

*Research Article*

## Competitiveness in the World of E-Commerce: The Influence of Price and Service on Consumer Purchase Interest at Babyshop

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### Abstract

This study analyzes the influence of price and service quality on consumer purchase intention at Permai Babyshop, Jakarta Timur, through the Shopee marketplace. The research is driven by the growing competition in online retail and the importance of pricing strategies and service quality in shaping consumer behavior. Permai Babyshop, which shifted from traditional retail to e-commerce after the COVID-19 pandemic, provides a relevant case. Using a quantitative approach, data were collected from 100 Shopee customers through questionnaires. Multiple linear regression was employed to examine the effects of price and service quality (independent variables) on purchase intention (dependent variable). Results show that both variables have a positive and significant influence. Affordable and competitive prices, along with responsive, reliable, and empathetic service, increase consumer interest and loyalty. The findings highlight that online retailers must continuously improve pricing strategies and service quality to meet expectations in the digital marketplace. For Permai Babyshop, aligning price with perceived value and ensuring service excellence are critical to fostering engagement and sustainable growth. This study contributes to managerial practice by emphasizing customer-focused strategies that enhance purchase intention and strengthen competitiveness in online retail.

Keywords: Price, Service Quality, Purchase Intention, Online Shopping, Shopee, Permai Babyshop, Consumer Behavior, E-commerce Marketing

JEL Classification: M31, L28, D12

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## 1. Introduction

The advancement of information technology has profoundly altered consumer behavior, particularly in buying and selling activities. This digital transformation has prompted businesses to leverage marketplace platforms for more extensive and efficient sales opportunities. In Indonesia, one of the leading marketplaces is Shopee, which has emerged as a preferred choice for consumers due to its user-friendly interface, diverse range of products, and convenient services (Fauzi et al., 2023; Kotler & Keller, 2016). In this context, Permai Babyshop, a retailer specializing in baby products, has adapted by providing online sales services through Shopee.

A key factor influencing consumer purchasing decisions on digital platforms is price. Competitive and affordable pricing that aligns with product quality can significantly enhance consumer interest in making a purchase (Kotler & Armstrong, 2019). Shoppers often compare prices across different stores before finalizing their decisions, particularly on open and transparent marketplace platforms. As noted by Indrasari (2019) and Mustafa & Santosa (2024), the dimensions of price affordability, quality compatibility, competitiveness, and perceived benefits play a crucial role in shaping purchasing choices.

Besides price, service quality is also a key indicator influencing consumer purchasing intention, especially in e-commerce ecosystems with minimal physical interaction. Fast, friendly, and informative service can create a pleasant shopping experience, which then fosters customer satisfaction and loyalty (Kartika Sari & Gani, 2024; Tjiptono, 2017). Good service quality significantly determines consumer loyalty and trust in product or service providers, particularly in stores that rely on online channels.

Purchase intention itself is a form of consumer behavior that reflects the desire to purchase a product based on experience, trust, and perception of the product's value. When price and service quality meet consumer expectations, purchase intention tends to increase, both through direct transactions and repeat purchases. This presents both a challenge and an opportunity for businesses like Toko Permai Babyshop in developing appropriate marketing strategies through marketplaces.

Recognizing the important role of price and service quality in shaping consumer purchasing intention, this study was conducted to empirically examine how these two variables influence consumer purchasing intention at Permai Babyshop Store in East Jakarta, which transacts through Shopee. This research is expected to contribute to the development of digital marketing strategies and serve as a reference for similar business actors in understanding consumer preferences in the digital commerce era (Akbar & Nurjanah, 2023; Herniyati & Muslikh, 2024).

In the era of digital transformation, e-commerce competition is not only determined by product variety but also by the seller's ability to offer competitive prices and high-quality service. This study aims to address the important issue of how these two factors, price and service quality, influence consumer purchasing interest in baby products, which have unique market characteristics and are sensitive to price and service trust. The novelty of this study lies in its specific context, namely Toko Permai Babyshop as a business that has adapted from conventional sales to the Shopee digital platform, while also providing an empirical contribution in expanding the study of e-commerce marketing in the baby product sector in Indonesia.

## 2. Literature Review and Hypothesis

### Literature Review

#### Price

Price remains one of the most influential factors in consumer decision-making, particularly in the online marketplace, where price comparisons can be easily conducted. As noted by Kotler and Armstrong (2019), price refers to the amount of money charged for a product or service, or the total value that consumers are willing to exchange for the benefits of acquiring or using a product. It can serve as an indicator of quality and value, significantly shaping consumer perceptions and intentions.

Tjiptono (2018) and Putra & Budiman (2024) emphasizes that an appropriately set price directly affects a product's competitiveness in the market and its appeal to consumers. Furthermore, Indrasari (2019) highlights four essential indicators affordability, price-quality alignment, competitive value, and utility that are crucial in determining consumers' willingness to purchase. These factors are particularly important within the context of Shopee, where consumers frequently compare prices across various sellers.

Empirical studies such as those by Hartin and Ichsan (2023) demonstrate that price significantly affects consumer purchasing decisions in the context of halal MSMEs. Similarly, Sari et al. (2020)

showed that price is a dominant variable influencing online purchase intention in fashion retail. Wikantari (2023) also emphasized that price, when evaluated alongside service quality and brand image, significantly affects consumer decisions on e-commerce platforms.

### **Service Quality**

Service quality refers to the overall evaluation of service performance from the consumer's perspective. Parasuraman, Zeithaml, and Berry (1988) define service quality as the gap between consumer expectations and their perception of actual service received. In online marketplaces, service quality includes seller responsiveness, clarity of product information, delivery speed, and post-sale support (Sumardika et al., 2024).

Fandy Tjiptono (2016) introduced five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy, all of which reflect how consumers assess service interactions. A high level of service quality enhances customer satisfaction and fosters repeat purchases (Tjiptono, 2017).

Supporting studies further highlight this connection. Erlinda et al. (2022) found that service quality, together with product quality and promotion, significantly influenced customer satisfaction in the F&B industry. Fitriyana and Dharmawan (2018) reported that service quality positively affects customer satisfaction in logistics services. Ratna Sari et al. (2020) showed that service quality strongly influences online buying interest for fashion products.

### **Purchase Intention**

Purchase intention refers to a consumer's mental plan to buy a specific product. Kotler and Keller (2016) argue that purchase intention stems from positive attitudes built through product knowledge, trust, and perceived value. Identifies purchase intention as a psychological variable that predicts actual buying behavior, shaped by attention, interest, desire, and satisfaction.

Saputra (2018) notes that purchase intention is measured by the likelihood of a consumer to make a purchase based on their experience and the perceived attractiveness of the offer. In the context of Shopee, product affordability and seller performance directly affect whether a consumer proceeds to checkout or abandons their cart.

### **Hypothesis**

#### **Price has a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.**

Price is a fundamental factor that shapes consumer behavior, particularly in digital marketplaces where price transparency and comparison are easy and instantaneous. Kotler and Armstrong (2019) argue that price represents the value a consumer is willing to exchange for the benefits of a product or service. A reasonable and competitive price can significantly boost purchase intention, especially when buyers perceive the value offered is worth the cost. Indrasari (2019) also states that price indicators such as affordability, price-to-quality match, and perceived value contribute substantially to consumers' buying decisions.

Research by Hartin and Ichsan (2023) on halal MSME products in Medan found that price has a positive and significant influence on consumers' purchasing decisions. Similarly, Ratna Sari et al. (2020), in their study on online fashion purchases via Zalora, confirmed that price is a strong predictor of purchase intention. Furthermore, Wikantari (2023) emphasized the role of product price in influencing customer choices on e-commerce platforms, where price becomes a decisive factor amid competitive offerings.

#### **H1: Price has a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.**

### **Service quality has a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.**

Service quality is a multidimensional construct that plays a critical role in influencing customer perceptions and intentions, particularly in online retail, where consumers lack physical interaction. When expectations are met or exceeded, it leads to satisfaction and increased purchase likelihood. Tjiptono (2016) further elaborates that dimensions such as responsiveness, assurance, empathy, and tangibles are crucial in shaping service evaluations.

Empirical studies have demonstrated a consistent link between service quality and consumer intention. Erlinda et al. (2022), in a study on Chatime customers, found that service quality significantly affects customer satisfaction and indirectly drives purchase decisions. Fitriyana and Dharmawan (2018) also showed that better service quality leads to higher customer satisfaction in the retail sector. Additionally, Ratna Sari et al. (2020) reaffirmed that in the online fashion market, high-quality service significantly boosts interest in purchasing.

### **H2: Service quality has a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.**

Price and service quality simultaneously have a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.

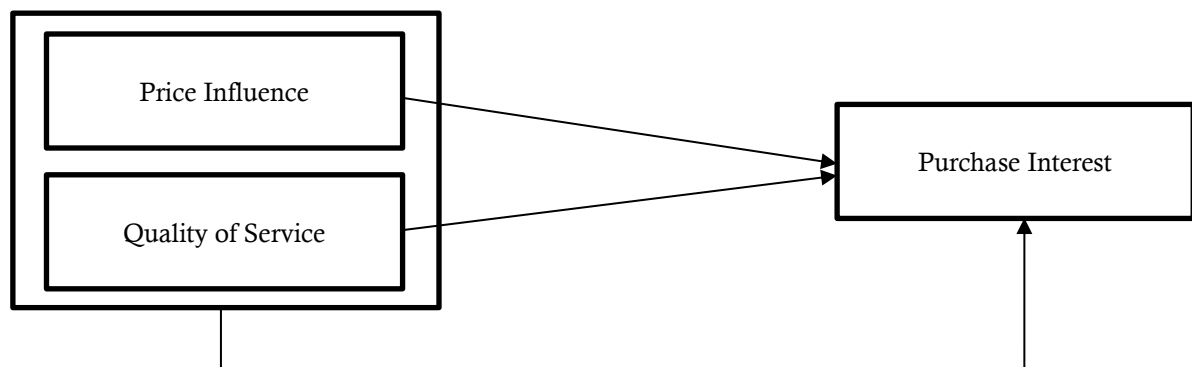
When considered together, price and service quality serve as strategic levers in influencing consumer decisions. While price affects initial attention and interest, service quality sustains trust and long-term loyalty. Kotler and Keller (2016) emphasize the need for integrated marketing strategies that align pricing with the overall customer experience. In online platforms like Shopee, where customer choices are broad, a synergy between competitive pricing and exceptional service becomes essential.

Salman et al. (2023) conducted a study at PT. Bukit Asam and found that both price and service quality simultaneously and significantly impact customer satisfaction and purchasing decisions. Likewise, Sulaksono and Hidayah (2022) in their research on Oriflame products showed that both factors play a crucial role in consumer choice, especially in competitive retail environments. Moreover, Wikantari (2023) supported this by stating that price and service quality together determine e-commerce purchase decisions, particularly when moderated by brand image.

### **H3: Simultaneously, price and service quality have a significant effect on consumer purchase intention at Toko Permai Babyshop through Shopee.**

#### **Conceptual Framework**

To provide a comprehensive overview of the variables that are the focus of the discussion below, the following framework is presented:



**Figure 1. Conceptual Framework**

### 3. Data and Method

#### Research Objective, Timeline, and Implementation

The research focused on the influence of price and service quality on consumer purchase intention at Permai Baby Shop. This research was conducted at Permai Baby Shop in the Jatinegara area of East Jakarta. The subjects were consumers. The research period was February–May 2024.

#### Research Design

According to Sugiyono (2018), research design is a scientific method for generating data for a specific purpose. The research method used in this study was quantitative. Quantitative methods are based on the philosophy of positivism and aim to describe and test a hypothesis formulated by the researcher (Sugiyono, 2018).

#### Population and Sample

##### Population

The totality of each element being studied shares similar characteristics. This can be individuals from a group, an event, or an object being studied. The population in this study was all customers of Permai Baby Shop, headquartered in Jatinegara, during this study. The number of transactions in the Shopee marketplace in this study was 3,000 sales transactions over approximately three months.

##### Sample

According to Sugiyono (2019), a sample is a subset of the population and its characteristics. The sampling procedure used in this study was non-probability sampling using a purposive sampling technique. Sugiyono (2019) states that purposive sampling is a technique for determining samples based on specific considerations. This sampling technique was conducted at the Shopee Permai Babyshop store. In conducting research, an object or subject is needed to address the existing problem. This object generally represents the population being studied, and this can assist researchers in processing data to solve the research problem.

#### Research Sources and Scale

In this study, the data used consisted of primary and secondary data. Primary data was obtained directly from primary sources through observation and questionnaires. According to Sugiyono (2018), primary data is data collected directly by researchers in the field, such as through observations of the activities of the Permai Babyshop store in East Jakarta on the Shopee marketplace and distribution of questionnaires to consumers. The questionnaire itself, as explained by Sugiyono (2021), is a data collection method by providing written questions to respondents to answer, which in this case are addressed to customers of the Permai Babyshop Store. Meanwhile, secondary data is used to support primary data and is obtained through other parties or documentation. Secondary data is obtained through literature studies namely, a review of books, journals, and other sources, including the internet as well as documentation collected directly from the research object, namely the Permai Babyshop Store. The data scale used in this study is the Likert scale, which is used to measure the attitudes, opinions, and perceptions of individuals and groups towards certain social phenomena.

### 4. Results

#### Normality Test

The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

**Table 1. Normality Test using the Kolmogorov-Smirnov Test**

Variable	Sig	Level of Significance	Description
Residual	0,200	0,05	Normal

Source: Primary data processed with SPSS (2024).

Based on the results of the normality test using the Kolmogorov-Smirnov Test above, the probability value is  $0.200 > 0.05$ , thus the regression model meets the normality assumption.



### Linearity Test

Based on the results of the linearity test, comparing the Significance (Sig.) value with 0.05, Table 2 shows:

**Table 2. Linearity Test**

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Interest Service Quality	Between Groups	(Combined)	1266,198	15	84,413	10,151	,000
		Linearity	1099,595	1	1099,595	132,225	,000
		Deviation from Linearity	166,603	14	11,900	1,431	,157
	Within Groups		698,552	84	8,316		
	Total		1964,750	99			

Source: Primary data processed with SPSS (2024).

Based on the linearity test above, the ANOVA Table shows a significant value of Deviation for Linearity  $> \alpha$  ( $0.908 > 0.05$ ) for the Purchase Intention and Price Influence variables. This means that the variables are linear, and it can be concluded that the linearity requirement is met, namely, a linear relationship between Price Influence and Purchase Intention.

### Multicollinearity Test

The results of the multicollinearity test using the VIF method are as follows:

**Table 3. Multicollinearity Test using the VIF method**

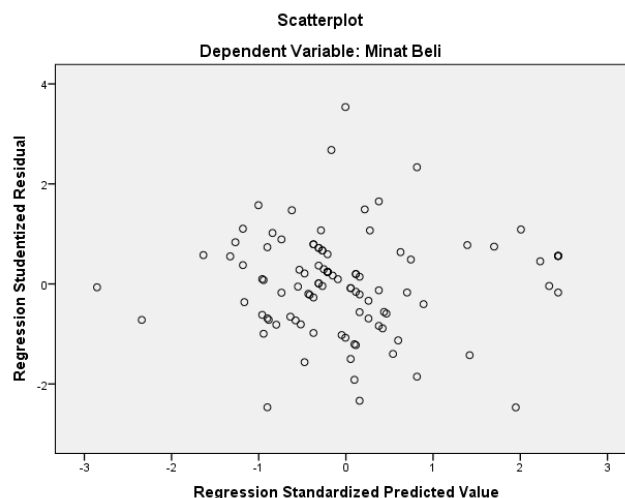
Variable	VIF	Nilai Kritis	Description
Price	2,355	10	No multicollinearity
Service Quality	2,355	10	No multicollinearity

Source: Primary data processed with SPSS (2024).

Based on the results of the multicollinearity test using the VIF method, the VIF value was  $< 10$ , indicating that all independent variables did not exhibit multicollinearity, thus not biasing the interpretation of the regression analysis results.

### Heteroscedasticity Test

The results of the heteroscedasticity test using the scatterplot are as follows:



Based on the Scatterplot image above, it can be concluded that there is no problem in the Heteroscedasticity Test in the regression model because the points do not form a clear pattern and are spread higher and below the number 0 on the Y axis.

## Multiple Linear Regression Analysis

**Table 4. Multiple Linear Regression Analysis Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,748	3,110		,884	,379
	Price	,355	,110	,318	3,232	,002
	Service Quality	,560	,108	,507	5,162	,000

Source: Primary data processed with SPSS (2024).

Based on the results of the multiple linear regression test in Table 4, the price variable (Price) has a coefficient of 0.355 with a significance value of 0.002, indicating that price has a positive and significant effect on purchase intention. Meanwhile, the service quality variable (Service Quality) has a coefficient of 0.560 with a significant value of 0.000, which also indicates a positive and significant effect on purchase intention. This indicates that both price and service quality contribute significantly to increasing consumer purchase intention towards Toko Permai Babyshop through Shopee.

### Hypothesis T-Test (Partial Test)

**Table 5. Hypothesis Test Results (Partial Test)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,386	,438		3,162	,002
	TotalX1	,068	,011	,543	6,403	,000
	TotalX2	,419	,077	,484	5,469	,000

Source: Primary data processed with SPSS (2024).

Based on the results of the partial (t) test, the significance value for the effect of Price (X1) on Purchase Interest (Y) is  $0.001 < 0.05$  with a t-value of  $6.403 > t\text{-table } 1.985$ , indicating that price has a significant effect on purchase interest. Similarly, the significant value for Service Quality (X2) is also  $0.001 < 0.05$  with a t-value of  $5.469 > t\text{-table } 1.985$ , which means service quality also has a significant effect on purchase interest. Thus, both variables significantly influence consumer purchase interest in Toko Permai Babyshop through Shopee.

## 5. Discussion

### The Influence of Price on Consumer Purchase Intention

The results of this study indicate that price significantly influences consumer purchase intention at the Permai Babyshop Store through Shopee. This finding indicates that consumers respond positively to the pricing strategy implemented, both in terms of affordability, competitiveness, and the appropriateness of price to benefits. In a highly competitive marketplace, price is a key element in attracting consumers' attention and driving purchasing decisions. These results are aligned with research by Hartin and Ichsan (2023), which found that competitive prices positively influence purchasing decisions for halal MSME products. Similarly, research by Ratna Sari et al. (2020) found that prices commensurate with product value increase online fashion consumers' purchase intention. However, this study differs from the findings of Wikantari (2023), who stated that in some instances, other factors, such as brand image, are more dominant than price in shaping purchase intention. This difference may be explained by different market characteristics and consumer segments, where buyers of baby products tend to be more price sensitive.

### The Influence of Service Quality on Consumer Purchase Intention

Further findings indicate that service quality also significantly influences consumer purchase intention. In the context of e-commerce, service quality is not only assessed from direct

interactions with sellers but also includes response time, accuracy of product information, and overall customer experience. Good service creates trust, comfort, and loyalty, which ultimately drives purchase intention. This study supports the findings of Erlinda et al. (2022), which showed that high service quality significantly increases Chatime customer satisfaction and purchase intention. Research by Fitriyana and Dharmawan (2018) also supports these results, showing a positive relationship between service quality and customer satisfaction in the service industry. However, these results do not fully align with the study by Ratna Sari et al. (2020), which found that in some cases, promotions had a greater influence than service quality on purchase decisions. This discrepancy may arise from differences in product context, where purchasing baby supplies requires greater trust and informative service than more impulsive fashion products.

### **The Simultaneous Effect of Price and Service Quality on Consumer Purchase Intention**

Analysis of the simultaneous effect of price and service quality shows that both variables together have a significant influence on consumer purchase intention. This confirms that the combination of competitive pricing and quality service is an effective strategy for attracting and retaining customers on the Shopee platform. Consumers not only consider price but also consider the service they receive during the purchasing process. These results are supported by research by Salman et al. (2023), which states that price and service quality jointly influence customer satisfaction in the energy sector. Research by Sulaksono and Hidayah (2022) on Oriflame products also showed similar results, where the synergy between price and service is key to forming purchasing decisions. However, Wikantari (2023) found that this simultaneous influence can be influenced by other moderating variables, such as brand image, which were not discussed further in this study. Therefore, these research findings reinforce the importance of a holistic approach in marketing strategies, particularly in online sales of baby products.

## **6. Conclusion**

Based on the results of the statistical testing and subsequent discussion, it can be concluded that price has a positive and significant influence on consumer purchase intention at Permai Babyshop Shopee. This suggests that as consumers' perceptions of price encompassing affordability, suitability, and competitiveness increase, so too does their intention to purchase. On the other hand, the service quality variable demonstrated a positive yet statistically insignificant influence, indicating that variations in service quality do not considerably affect consumer purchase intention. Nonetheless, when analyzed together, both price and service quality were found to significantly influence purchase intention, underscoring the importance of considering this combination in a well-rounded marketing strategy.

The managerial implication of these findings is that Toko Permai Babyshop management should continue to maintain and improve a competitive pricing strategy that aligns with product value to remain relevant to the needs of the price-sensitive Shopee market. Although service quality did not demonstrate a statistically significant effect partially, this aspect should not be ignored because, when combined, it still contributes to purchase intention. Therefore, service improvements such as response speed, clear product information, and friendly and professional customer service remain part of a long-term differentiation strategy to create customer loyalty and competitive advantage in the marketplace.

## **Recommendation**

To enhance its competitiveness, Toko Permai Babyshop should focus on maintaining competitive pricing by regularly benchmarking against industry standards, offering bundle deals, and providing promotional vouchers. Improving service quality is essential; this can be achieved through faster response times (ideally under five minutes), clear product descriptions, and proactive delivery updates. Implementing loyalty programs, such as Shopee coins, cashback offers, or exclusive discounts for repeat customers, can effectively boost customer retention. Additionally, establishing easy return policies, warranty options, and friendly after-sales service will help to build trust with consumers. Finally, leveraging Shopee's analytics to monitor consumer behavior and sales trends will enable the business to refine its pricing strategies and optimize customer service, ensuring sustainable growth in the e-commerce marketplace.



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