

STRATEGIES TO ENHANCE PRODUCT PURCHASE DECISIONS ON THE SHOPEE E-COMMERCE PLATFORM

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Article History	ABSTRACT
Received:	Purpose: This study aims to examine the influence of influencer credibility, product price, and brand image on purchase decisions on the Shopee platform.
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Accepted:	Method: This study employs a quantitative approach with an associative research design. The sample consists of 180 respondents selected through purposive sampling, with the criteria of having made purchases on Shopee within the last six months. Data were collected using a structured questionnaire based on a five-point Likert scale. Data analysis was conducted using multiple linear regression, supported by validity, reliability, and classical assumption tests.
Available online:	
Keywords: Influencer Credibility; Product Price; Brand Image; Purchase Decision; E-Commerce;	Findings: The results indicate that influencer credibility, product price, and brand image have positive and statistically significant effects on purchase decisions, both partially and simultaneously. Among these variables, brand image has the strongest influence. The model also demonstrates good explanatory power in explaining consumer purchasing behavior in e-commerce.
	Novelty: This study contributes to the literature by integrating influencer credibility, pricing strategy, and brand image within a single empirical model in the context of Indonesian e-commerce. It also highlights the dominant role of brand image in influencing purchase decisions, providing practical insights for developing effective digital marketing strategies

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INTRODUCTION

Online marketplaces bring promotional messages, price comparisons, and brand evaluations into the same purchasing environment. Research on Shopee has examined price and brand image jointly in student samples (Hatta Pinasthika & Alam, 2023), as well as promotion, price, and brand image for Somethinc products (Yanuar, 2023). These studies establish a relevant Indonesian context for examining how consumers evaluate offers on the platform. The present study focuses on influencer credibility, product price, and brand image among Shopee users in Yogyakarta.

Influencers can connect product information with the audience's perceptions of the communicator. Recent meta-analytic evidence identifies source credibility, trustworthiness, and expertise as important predictors of consumer responses (Han & Balabanis, 2024). Masuda et al. (2022) examine influencer attributes, perceived expertise, trustworthiness, and parasocial relationships in relation to purchase intention. These findings provide a basis for investigating influencer credibility, while recognizing that purchase intention and a measured purchase decision are different outcomes.

Credibility alone does not determine campaign effectiveness. Influencer, follower, and message characteristics interact, and follower-brand fit can have a nonlinear relationship with effectiveness (Leung et al., 2022). Consumers also evaluate the financial sacrifice of an offer against

its anticipated benefits. Blut et al. (2024) support a perceived-value framework that combines benefits, sacrifices, and overall value, while Mason et al. (2023) show that consumption-value relationships vary with context and outcome. Brand image supplies an additional evaluation: research on Shopee links it with purchasing decisions and examines price bundling as an intervening mechanism (Puadi et al., 2023).

Recent syntheses show that influencer-marketing effects differ across platforms, product types, and outcome measures (Pan et al., 2025; Spörl-Wang et al., 2025). Accordingly, findings from one setting do not establish the relative contributions of influencer credibility, price, and brand image in another. This study examines their associations simultaneously among Shopee users in Yogyakarta. Its contribution is a context-specific comparison within a single model, rather than a claim that these relationships have not previously been studied.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Source credibility explains why consumers may respond differently to the same message depending on who communicates it. Contemporary influencer research links perceived credibility, trustworthiness, and expertise with attitudes and behavioral outcomes, with source credibility emerging as an important explanatory framework (Han & Balabanis, 2024). Masuda et al. (2022) examine the roles of trustworthiness, perceived expertise, and parasocial relationships in purchase intention. Ooi et al. (2023) further investigate social media influencers as a marketing approach. These studies support examining credibility as a predictor without assuming that favorable intentions necessarily become completed purchases.

The relationship is contingent on the communication setting. Leung et al. (2022) find that influencer activity, follower-brand fit, and post positivity have nonlinear moderating effects on campaign effectiveness. Pan et al. (2025) distinguish non-transactional outcomes, such as attitudes and purchase intention, from purchase behavior and sales, and show that product and platform characteristics matter. Spörl-Wang et al. (2025) likewise synthesize multiple predictors of influencer effectiveness. Together, this evidence motivates testing a positive credibility association in the present sample while avoiding a universal claim about its magnitude.

Product price represents a monetary sacrifice, but consumers also judge affordability and value for money. A positive relationship between a favorable price evaluation and purchase decisions is therefore different from claiming that higher nominal prices increase purchasing. Blut et al. (2024) support considering benefits and sacrifices together, and Mason et al. (2023) show that several consumption values can shape consumer responses. In Shopee research, Hatta Pinasthika and Alam (2023) find significant price and brand-image relationships with purchase decisions, while Puadi et al. (2023) examine price bundling. These findings support testing price evaluation in the present model; the direction of its coefficient must be interpreted against the questionnaire's item wording.

Brand image concerns consumers' evaluations and associations concerning a brand. Shopee-based studies examine its relationship with purchase decisions both alongside price (Hatta Pinasthika & Alam, 2023) and in a model involving price bundling (Puadi et al., 2023). Yanuar (2023) examines promotion, price, and brand image for Somethinc purchases on Shopee, illustrating the relevance of product-specific settings. Related research in the UAE fast-food industry finds that brand trust predicts purchase decisions and mediates selected social-media marketing relationships (Hanaysha, 2022). That evidence suggests a possible trust mechanism, but brand trust is distinct from brand image and is not measured as a mediator here.

Based on the above discussion, the research hypotheses are as follows:

- **H1:** Influencer credibility has a positive effect on purchase decisions.
- **H2:** Product price has a positive effect on purchase decisions.
- **H3:** Brand image has a positive effect on purchase decisions.

RESEARCH METHODOLOGY

This study employs a quantitative approach with an associative research design aimed at examining the relationships among variables. The population consists of all active Shopee users in Yogyakarta who have made at least one purchase within the last six months. The sampling technique used is purposive sampling with specific criteria, ensuring that the selected respondents are relevant to the research objectives. This approach allows for more accurate representation of consumer behavior in the context of e-commerce transactions.

The sample size in this study ranges from 150 to 200 respondents, which is considered adequate for multiple linear regression analysis. Data were collected through a structured questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree. The research instrument was developed based on indicators adopted from previous studies, ensuring strong conceptual validity. In addition, a pilot test was conducted to refine the questionnaire items and improve clarity before full-scale data collection.

The independent variables in this study include influencer credibility (X1), product price (X2), and brand image (X3), while the dependent variable is purchase decision (Y). Prior to analysis, the data were tested using validity and reliability tests to ensure the quality of the instrument. Classical assumption tests were also conducted, including normality, multicollinearity, and heteroscedasticity tests, to confirm that the regression model meets the required statistical assumptions.

Data analysis was performed using multiple linear regression with the assistance of statistical software such as SPSS. Furthermore, hypothesis testing was conducted using t-tests to examine the partial effects of each independent variable and an F-test to assess their simultaneous influence on the dependent variable. The coefficient of determination (R^2) was also calculated to evaluate the explanatory power of the model.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive statistics provide an overview of respondents' perceptions of each variable.

Table 1
Descriptive Statistics

Variable	N	Mean	Std. Deviation
Influencer Credibility (X1)	180	4.12	0.58
Product Price (X2)	180	3.95	0.62
Brand Image (X3)	180	4.05	0.60
Purchase Decision (Y)	180	4.08	0.55

All variables have mean values above 3.90, indicating that respondents generally have positive perceptions of influencer credibility, product price, brand image, and purchase decisions on Shopee. The relatively low standard deviations suggest that responses are fairly consistent among participants.

Validity and Reliability Tests

Table 2
Validity Test

Indicator	r-value	r-table (0.146)	Result
X1.1	0.72	0.146	Valid
X1.2	0.75	0.146	Valid
X2.1	0.70	0.146	Valid
X3.1	0.78	0.146	Valid
Y1	0.80	0.146	Valid

Table 3
Reliability Test

Variable	Cronbach's Alpha	Result
X1	0.86	Reliable
X2	0.83	Reliable
X3	0.88	Reliable
Y	0.87	Reliable

All indicators are valid ($r\text{-value} > r\text{-table}$) and reliable (Cronbach's Alpha > 0.70), indicating that the measurement instrument is consistent and suitable for further analysis.

Classical Assumption Tests

Table 4
Normality Test (Kolmogorov-Smirnov)

Sig. Value	Result
0.200	Normally distributed

Table 5
Multicollinearity Test

Variable	Tolerance	VIF
X1	0.72	1.38
X2	0.68	1.47
X3	0.70	1.42

Table 6
Heteroscedasticity Test (Glejser)

Variable	Sig.
X1	0.321
X2	0.287
X3	0.355

The data meet all classical assumptions: normal distribution (Sig > 0.05), no multicollinearity (VIF < 10), and no heteroscedasticity (Sig > 0.05). Therefore, the regression model is appropriate for hypothesis testing.

Multiple Linear Regression Analysis

Regression Equation

$$Y = 0.512 + 0.285X_1 + 0.241X_2 + 0.312X_3$$

T-test (Partial Effect)

Variable	Coefficient (β)	t-value	Sig.	Result
X1 (Influencer Credibility)	0.285	3.912	0.000	Significant
X2 (Product Price)	0.241	3.105	0.002	Significant
X3 (Brand Image)	0.312	4.256	0.000	Significant

F-test (Simultaneous Effect)

F-value	Sig.
48.732	0.000

Coefficient of Determination

R ²	Adjusted R ²
0.623	0.615

The regression results indicate that all independent variables—**influencer credibility**, **product price**, and **brand image**—have a positive and statistically significant effect on purchase

decisions ($p < 0.05$). Among these variables, **brand image ($\beta = 0.312$)** has the strongest influence, followed by influencer credibility ($\beta = 0.285$) and product price ($\beta = 0.241$).

The F-test result ($F = 48.732$, $p < 0.001$) shows that the model is statistically significant, meaning that all independent variables simultaneously influence purchase decisions. The coefficient of determination ($R^2 = 0.623$) indicates that 62.3% of the variation in purchase decisions is explained by the model, while the remaining 37.7% is influenced by other variables not included in this study.

Discussion

Influencer credibility has a positive and significant coefficient in the reported model. This is consistent with recent evidence linking credible communicators with favorable consumer responses (Han & Balabanis, 2024; Masuda et al., 2022). Ooi et al. (2023) also examine influencer marketing and consumer responses. However, the present regression does not test whether trust or parasocial relationships mediate the association. The result should be interpreted within the sample and outcome measure, given the platform and product differences identified by Pan et al. (2025) and Spörl-Wang et al. (2025).

Product price also has a positive and significant coefficient. If higher questionnaire scores represent affordability or value for money, this result is compatible with a favorable price-evaluation interpretation. It should not be read as evidence that raising nominal prices increases purchasing. The association aligns with Shopee research on price and brand image (Hatta Pinasthika & Alam, 2023), while the benefits-sacrifices framework explains why economic evaluations can matter (Blut et al., 2024). Puadi et al. (2023) provide related evidence on bundling, but discounts, free shipping, and bundling were not separately tested in the present model.

Brand image has the largest reported coefficient among the three predictors. Whether this establishes the strongest association depends on whether the coefficients are standardized or otherwise comparable. Its positive relationship is consistent with Shopee research linking brand image with purchasing decisions (Hatta Pinasthika & Alam, 2023; Puadi et al., 2023). Yanuar (2023) examines a related model for a specific beauty brand. Brand trust is a plausible explanatory mechanism based on Hanaysha (2022), but this study does not estimate that mechanism or demonstrate a reduction in perceived risk.

Together, the results motivate examining promotional credibility, economic evaluation, and brand associations as complementary considerations. Sellers can use these findings to formulate strategies for subsequent testing, rather than assume that a particular campaign or price change will produce the estimated associations. Leung et al. (2022) emphasize the importance of coordinating influencer selection, audience fit, and content, while Mason et al. (2023) caution that consumer-value relationships depend on context.

CONCLUSION AND RECOMMENDATIONS

This study aims to examine the influence of influencer credibility, product price, and brand image on purchase decisions on the Shopee platform. The results indicate that all three independent variables have a positive and statistically significant effect on purchase decisions, both partially and simultaneously.

Influencer credibility plays an important role in shaping consumer trust and influencing purchasing behavior. Consumers tend to rely on recommendations from influencers who are perceived as credible, knowledgeable, and trustworthy. Product price is also a significant determinant, reflecting the high price sensitivity of consumers in e-commerce environments where price comparison is easily accessible. Meanwhile, brand image emerges as the most dominant factor, indicating that consumers prioritize brands with strong reputations and positive perceptions when making purchase decisions.

The model demonstrates a strong explanatory power, indicating that the combination of these variables effectively explains consumer purchasing behavior in the context of e-commerce. These findings reinforce the importance of integrating digital marketing strategies, competitive pricing, and brand management to enhance consumer decision-making.

Based on the findings of this study, several practical and theoretical recommendations can be proposed:

1. For Businesses and Sellers

Companies operating on Shopee should prioritize collaboration with credible influencers who align with their brand values and target market. Selecting influencers with high trustworthiness and expertise can enhance marketing effectiveness. Additionally, businesses should adopt competitive pricing strategies, including discounts and promotional campaigns, to attract price-sensitive consumers. Strengthening brand image through consistent quality, customer service, and branding activities is also essential to build long-term consumer trust and loyalty.

2. For Marketers

Digital marketing strategies should integrate influencer marketing, pricing strategies, and brand positioning in a cohesive manner. Marketers should also evaluate the effectiveness of influencer campaigns regularly and ensure that promotional messages remain authentic and relevant to consumers.

3. For Future Researchers

This study is limited to one platform and a purposively selected sample. Future research should distinguish stated purchase decisions from transaction records, compare product categories, and document the measurement of price and brand image. Collecting predictors and outcomes in the same questionnaire can introduce common-method bias; reliability and routine regression diagnostics do not eliminate that concern (Podsakoff et al., 2024). Longitudinal designs or experiments would help assess temporal order and causal explanations. If brand trust or perceived value is proposed as a mediator, the indirect relationship should be tested explicitly with an appropriate research design (Hayes, 2022).

4. For Policy and Platform Developers

Platform developers may also consider the quality and credibility of consumer reviews as an additional decision input. Meta-analyses connect e-WOM credibility with message and source characteristics (Chauhan & Gupta, 2024; Verma et al., 2023a). Moradi and Zihagh (2022) and Verma et al. (2023b) emphasize usefulness and information adoption, while Ngo et al. (2024) examine these mechanisms on social-networking sites. Ni and Cheng (2024) show that platform context matters for e-WOM effectiveness. These studies motivate evaluating review systems and information quality in future Shopee research; reviews were not included among the present study's predictors.

DECLARATION OF ARTIFICIAL INTELLIGENCE USAGE

Artificial intelligence tools assisted language refinement, reference updating, citation checking, and editorial consistency. The statistical results were retained from the supplied manuscript and were not re-estimated during the reference update. The authors remain responsible for the research design, data, analysis, interpretation, and verification of the final manuscript.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest regarding the publication of this paper. This research was conducted independently without any commercial or financial relationships that could be construed as a potential conflict of interest

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