



# Price Brand Image and Sales Ratings Drive Shopee Purchasing Decisions

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**Abstract.** General Background: Technological advancements in the digital era have transformed consumer behavior, particularly in online buying and selling activities through e-commerce platforms. Specific Background: Shopee has become one of the most widely used marketplaces in Indonesia, providing a platform for businesses such as Toko Emas Gadjah to reach consumers and facilitate online purchasing decisions. Knowledge Gap: However, there is limited empirical understanding of how key marketing factors such as price, brand image, and sales ratings are associated with purchasing decisions within this marketplace context. Aims: This study aims to examine the relationship between price, brand image, and sales ratings on online purchasing decisions in the Shopee marketplace, specifically at Toko Emas Gadjah. Results: Using a quantitative method with a descriptive analysis approach, data were collected from 96 Shopee users selected through probability sampling with a simple random sampling technique, providing an empirical basis to analyze the variables under study. Novelty: This study focuses on the combined examination of price, brand image, and sales ratings within a specific marketplace setting, offering a contextual perspective on online purchasing behavior. Implications: The findings provide a reference for marketplace sellers to consider key consumer-related factors in shaping strategies for online purchasing decisions within e-commerce platforms.

**Keywords:** Price perception; Brand image; Sales ratings; Online purchasing decisions; Shopee marketplace

## 1 Introduction

PT. Kilau Pilar Kencana (Toko Emas Gadjah) is a gold shop that has been operating since 1918. Currently, it has more than 130 branches spread across the provinces of East Java, West Java, and Bali. Toko Emas Gadjah focuses on the sale and purchase of gold jewelry and precious metals. Gadjah Gold Store also utilizes social media platforms to market its products, including Shopee, Tokopedia, Lazada, and Instagram. With a large following and loyal customer base, Gadjah Gold Store not only conducts sales but also facilitates various transactions, such as KR transactions. KR is a system where customers can purchase products and resell them with a very small discount of just 2.5%, which is exclusively for the KR program. Thus, the business turnover at Gadjah Gold Store is excellent. Shopee Toko Emas Gadjah also conducts daily

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marketing activities through Instagram Live and TikTok. Toko Emas Gajah is "The Pioneer of Heirloom Jewelry & Gold since 1918, with over 100 years of experience and trustworthiness." With this mission, its strategic goal is to remain committed to consumers by integrating all aspects of the company to uphold this mission. This study is a development that examines the relationship between price, brand image, and product quality on purchasing decisions through consumer trust. This testing is deemed appropriate for Shopee, which has a store sales rating, as the store sales rating is a quality factor considered by consumers when making purchasing decisions[1] . The results of the study indicate that price, brand image, and product quality (variables X) influence purchasing decisions (variable Y). This is one of the reasons why the researcher conducted research on price, brand image, and purchasing decisions using sales ratings at Toko Emas Gajah, specifically on the online platform Shopee.

One of the fastest-growing e-commerce platforms in Indonesia is Shopee, which also operates in Sidoarjo. Shopee was founded by Forrest Li in 2009. Shopee was first launched in Singapore in 2015 and later expanded to Indonesia, Vietnam, Taiwan, Malaysia, the Philippines, and Thailand. [2]

The image of a brand includes a set of associations that exist in the minds of consumers. The image of a brand is the perception that consumers have of a brand, whether negative or positive. Consumers can easily recognize negative and positive brand images, so producers must strive to improve, enhance, and maintain their product image in the eyes of consumers. If consumers perceive a brand image positively, they will find it easier to choose that brand [3]

Price is a key factor that influences consumers in making decisions to purchase from an and also to conduct other transactions. Price is also one of the factors that consumers consider when deciding on a product. Consumers will consider the price and the product that offers the most satisfaction. However, if the price offered is acceptable, consumers will accept and agree to purchase the product [4]

Decisions to purchase are made after considering several factors and calculations before deciding to buy a particular product. It is necessary to be aware of the decision to purchase a product in order to have a beneficial impact in accordance with one's needs. The purpose of this study is to determine the influence of price, brand image, sales ratings, and purchasing decisions at Gadjah Gold Shop.

## 2 Method

This study uses a quantitative approach, with the types of data used being primary and secondary data. The data collection technique used is a questionnaire method using a 1-5 Likert scale. The case study is Gadjah Larangan 3 Gold Shop. The population used is Gadjah Larangan 3 Gold Shop/Shopee users at Gadjah Larangan 3 Gold Shop. The researchers conducted in-depth interviews with 96 customers at the Gadjah Gold Shop who had already made online transactions by providing a Google form to customers. The 96 data points used were already available at the Gadjah Gold Shop. Therefore, the researchers only sent out invitations to fill out the Google form. Quantitative research is a form of research that is accurate and precise. Various types of research can be classified as quantitative research. Various research commonly used for quantitative research are discussed below: instrument testing (validity and

reliability testing), correlation testing, regression analysis testing, coefficient of determination testing, t-testing, and f-testing using the SPSS version 25 calculation program. A hypothesis is a statement or temporary assumption in a study. Hypotheses are made based on the research questions determined by the researcher. They are temporary because they are made based on theory, so hypothesis testing is needed[5] Based on the theory described above, the following hypotheses can be proposed: Hypothesis 1: H0: there is no effect of price on purchasing decisions, Ha: there is an effect of price on purchasing decisions. Hypothesis 2: H0: there is no effect of brand image on purchasing decisions, Ha: there is an effect of brand image on purchasing decisions. Hypothesis 3: H0: there is no effect of sales ratings on purchasing decisions, Ha: there is an effect of sales ratings on purchasing decisions. Hypothesis 4: H0: There is no effect of price (X1) or brand image (X2) on purchasing decisions (Y). Ha: There is an effect of price (X1) and brand image (X2) on purchasing decisions (Y). [6]

### 3 Results and Conclusions

**Table 1.** Validity Test Results

No	Variable	Operational Definition	Indicators	Scale
1	Price (X1)	The value obtained is used to exchange for products and services, which are benefit needed by various individuals in certain places and times that can be expressed in terms of price.	<ul style="list-style-type: none"> <li>Price-quality ratio</li> <li>. Price suitability to benefits</li> <li>. Price in line with affordability or price competitiveness</li> </ul>	<i>Likert</i>
2	Brand image (X2)	Brand image includes the impact of individual perceptions of the brand as a type of imitation of consumers' connection with the brand they trust	<ul style="list-style-type: none"> <li>. Manufacturer image</li> <li>Product image</li> <li>. User image</li> </ul>	<i>Likert</i>
3	Purchase decision (Y)	A purchase decision is when a customer can choose from a range of existing options. Customers must have alternative options in order to make a decision	<ul style="list-style-type: none"> <li>. Stability in a product</li> <li>. Habits in making purchases and using goods</li> <li>. Providing recommendations</li> <li>. Evaluating products</li> <li>. Making repeat purchases</li> </ul>	<i>Likert</i>
4.	Store Sales Rating (Z)	Sales ratings are customer assessments of service and reviews, where our products have their own ratings based on customer satisfaction.	<ol style="list-style-type: none"> <li>1. Information quality (Z1)</li> <li>2. Trust (Z2)</li> <li>3. Customer Satisfaction (Z3)</li> </ol>	<i>Likert</i>

Variables are important indicators that determine the direction and success of a study because they represent the main objects or focus being examined. Based on the research title, “The Effect of Price and Brand Image on Purchasing Decisions through the Shopee Marketplace with Sales Ratings at PT. Kilau Pilar Kencana (Toko Emas Gadjah)” [7], the variables in this study consist of Price (X1), Brand Image (X2), Purchasing Decision (Y), and Store Sales Rating (Z) [8][9]. The classification and explanation of these research variables are presented in Table 1.

**Table 2.** Validity Test Results

Variabel	Peirnyataan	Rtaibei	Calculation	Keiteiraingan
Meireik (X1)	X1_1	0.165	0.694	Valid
	X1_2	0.165	0.630	
	X1_3	0.165	0.748	
	X1_4	0.165	0.733	
	X1_5	0.165	0.694	
	X1_6	0.165	0.680	
(X2)	X1_1	0.165	0.835	Valid
	X2_2	0.165	0.866	
	X3_3	0.165	0.787	
	X4_4	0.165	0.758	
	X5_5	0.165	0.838	
	X6_6	0.165	0.781	
Decision on Investment (Y)	X1_1	0.165	0.795	Valid
	X2_2	0.165	0.791	
	X3_3	0.165	0.848	
	X4_4	0.165	0.861	
	X5_5	0.165	0.849	
Other Rating (Z)	X1_1	0.165	0.799	Valid
	X2_2	0.165	0.656	
	X3_3	0.165	0.797	
	X4_4	0.165	0.762	
	X5_5	0.165	0.759	

The validity test was conducted to measure the validity of the questionnaire items by using a significant correlation coefficient with a significance level of 0.05 [10]. Each questionnaire item is considered valid if it has a significant correlation coefficient. The results of the validity test are presented in Table 2 and Table 3, which show whether each item used in the research instrument meets the required validity criteria.

The reliability test was conducted using Cronbach's Alpha to determine the consistency of the research instrument. The reliability criteria were based on a minimum value of 0.6; therefore, an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.6 [11]. The reliability test results for each variable are presented in Table 3, Table 4, and Table 5, which show whether the questionnaire items used in this study meet the accepted reliability standards.

**Table 3.** Reliability Test Results

Variability	Cronbach's	Results
Quality	0.885	Reliability
	0.898	Reliability
purchase decision, sales rating	0.797	Reliability
purchase decision, sales rating	0.767	Reliability

The **normality** test was performed using Kolmogorov-Smirnov . The significance level was set at 0. and normality were as [12]follows.

**Table 4.** Kolmogorov-Smirnov Test

Kolmogorov-Smirnov Test			
			Instantaneous Residual
N			100
Normal Pairwise Comparisons	Meiain		.0000000
	Std. Division		1.48584081
Most Differences			.081
			.081
			-.059
Teist Statistics			.081
Asymp.Sig.(2-tailed)			.108c
. The distribution is normal			
b. Calculations from			

The multicollinearity test is used to determine whether the variables are multicollinear. If the VIF value is less than 10, then to be multicollinear.[13] .

**Table 5.** Multicollinearity Test

Model	Multicollinearity Statistics	
	VIF	
(Constraint)		
Quality	0.417	2.398
	0.417	2.398

### 3.1 Linear Regression

The relationship between the values of the independent variables (X1) (X2) and the dependent variable (Y), Rating Score (Z) [14]

**Table 6.** Linear Results Coefficients

Model	Instantiated Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constraint)	1.437	1,052		1,337	.141
merek	.277	.044	.320	5,867	.000
	.309	0.36	.427	7,347	.000

Dependent Varabel: purchase decision, sales rating

### AI Analysis of Coefficient Deitermination ( $r^2$ )

The final test results are as follows: the average score is 7.5, witha standard deviation 1.5. The rangeof scores is from 3.5 to 9.5. The highest score is 9.[15]5, and the lowest score 5. .

**Table 7.** Results of the Analysis of the Coefficient of Determination Summary Model

Model	R	R	Adjusted R	Standard Error of
1	.890	.792	.799	1.70209

a. Predictors: (Constant), , image quality  
b. Dependent Variabel: purchase decision, sales rating

The significance of the test results was determined based on the significance level used in the analysis. A result is considered significant when the calculated significance value meets the predetermined criteria, indicating that the tested variable has a meaningful relationship or contribution to the research model [16]. The results of the significance testing are presented in **Table 6** and **Table 7**, which show the statistical values used to determine whether the proposed hypotheses are accepted or rejected.

**Table 8.** Test Results Coefficients

Model	Instantiated Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constraint)	1.637	1,082		1,337	.161
Brand image	.477	.054	.620	5,867	.000
	.509	0.76	.727	7,347	.000

The dependent variables in this study are purchasing decisions and seller ratings.

Based on Table 8, the results of the partial hypothesis testing indicate that the brand image variable ( $X_1$ ) has a t-value of 5.867, which is greater than the t-table value of 1.660. This result shows that brand image has a positive and significant relationship with purchasing decisions ( $Y$ ). Therefore,  $H_0$  is rejected and  $H_a$  is accepted, meaning that brand image partially contributes to purchasing decisions and seller ratings.

Similarly, the price variable ( $X_2$ ), as presented in Table 8, has a t-value of 7.347, which is higher than the t-table value of 1.660. This finding indicates that price has a significant relationship with purchasing decisions. Thus,  $H_0$  is rejected and  $H_a$  is

accepted, suggesting that price plays an important role in shaping purchasing decisions and seller ratings.

Furthermore, the simultaneous hypothesis testing results shown in Table 9 indicate that brand image (X1) and price (X2) together have a significant relationship with purchasing decisions (Y) and seller ratings (Z). This result demonstrates that both variables jointly contribute to explaining variations in purchasing decisions in the Shopee marketplace context.

**Table 9.** Test Results F

Model	Sum of Squares	df	Meiain	F	Sig.
Reigression	933,251	3	516,726	194,762	.000
Residual	318,859	97	2,356		
Total	1,062,210	99			

- a. The dependent variables are purchasing decisions and seller ratings.
- b. Predictors: (Constraint),image quality

Based on the data above, the calculated F-value of 194.762 is greater than the F-table value of 3.09, indicating that H0 is rejected and Ha is accepted. This means that brand image (X1) and price (X2) simultaneously have a significant relationship with purchasing decisions (Y) and seller ratings (Z).

## 4 Discussion

### 4.1 The Effect of Price on Purchasing Decisions on Shopee

Price (X2) shows a significant relationship with purchasing decisions (Y). The calculated t-value of 7.347 is greater than the t-table value of 1.660, with a significance level of  $0.000 < 0.05$ . These results indicate that price is a statistically significant factor in determining purchasing decisions. Furthermore, the findings suggest that the average product rating at Toko Emas Gadjah is higher compared to similar products available on the Shopee platform.

### 4.2 The Effect of Brand Image on Purchasing Decisions on Shopee

Brand image (X1) shows a significant relationship with purchasing decisions (Y). The calculated t-value of 5.867 is greater than the t-table value of 1.660, indicating that brand image has a positive and significant relationship with purchasing decisions. This result suggests that brand image partially contributes to purchasing decisions and seller ratings on the Shopee platform at Toko Emas Gadjah.

### 4.3 The Effect of Brand Image and Price on Purchasing Decisions and Seller Ratings on Shopee

Brand image (X1) and price (X2) simultaneously show a significant relationship with purchasing decisions (Y) and seller ratings (Z). The F-test results indicate that the calculated F-value of 194.762 is greater than the F-table value of 3.09, with a

significance level of  $0.000 < 0.05$ . These findings confirm that both variables jointly contribute to purchasing decisions. It can be concluded that brand image and price are significantly related to purchasing decisions and seller ratings on the Shopee platform at Toko Emas Gadjah.

$$r \text{ hitung} = \frac{n \sum XY - (\sum X \cdot \sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$
(1)

Legend:

$r_{xy}$  = Correlation coefficient

$n$  = the sample

$\sum XY$  = Sum of the product of variables  $x$  and  $y$

$\sum X$  = Sum of the values of variable  $x$

$\sum Y$  = Sum variable values  $y$

$\sum X^2$  = Sum of coefficients of variable  $x$

$\sum Y^2$  = Sum of the squares of the values of variable  $y$

$$VIF_j = \frac{1}{1 - R_j^2}$$

(2)

### Multicollinearity Test

$R^2$  represents the coefficient of determination, which measures the relationship between the independent variable  $X_j$  and other independent variables within the regression model. Variance Inflation Factor (VIF) is used as a criterion to detect multicollinearity in multiple linear regression models. A VIF value greater than 10 indicates the presence of serious multicollinearity.  $Y = + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$  (3) Linear Analysis = dependent variable (predicted value) =  $b_1, b_2, \dots, b_n$  = regression coefficients  $X_1, X_2, \dots, X_n$  = independent variables

Given two independent variables,  $X_1$  and  $X_2$ , the regression equation can be expressed as follows [19].

$$Y = + b_1 X_1 + b_2 X_2$$

conditions for the values of the regression coefficients  $b_1$  and  $b_2$  [10] are as follows:

- has a value of 0,  $X_1$  and  $X_2$  do not affect  $Y$
- is negative, is an inverse relationship between independent variables  $X_1$  and  $X_2$  and the dependent variable  $Y$ .
- has a positive value, there is a relationship between the independent variables  $X_1$  and  $X_2$  and the dependent variable  $Y$  and regression coefficients  $b_1$  and  $b_2$  can be calculated [20] using the formula:

$$a = \frac{(\sum Y) - (b_1 \times \sum x_1) - (b_2 \times \sum x_2)}{n}$$

$$b_1 = \frac{[(\sum x_2^2 \times \sum x_1 y) - (\sum x_2 y \times \sum x_1 x_2)]}{[(\sum x_1^2 \times \sum x_2^2) - (\sum x_1 \times x_2)^2]}$$

$$b_2 = \frac{[(\sum x_1^2 \times \sum x_2 y) - (\sum x_1 y \times \sum x_1 x_2)]}{[(\sum x_1^2 \times \sum x_2^2) - (\sum x_1 \times x_2)^2]}$$

- The coefficient of determination is used to determine the percentage of influence of independent variables  $X_1$  and  $X_2$  on dependent variable  $Y$
- $r^2$  is calculated using the formula:

$$r^2 = \frac{(b_1 \sum x_1 y) + (b_2 \sum x_2 y)}{\sum y^2}$$

(4)

Coefficient of Determination  $r^2$

- $r^2 = 0$ , the independent variables  $X_1$  and  $X_2$  do not explain the dependent variable  $Y$  in the regression model.
- If  $r^2 = 1$ , it indicates that the independent variables  $X_1$  and  $X_2$  fully explain the variation in the dependent variable ( $Y$ ) within the regression model [21].

## 5 Conclusion

The objective of this study is to examine the relationship between brand image (X1) and price (X2) on purchasing decisions (Y) and seller ratings (Z) among Shopee users at Toko Emas Gadjah. Based on the results of the analysis, the following conclusions can be drawn:

1. Brand image shows a significant relationship with purchasing decisions, with a calculated t-value of 5.867, which is greater than the t-table value of 1.660, and a significance level of  $0.000 < 0.05$ .
2. Price also shows a significant relationship with purchasing decisions, with a calculated t-value of 7.347, which exceeds the t-table value of 1.660, and a significance level of  $0.000 < 0.05$ .
3. Brand image and price simultaneously show a significant relationship with purchasing decisions on Shopee, as indicated by the calculated F-value of 194.762, which is greater than the F-table value of 3.09, with a significance level of  $0.000 < 0.05$ .

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