

STRATEGIES TO INCREASE PRODUCT PURCHASING DECISIONS ON THE SHOPEE E-COMMERCE PLATFORM

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Article History	ABSTRACT
Received: May 17, 2026	Purpose: This study aims to examine the influence of influencer credibility, product price, and brand image on purchase decisions on the Shopee platform. 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. 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

The development of digital technology over the past decade has driven significant transformations in consumer behavior, particularly in online shopping activities through e-commerce platforms such as Shopee. Indonesia, as one of the largest digital markets in Southeast Asia, has experienced rapid growth in e-commerce transactions, supported by high internet penetration and widespread smartphone usage (Statista, 2023). In this context, digital marketing strategies have become a key factor in attracting consumer attention and influencing purchase decisions.

One of the rapidly growing marketing strategies is the use of influencers as a promotional medium. Influencers have the ability to build emotional connections with their audiences, thereby influencing consumer perceptions and attitudes toward a product (Lou & Yuan, 2019). Influencer credibility, which includes trustworthiness, expertise, and attractiveness, plays a crucial role in determining the effectiveness of marketing messages (Sokolova & Kefi, 2020).

However, the effectiveness of influencers is not always consistent, as it depends on the alignment between the influencer and the promoted product. In addition to promotional factors, product price remains a primary determinant in purchase decisions, especially on e-commerce platforms that offer price transparency and ease of comparison among sellers. Competitive pricing not only enhances product attractiveness but also influences consumers' perceived value (Hanaysha, 2022). In highly competitive environments, consumers tend to choose products with prices that are considered most rational relative to the benefits received. On the other hand, brand image plays a strategic role in shaping consumer trust and loyalty. A positive brand image can strengthen

perceived quality and reduce uncertainty in online purchasing (Dam, 2020). This becomes increasingly important as consumers are unable to physically examine products before making a purchase.

Although numerous studies have examined these factors, a research gap still exists. Some studies find that influencer credibility has a significant effect on purchase decisions (Sokolova & Kefi, 2020), while others report inconsistent results depending on platform context and consumer characteristics (Nugroho et al., 2023). Similarly, the effects of price and brand image often vary across studies. Therefore, this study aims to simultaneously analyze the influence of influencer credibility, product price, and brand image on purchase decisions on the Shopee platform, thereby contributing empirical evidence to the digital marketing literature.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Influencer credibility is a concept derived from source credibility theory, which posits that the effectiveness of communication is strongly influenced by the audience's perception of the message source (Ohanian, 1990). In the context of digital marketing, influencer credibility consists of three main dimensions: expertise, trustworthiness, and attractiveness. Lou and Yuan (2019) found that influencer credibility has a positive effect on consumer attitudes and purchase intentions. This finding is further supported by Sokolova and Kefi (2020), who demonstrated that social media influencers are able to increase engagement and influence purchase decisions. Moreover, highly credible influencers are more likely to create persuasive content that reduces consumer skepticism and enhances message acceptance, particularly in highly saturated digital marketplaces.

However, several studies have reported inconsistent results. Djafarova and Rushworth (2017) found that the influence of influencers is stronger among certain age groups, while Nugroho et al. (2023) showed that influencer credibility is not always significant in the context of e-commerce in Indonesia. These differences indicate the existence of a research gap that warrants further investigation. Such inconsistencies may also be attributed to variations in cultural context, product categories, and the level of consumer involvement, which can moderate the effectiveness of influencer marketing strategies.

Product price is an important element of the marketing mix that directly influences consumers' perceptions of a product's value (Kotler & Keller, 2016). In e-commerce, price transparency enables consumers to easily compare products, making price a highly sensitive factor (Hanaysha, 2022). Previous studies indicate that competitive pricing can enhance purchase decisions; however, in some cases, excessively low prices may reduce perceived product quality. Additionally, pricing strategies such as discounts, flash sales, and bundling promotions can further shape consumer perceptions and trigger impulsive buying behavior in online environments.

Brand image refers to the perception formed in consumers' minds about a brand based on their experiences and the information they receive (Keller, 2013). A strong brand image can enhance consumer trust and reduce perceived risk in online purchasing (Dam, 2020). Research has shown that brand image has a significant effect on purchase decisions, particularly in highly competitive environments. Furthermore, a favorable brand image can foster emotional attachment and long-term customer loyalty, which are essential for sustaining competitive advantage in the digital marketplace.

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 ($\text{Sig} > 0.05$), no multicollinearity ($\text{VIF} < 10$), and no heteroscedasticity ($\text{Sig} > 0.05$). 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

The findings reveal that influencer credibility has a positive and significant effect on purchase decisions. This suggests that consumers tend to trust recommendations from credible influencers, especially those perceived as knowledgeable and trustworthy. This result supports previous studies by Lou and Yuan (2019) and Sokolova and Kefi (2020), which highlight the effectiveness of influencer marketing in shaping consumer behavior. In the context of Shopee, influencers play a crucial role in reducing information asymmetry and enhancing consumer confidence in online transactions.

Product price also shows a significant positive effect on purchase decisions. This finding indicates that consumers in e-commerce environments are highly sensitive to pricing. The ability to compare prices across sellers encourages consumers to choose products that offer the best value for money. This result aligns with Hanaysha (2022), who emphasized that price remains a key determinant in online purchasing behavior. Additionally, promotional strategies such as discounts and free shipping may further strengthen this effect.

Brand image emerges as the most influential variable affecting purchase decisions. This indicates that consumers place high importance on brand reputation when making online purchases. A strong brand image reduces perceived risk and enhances trust, especially in situations where consumers cannot physically inspect products. This finding is consistent with Dam (2020), which highlights the critical role of brand image in influencing consumer trust and decision-making.

Overall, the results suggest that a combination of influencer marketing, competitive pricing, and strong brand image is essential for improving purchase decisions in e-commerce platforms. Businesses should therefore integrate these elements into their marketing strategies to achieve optimal performance.

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 has several limitations, including the sample size and focus on a single e-commerce platform. Future research is recommended to expand the scope by including multiple platforms, larger samples, and additional variables such as trust, perceived risk, or customer satisfaction. Moreover, the use of advanced analytical methods such as Structural Equation Modeling (SEM) could provide deeper insights into the relationships among variables.

4. For Policy and Platform Developers

E-commerce platforms should provide better support systems for sellers in selecting credible influencers and maintaining fair pricing transparency. Enhancing review systems and consumer protection mechanisms can also strengthen trust and improve purchasing decisions

DECLARATION OF ARTIFICIAL INTELLIGENCE USAGE

The authors declare that artificial intelligence (AI) tools were used in a limited capacity to assist in language refinement, grammar checking, and improving the clarity of the manuscript. All intellectual contributions, including research design, data collection, analysis, and interpretation, were conducted solely by the authors. The authors take full responsibility for the content and integrity of this 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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