B2B and B2G services. With more than 9,000 suppliers, Bhinneka offers various technology products and household equipment. Even though it is ranked 10th in the number of Asian e-commerce visitors in 2022, Bhinneka continues to innovate, such as by launching the Campus Marketplace program which helps students run businesses. Bhinneka also uses social media to market products, which has been proven to influence purchasing decisions.

Apart from the variety of products offered, product price is an important factor in purchasing decisions. Research shows that affordable and competitive prices can increase consumer buying interest. However, Bhinneka also faces several challenges, such as the lack of a price simulation feature and URLs that are not search engine friendly. However, the advantages include time efficiency, transparency, and features such as quick buy. Overall, e-commerce like Bhinneka has a great opportunity to meet consumer needs, but also needs to continue to innovate and overcome shortcomings to remain competitive with other platforms.

Research shows that product variety, price, and purchasing interest have a significant influence on purchasing decisions. Kojongian et al. (2022) and Nela (2019) state that the higher the product variety, the higher the purchasing decision. Ridho Saputra (2020) and Beni Endriawan (2019) explain that product prices also have a positive influence on purchasing decisions, with higher prices encouraging greater purchasing decisions. Puspita & Budiarmo (2020) and Irvanto & Sujana (2020) added that good buying interest will increase the possibility of purchasing decisions.

Literature Review

Purchasing decisions are the process of approving a purchase before post-purchase behavior. The stage in entering a purchasing decision, consumers are faced with several backup choices so that at this stage consumers will determine and decide to buy based on the product that has been determined. Purchasing decisions according to Gunarsih et al, (2021) Purchasing decisions are a series of processes that begin with consumers identifying the problem, looking for information about a particular product or brand, and then evaluating the product or brand in terms of how good each option is and then determining it leading to purchase approval.

Social media marketing is a form of marketing that utilizes social media to build awareness, recognition, memory and action towards a brand, product or business, either directly or indirectly. According to Tuten and Solomon (2017), social media marketing aims to create communication and exchange value for stakeholders. Pham and Gammoh (2017) added that this marketing focuses on online promotions on social media platforms.

Social media marketing helps businesses promote products or services by using attractive content displays on platforms such as social networks and content sharing sites. This allows companies to reach a larger community than traditional advertising channels. Drury states that this technique allows companies to promote products and communicate with a wider audience. Kusuma et al. (2019) mentions four important elements in social media marketing, namely Context, Communication, Collaboration, and Connection.

Products are goods offered to the market to fulfill consumer needs or desires. Product diversity or product variety refers to the collection of various types of products offered by marketers to consumers. Product variations are closely related to consumer behavior and can influence company sales.

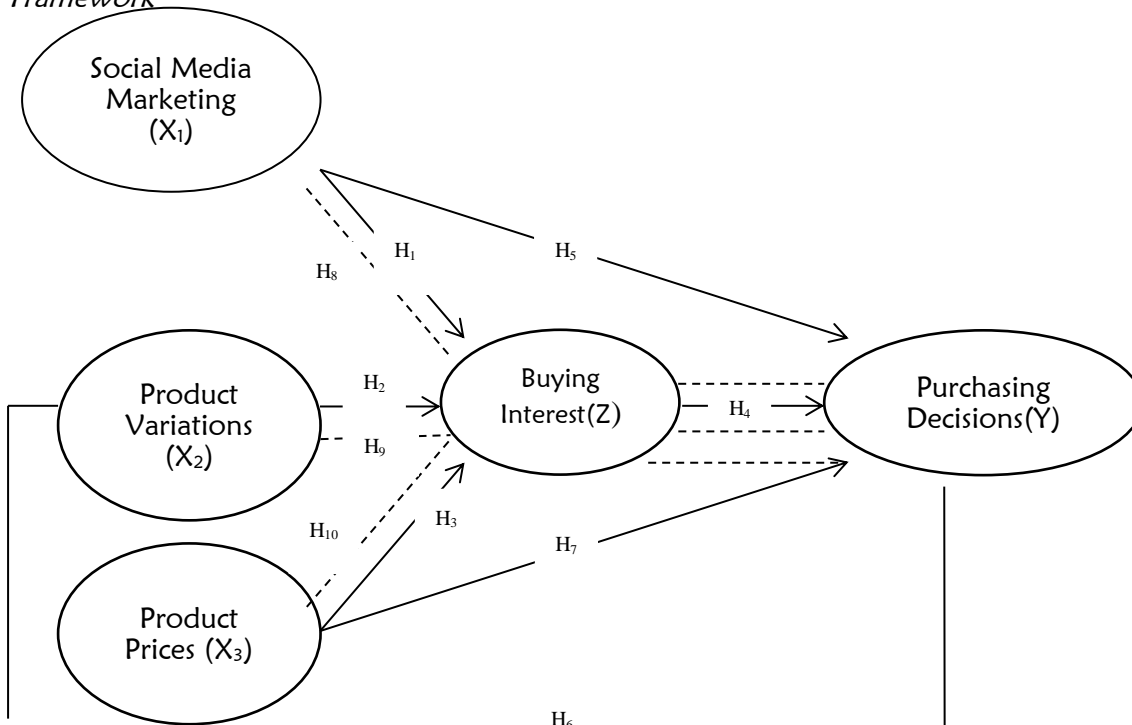
According to Maharani Vinci, product diversity is the process of compiling and managing a variety of products in one group, which is important for increasing sales. Asep in Jenni Anggraeni et al. also stated that product variety creates many choices for consumers, which encourages them to shop. Overall, product diversity is a company strategy to meet consumer needs and attract them to buy products.

The definition of price is the value of money that consumers must pay to the seller for the goods or services they buy. In other words, price is the value of an item determined by the seller. Meanwhile, the price of a product is the total value of the offer including the value of all raw materials and services used to make an offer.

Purchase interest is something that arises from consumers after receiving stimulation from a product they have seen and then there is an interest in trying the product, buying and owning the product (Suparyanto and Rosad, 2020). Consumer buying interest creates a strong tendency and desire that will encourage consumers to buy products. Purchase interest is also defined as a motive to encourage someone to pay attention spontaneously, easily, without coercion and selectively to a product and then make a purchasing decision (Wijaya & Oktavianti, 2019).

Figure 1.

Framework



Source: Data processed in 2024

Method, Data, and Analysis

This research uses quantitative research methods which aim to collect data from a certain population or sample using research instruments. The main aim is to test the hypothesis that has been formulated (R. Yusuf et al., 2020). The data collection method used was a questionnaire. This study aims to explore the influence of social media marketing, product variety, and product price on purchasing decisions on the Bhinneka e-commerce platform, with purchase interest as an intervening variable. This research was

conducted on Management Study Program Students at PGRI University Semarang.

Population is the total number of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied in the context of the research problem (Tirtayasa et al., 2021). In my research, the population consists of all students from the economics and business faculty at PGRI Semarang University who use Bhinneka e-commerce. The number of regular undergraduate students at PGRI University Semarang is 945 students. Meanwhile, the sample is part of the entire population which reflects the characteristics of the entire population to be studied (Tirtayasa et al., 2021). The method used in this research is purposive sampling, where sample selection is based on certain criteria in accordance with the research objectives, so that respondents can provide relevant answers to the research problem (Sitompul et al., 2020). The number of samples in this study was 99 respondents.

Data collection techniques are techniques used by researchers to obtain data in a study (Stevanus & Pratiwi, 2019). This technique requires strategic and systematic steps to obtain correct and factual information. The techniques used in collecting data in this research used questionnaires and documentation. This research uses a questionnaire which will be distributed to students of the Management Study Program at PGRI University Semarang. Documentation is a data collection technique that is carried out by searching for previous research, references from the internet, reading journals, and so on. This documentation is needed because it strengthens the researcher's research.

Result and Discussion

Results of Respondent Characteristics

Table 1.

Results Respondents Have the Application and Have Used Bhinneka e-commerce

Description	Total	Percentage (%)
Yes	99	100%
No	0	0%
Total	99	100%

Source: Processed primary data (2024)

Based on table, 99 respondents stated that they had the application and had used Bhinneka e-commerce. Thus, these respondents were able to provide responses to statements related to Bhinneka e-commerce used in this research.

Table 2.

Respondent Results Based on Gender

Gender	Total	Percentage (%)
Male	32	32%
Female	67	68%
Total	99	100%

Source: Processed primary data (2024)

In the table above it can be seen that the majority of respondents are women, reaching 68%. Based on this data, it can be concluded that the respondents who use Bhinneka e-commerce are dominated by women. This happens because women usually shop online more often than men, especially for daily necessities, fashion, cosmetics and household goods. If Bhinneka provides product categories that suit women's interests, this could be the main factor that attracts them.

Table 3.

Respondent Results Based on Reasons for Using Bhinneka e-commerce

Description	Total	Percentage(%)
Safe and reliable	10	11%

Safe and reliable, cheap prices	4	4%
Safe and reliable, low prices, attractive promotions	2	2%
Safe and reliable, Easy to use	16	16%
Safe and reliable, easy to use, low price	10	10%
Safe and reliable, easy to use, low prices, attractive promotions	10	10%
Safe and reliable, easy to use, attractive promotions	3	3%
Safe and reliable, attractive promotions	2	2%
Cheap price	4	4%
Cheap prices, attractive promotions	5	5%
Easy to use	17	17%
Easy to use, low price	9	9%
Easy to use, low prices, attractive promotions	1	1%
Easy to use, Attractive promotions	3	3%
Interesting promotions	3	3%
Total	99	100%

Source: Processed primary data (2024)

In the table above, it can be seen that the majority of respondents chose the reason for using Bhinneka e-commerce because it was easy to use with the number of respondents being 17 people. Based on this data, it can be concluded that respondents who use Bhinneka e-commerce feel the application is easy to use.

Validity Test

Convergent Validity

Table 3.

Average Variance Extracted (AVE) Value

Variable	Average variance extracted (AVE)	Description
Social Media Marketing (X1)	0,722	Valid
Product Variations (X2)	0,689	Valid
Product Price (X3)	0,735	Valid
Purchase Decision (Y)	0,731	Valid
Purchase Interest (Z)	0,706	Valid

Source: Processed primary data (2024)

Based on the table above, it can be seen that the Average Variance Extracted (AVE) value for each variable exceeds 0.50. Thus, it can be concluded that all variables have met the established validity standards, so that further testing can be continued.

Table 4.

Discriminant Validity

Variable	Fornel Lacker Criterion				
	Product Price (X3)	Purchase Decision (Y)	Purchase Interest (Z)	Social Media Marketing (X1)	Product Variation (X2)
Product Price (X3)	0,857				
Purchase Decision (Y)	0,818	0,855			
Purchase Interest (Z)	0,805	0,858	0,840		

Social Media Marketing (X1)	0,834	0,797	0,763	0,850	
Product Variations (X2)	0,831	0,697	0,743	0,743	0,830

Source: Processed primary data (2024)

Based on table, it can be seen that the root AVE value for each variable is greater than the correlation between latent variables. Therefore, it can be concluded that this research meets the standards of discriminant validity, so that its validity meets the requirements to proceed to the next research stage.

Reliability Test

Table 5.

Cronbach's alpha and Composite reliability Value

Variable	Cronbach's Alpha	Composite Reliability	Description
Product Price (X3)	0,909	0,933	Reliable
Purchase Decision (Y)	0,908	0,932	Reliable
Purchase Interest (Z)	0,789	0,878	Reliable
Social Media Marketing (X1)	0,872	0,912	Reliable
Product Variations (X2)	0,849	0,899	Reliable

Source: Processed primary data (2024)

Based on the table above, each research variable has a Cronbach's Alpha value of more than 0.60 and a Composite Reliability value of more than 0.70. Thus, it can be concluded that all variables have met the reliability criteria and are suitable for use for research.

Table 6.

Goodness of fit model test results

	Results	Description
SRMR	0.065 < 0.10	Model fit
d_ULS	0.98 > 0.95	Marginal fit
d_G	1.030 > 0,95	Marginal fit
Chi-square	588.850 > 0,05	Model fit
NFI	0.745 < 0,90	Marginal fit
rms Theta	0.194 > 0,102	No Model fit

Source: Processed primary data (2024)

Based on the table above, each research variable has a Cronbach's Alpha value of more than 0.60 and a Composite Reliability value of more than 0.70. Thus, it can be concluded that all variables have met the reliability criteria and are suitable for use for research.

Table 7.

R-Square Test Results

Variable	R-Square
Buying decision	0,800
Purchase Interest	0,687

Source: Processed primary data (2024)

In Table 4.18, the R-square value for the purchasing decision variable is recorded at 0.800. This shows that the relationship between social media marketing variables, product variations and product prices with purchasing decisions has a strength of 80.0% (included in the strong category). Meanwhile, the R-square

value for the purchase interest variable is also 0.687, which means that the influence of social media marketing, product variations and product prices on purchase interest reaches 68.7% (in the moderate category).

Table 8.

F-Square Test Results

Variable	Product Price (X3)	Purchase Decision (Y)	Purchase Interest (Z)	Social Media Marketing (X1)	Product Variations (X2)
Product Price (X3)		0,074	0,115		
Purchase Interest (Z)		0,435			
Social Media Marketing (X1)		0,078	0,069		
Product Variations (X2)		0,017	0,037		
Purchase Decision (Y)					

Source: Processed primary data (2024)

Based on the table, it is known that the influence of product price on purchasing decisions is 0.074 or can be categorized as a weak influence. The magnitude of the influence of purchasing interest on purchasing decisions is 0.435 or is included in the strong or significant category. Then the influence of social media marketing on purchasing decisions is 0.078 which is included in the weak category. The influence of product variations on purchasing decisions has a magnitude of 0.017 which is in the weak category. Then the influence of product price on purchasing interest is 0.115 which is included in the medium category. Social media marketing has a magnitude of influence on purchasing interest of 0.069, which is in the weak category. Likewise, the influence of product variables on purchasing interest has a magnitude of 0.037, which is in the weak category.

Table 9.

Direct Effect Test Results

	STDEV	T Statistics	P-Values	Description
The influence of social media marketing on purchasing interest	0,116	2,328	0,020	Positive Influence
The influence of product price on purchasing interest	0,141	2,978	0,003	Positive Influence
The influence of product variations on purchasing interest	0,119	1,644	0,101	No effect
The influence of social media marketing on purchasing decisions	0,091	2,601	0,010	Positive Influence
The influence of product price on purchasing decisions	0,110	2,574	0,010	Positive Influence
The influence of product variations on purchasing decisions	0,116	0,928	0,354	No effect
The influence of purchasing interest on purchasing decisions	0,093	5,710	0,000	Positive Influence

Source: Processed primary data (2024)

Based on the table above, the results of the Path Coefficient test between variables have a P-Value < (0.05) or less than the significance level so that it can be stated that there is a significant influence between variables, where these variables include the product price variable on purchasing decisions, product price on purchasing interest, purchasing interest on purchasing decisions, social media marketing on purchasing

decisions, social media marketing on purchasing interest. Apart from that, there are other results where the Path Coefficient test results between variables that have a P-Value value $> (0.05)$ or less than the significance level include product variation variables on purchasing decisions and product variations on purchasing interest, which means there is no influence significant between variables.

Table 10.

Indirect Effect Test Results

	STDEV	T Statistics	P-Values	Description	Mediation
The influence of social media marketing on purchasing decisions is mediated by purchasing interest	0,064	2,209	0,028	Positive Influence	Partial Mediation
The influence of product price on purchasing decisions is mediated by purchasing interest	0,081	2,720	0,007	Positive Influence	Partial Mediation
The influence of product variety on purchasing decisions is mediated by purchasing interest	0,069	1,498	0,135	No effect	No Mediation

Source: Processed primary data (2024)

Based on the table above, it shows that the P-Values results from both hypotheses have a P-Value value < 0.05 , namely product price on purchasing decisions through buying interest, and social media marketing on purchasing decisions through buying interest, which means the hypothesis is accepted. In both This hypothesis is included in the Partial Mediation category because the relationship between the variable significant between variables. This hypothesis is included in the no mediation category because the relationship between variable x and y does not change even though mediation is included.

Table 11.

Hipotesis Test

Research Hypothesis	Influence of Variables	T Statistics	P- Values	Description
H ₁	The influence of social media marketing on purchasing interest	2,328	0,020	Positive Influence
H ₂	The influence of product price on purchasing interest	2,978	0,003	Positive Influence
H ₃	The influence of product variations on purchasing interest	1,644	0,101	No effect
H ₄	The influence of social media marketing on purchasing decisions	2.601	0,010	Positive Influence
H ₅	The influence of product price on purchasing decisions	2,574	0,010	Positive Influence
H ₆	The influence of product variations on purchasing decisions	0,928	0,354	No effect

H ₇	The influence of purchasing interest on purchasing decisions	5,710	0,000	Positive Influence
H ₈	The influence of social media marketing on purchasing decisions is mediated by purchasing interest	2,209	0,028	Positive Influence
H ₉	The influence of product price on purchasing decisions is mediated by purchasing interest	2,720	0,007	Positive Influence
H ₁₀	The influence of product variety on purchasing decisions is mediated by purchasing interest	1,498	0,135	No effect

Source: Processed primary data (2024)

Conclusion

The findings of this research reveal several important correlations related to factors influencing purchasing interest and purchasing decisions in Bhinneka E-commerce. First, there is a positive correlation between social media marketing and purchasing interest, as well as between social media marketing and purchasing decisions. Additionally, product price is found to correlate positively with both purchasing interest and purchasing decisions. However, no correlation is observed between product variations and purchasing interest, nor between product variations and purchasing decisions. Furthermore, purchasing interest is identified as having a significant correlation with purchasing decisions, acting as an intervening variable in certain cases. Specifically, social media marketing and product price are both found to correlate with purchasing decisions when purchasing interest serves as an intervening variable. In contrast, product variations do not show any correlation with purchasing decisions even when purchasing interest is considered as an intervening variable. These findings highlight the crucial roles of social media marketing, product pricing, and purchasing interest in shaping consumer behavior on Bhinneka E-commerce, while suggesting that product variations may not significantly influence purchasing outcomes.

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