



The Influence of Sales Promotion and E-Service Quality on ShopeeFood Users' Purchasing Decisions on Dr. Soetomo University Surabaya Students

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Abstract

This study aims to determine the effect of sales promotion and *e-service quality* on the purchasing decisions of *ShopeeFood* users in Dr. Soetomo University Surabaya students both simultaneously and partially and to determine the dominant variables on the purchasing decisions of *ShopeeFood* users. This research is quantitative research with causal research methods. The population in this study is all students of the faculty of administrative sciences, Dr. Soetomo University who are active until the odd semester of the 2022/2023 academic year, totaling 586 people. The target population in this study is students of the faculty of administrative sciences who have made purchase transactions through *ShopeeFood* and have taken advantage of one or more forms of sales promotion offered by *ShopeeFood*. The sample size is 100 respondents who have been distributed through questionnaires. This study uses *the Probability Sampling technique* with the type of *Simple Random Sampling* in collecting respondents, and uses the Yamane formula in determining the sample because the number of populations in this study is known in number. Furthermore, the analysis data uses instrument tests, classical assumption tests, multiple linear regression analysis tests, F tests, t tests, and determination coefficient tests. The results of this study show that sales promotion and *e-service quality* have a significant influence both simultaneously and partially on the purchasing decisions of *ShopeeFood* users and *e-service quality* is the dominant variable affecting the purchasing decisions of *ShopeeFood* users in Dr. Soetomo University Surabaya students.

Keywords: *Sales Promotion; E-Service Quality; ShopeeFood User Purchase Decision*

Introduction

In the era of digitalization like today, the development of technology and information is increasingly rapid and continues to progress, including the use of the internet by the community which continues to soar up from year to year. These developments are very important in various components and activities, both in government activities and community activities. The role of technology and information in the era of globalization and the increasing number of internet users has now placed it in a strategic position so that it has an impact on increasing productivity and efficiency in various fields, one of which is in the trade aspect.

The world of trade is now continuing to develop, one of which is the flow of digitalization resulting in an increase in the number of internet users and the emergence of electronic commerce called *e-commerce* (*electronic commerce*). With the increasing number of internet users, it is expected to influence people's behavior in purchasing goods and services, namely from conventional purchases to *e-commerce*.

One of the supporting factors of the development of *e-commerce* in Indonesia that continues to progress is the large percentage of internet users in various regions. According to a report by the Indonesian Internet Service Providers Association (APJII) in June 2022, the internet penetration rate in Indonesia reached 77.02% with the number of internet-connected population in 2021-2022 reaching 210,026,769 people from a total population of 272,682,600 Indonesian residents in 2021. This means that almost all Indonesians use the internet in their daily lives (Muhammad Arif, 2022).

As a result of internet users who continue to skyrocket every year, now various applications have emerged that make it easier for people to find new things they want and of course make it easier to fulfill their daily needs, especially in terms of online shopping activities. This is because with *online shopping* there are advantages and conveniences obtained so that it is more efficient to process transactions in addition to convenience in terms of cost, distance, and time.

The increasingly diverse emergence of online shopping applications on the *Play Store* and *App Store* has made the food business grow rapidly, one example is the food delivery business. One of the food delivery applications that has emerged recently is *ShopeeFood* as a competitor to *GoFood* and *GrabFood*. *Shopee* started the *ShopeeFood* channel in April 2020 by marketing durable food and beverage products such as *frozen food* and packaged beverages at the beginning of its presence. Currently *ShopeeFood* has expanded their market, in November 2020 *ShopeeFood* began looking for driver partners, and not only frozen food and perishable drinks, now there are hundreds of thousands of *merchants* or food *outlets* and menus available according to customer requests and desires. Now the emergence of *ShopeeFood* is a competitor to *GoFood* and *GrabFood* as food delivery services that first existed.

The following are the results of *Southeast Strategic's* research on January 10-14, 2022 (for transaction value research) and June 10-14, 2022 (for *Top of Mind* research) using face-to-face interview methods for 1,200 respondents in six cities.

Table 1 Table of transaction values and top of mind of online food delivery services

No.	Delivery Service	Transaction Value	<i>Top of Mind</i> (First remembered)
1	<i>GoFood</i>	30,65 Triliun	50%
2	<i>ShopeeFood</i>	26,49 Triliun	28%
3	<i>GrabFood</i>	20,93 Triliun	22%

Source: *databoks.katadata.co.id*

Based on the data above, *ShopeeFood* is a digital food delivery service with the most users in second place. *ShopeeFood's* efforts to rise in the first rank are by intensively advertising and sales promotion, giving *vouchers*, improving service quality, and by making Indonesian and international artists as *its brand ambassadors*.

As an effort to increase consumer interest in making purchase transactions and increase the number of sales, the sales promotion carried out by *ShopeeFood* is in the form of providing saving *voucher* packages, *free shipping vouchers* (postage) with the maximum amount of shipping costs set by *ShopeeFood*. Then *ShopeeFood* also provides discounts or discounts and *cashback*. It is expected that

with the various sales promotions that have been carried out, the purchase rate at *ShopeeFood* will be higher.

Another thing that is no less important as one of the supporting factors for the success or improvement of a company is how consumers are willing to make purchasing decisions by improving the optimal quality of service to consumers. At *ShopeeFood* as the *e-commerce sector*, the adoption of service quality is also referred to as *e-service quality* or electronic service quality.

The use of *ShopeeFood* as an alternative food delivery application not only occurs in certain circles, but there are also many young people who are in this millennial era following the trend and development of digital ordering, especially among Dr. Soetomo University Surabaya students. One of the digital delivery service processes that are widely used by students is *ShopeeFood*, with *ShopeeFood* users can carry out food and beverage delivery activities with various menu and *outlet* choices easily, not draining energy, and efficiently.

However, lately *ShopeeFood* often receives complaints from consumers. According to a report by *mediakonsumen.com*, a website that summarizes various kinds of consumer complaints, the number of consumers who complained about promos and the quality of electronic services provided by *ShopeeFood* until December 1, 2022 amounted to 131 reviews. With details of 97 consumers complaining about *ShopeeFood Customer Service* that does not help in solving problems until past the due date, 27 consumers complain about the slow *refund* process on *ShopeeFood*, and as many as 7 consumers complain about *ShopeeFood* promos.

Consumers complain about the promos provided by *ShopeeFood* are now decreasing and the nominal is decreasing. Free shipping, discounts, and *cashback* given are not as much as when *ShopeeFood* first arrived. In addition, the quality of electronic service by *ShopeeFood* is also considered to be declining. Consumers complain that apps often exit on their own as well as *long loading* processes. Not only that, reported from *kompas.com* consumers also complained about the poor service of *ShopeeFood customer service*.

Based on this background, researchers are interested in taking the title "The Effect of Sales Promotion and *E-Service Quality* on the Purchasing Decisions of *ShopeeFood* Users in Dr. Soetomo University Surabaya Students".

Theoretical Foundation

1. Sales Promotion

According to Kotler and Keller (2016: 622) Sales Promotion is a key major in marketing campaigns, consisting of a collection of incentive tools that are mostly short-term in nature, and designed to stimulate the purchase of a particular product or service more quickly by customers or trade.

Sales promotion or *sales promotion* is all forms of company offers in the form of intensive short-term to buyers to be willing to buy the products and services offered.

a. Types of Sales Promotions

According to Kotler and Keller (2016: 623) grouping types of sales promotion is a tool that offers intensive to buyers and consists of:

1. *Consumer Promotion*. The tools used consist of: *Samples, Coupons, Rebates, Price Packs, Cashback, Premium, Frequency Programs, Prizes (contests, sweepstakes, games), Patronage Awards, Free Trials, Product Warranties, Tie-in Promotions, and Cross-Promotions*.
2. *Trade Promotion*. The tools used consist of: *Price-Off (off-invoice or off-list), Allowance, and Free Goods*.
3. *Sales Force Promotion*. The tools used consist of: *Trade Shows and Conventions, Sales Contests, and Specialty Advertising*.

b. Sales Promotion Predictor

In this study to measure the Sales Promotion variable, the researcher used a sales promotion type indicator with four tools according to Kotler and Keller (2016: 520) consisting of:

1. *Coupons*: Certificates that entitle the holder to declared savings on the purchase of a particular product.
2. *Rebates*: Provide a price reduction after making a purchase.
3. *Price Packs*: Offer consumers savings from the regular price of a product, marked on the label or package. A lower priced plan is one package sold at a lower price.
4. *Cashback*: An offer where the buyer is given a percentage of a cash or virtual money refund or even given a product but by fulfilling certain purchase conditions that have been determined by the *cashback organizer*.

The reason researchers only use four indicators in measuring the Sales Promotion variable is because the four types of sales promotion tools are in accordance with those used and used by the object under study.

2. E-Service Quality

Zeithaml *et. al.*, (2009: 115) defines *E-Service Quality* as an improvement in the development of digital technology capabilities such as sites and applications to make it easier to shorten shopping, purchasing, and distributing goods and services effectively and efficiently. Assessment of the quality of a site or application is not only the experience during interaction with the application, but also interaction after obtaining services.

E-service Quality is a development of broader traditional service quality by using digital technology capabilities so that electronic service quality is born that connects sellers and buyers to meet shopping needs effectively and efficiently.

E-Service Quality Indicator

In this study, to measure the variable of *E-Service Quality* researchers chose the dimension of *e-service quality* according to Parasuraman *et. al* (2005: 8) which consists of four main dimensions, namely:

1. *Efficiency*: Efficiency refers to the ease and speed with which a site can be accessed and used. According to Tjiptono (2014: 303) efficiency also includes the ability of customers to access *the website*, search for the desired product and information related to the product, and leave the site concerned with minimal effort.
2. *Fulfillment*: Fulfillment is the extent to which a site's promises about order delivery and availability of goods are met. The actual performance of the company contrasts with what is promised through the site or application. According to Tjiptono (2014: 303) *fulfillment* includes the

accuracy of service promises, such as product stock availability and product delivery according to the desired time.

3. System Availability: The functionality of an advanced technology technique that relates to the parts of a site or application that are available and can function properly as intended.
4. Privacy: The degree to which the site is able to protect the security of customers' personal information and data. According to Tjiptono (2014: 303), privacy includes data guarantees for customer shopping behavior that is not shared with anyone or data leakage and maintained customer information.

3. ShopeeFood User Purchase Decision

According to Schiffman and Kanuk (2010: 478) states "a decision is an action from two or more alternative options that exist in consumers". Someone who will choose a brand / product, usually that consumer has an alternative to choose.

According to Kotler & Armstrong (2016: 177) defining purchasing decisions is part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires.

From some of the definitions above, it can be synthesized that purchasing decisions are processes where consumers must go through various stages so that in the end they have several alternative choices in determining the product they want to buy based on things that have been learned. So that consumers will make a purchase decision after getting a conclusion on what kind of product they will buy.

a. Factors Influencing Purchasing Decisions

According to Buchari Alma (2016: 96) purchasing decisions are influenced by several factors, namely financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes, so that they will shape purchasing decisions by consumers.

b. Purchase Decision Model

According to Kotler and Keller (2016: 187) consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. The first step to understanding consumer behavior is to model consumer behavior.

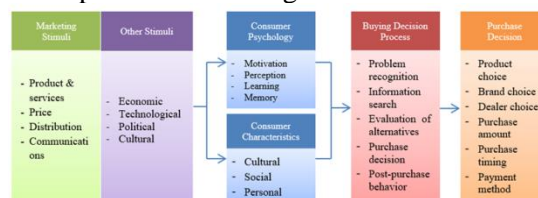


Figure 1 Consumer behavior model
Source: Kotler and Keller (2016:187)

Kotler and Keller (2016: 188) suggest that the last step in the consumer behavior model is a purchase decision consisting of:

1. Product selection
2. Brand selection
3. Selection of purchase channels
4. Determination of the time of purchase

5. Number of purchases
6. Payment methods

c. Purchase Decision Indicators

In this study, to measure purchasing decision variables, researchers used indicators that are a combination of factors that influence purchasing decisions by Buchari Alma (2016: 96) and purchasing decisions in consumer behavior models by Kotler and Keller (2016: 187) consisting of:

1. Technology: Technology is a set of means to provide goods necessary for human survival.
2. Product Selection: Consumers can make decisions to buy or not a product or service. In this case, the company should focus its attention on people who are interested in buying as well as other alternatives they are considering.
3. Purchase Amount: The consumer can make a decision on how much product to buy. Purchases may be made for more than one product so companies must prepare many products according to consumer decisions.
4. Payment Method: Consumers can make decisions about payment methods to be made in making decisions using products or services. Today, purchasing decisions are also influenced by the technology used in purchase transactions.

The reason researchers only use four indicators in measuring the Purchase Decision variable is because the four indicators are in accordance with what consumers consider when making purchases on the object studied.

4. Research Conceptual Framework

According to Sugiyono (2018: 128-129), the framework of thinking is a conceptual model of how theory relates to various factors that have been identified as important problems. So the frame of mind is a synthesis of the relationship between variables compiled from various theories that have been described.

Based on the literature review in this study, if consumers take advantage of good sales promotion and *e-service quality*, consumers will make purchasing decisions. It can be explained that the independent variables, namely Sales Promotion (X_1) and *E-Service Quality* (X_2) which will be tested for their effect on *ShopeeFood* Purchase Decisions (Y) both simultaneously indicated by a straight line with the symbol R^2 , and tested partially indicated by a straight line with the symbol r_1^2 and r_2^2 .

Based on this description, a conceptual framework of research can be prepared which is presented in a chart as follows:

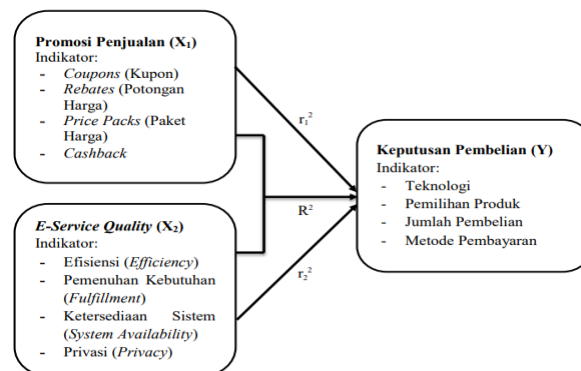


Figure 2 Conceptual framework of research

Source: Processed by Researchers

Information:

- R2 : The effect of variables X1 and X2 on Y simultaneously
- R12, R22 : The effect of variables X1 and X2 on Y partially

Research Methods**5. Types of Research**

The type of research conducted in this study is quantitative research with a survey approach and is causal associative.

According to Sugiyono (2018: 35) quantitative research is a research method based on the philosophy of positivism, which is used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim of testing hypotheses that have been set. According to Sugiyono (2018: 93), a causal approach is an approach that aims to find out the relationship between two or more variables. A causal relationship is a causal relationship. So in this relationship there are independent (influencing variables) and dependent (influenced) variables.

6. Variable Operational Definition

According to Juliansyah (2011: 98) operational definition is a part that defines a concept or variable so that it can be measured, by looking at the dimensions (indicators) of a concept / variable. The operational definition of variables in this study is as follows:

1. Sales Promotion(X1)

Sales promotion is a form of offer provided by *ShopeeFood* to consumers intensively in the short term to be willing to make purchases at *ShopeeFood*. Sales Promotion variables are measured through several indicators as follows:

1) *Coupons*

The provision of free shipping vouchers by *ShopeeFood* with a certain purchase amount according to the maximum limit to attract consumers to buy and make repeat purchases.

2) *Rebates*

Discounts given by *ShopeeFood* to consumers for making large purchases or exceeding the limit according to the applicable terms & conditions.

3) *Price Packs*

The price offered by *ShopeeFood* is lower than the unit price because consumers make purchases in the form of packages or *bundling*.

4) *Cashback*

Returns in the form of coins by *ShopeeFood* because consumers make purchases beyond the predetermined maximum limit.

2. E-Service Quality (X2)

E-Service Quality is a form of electronic service quality that connects service providers (*ShopeeFood*) with consumers to meet shopping needs effectively and efficiently. The *E-Service Quality variable* is measured by the following indicators:

1) Efficiency

The features on *ShopeeFood* are very efficient because they are quite easy and fast to be accessed by consumers.

2) Fulfillment

By making transactions through the *ShopeeFood feature*, consumer needs are met because the delivery of orders is carried out precisely, quickly and does not exceed the estimated time that has been determined.

3) System Availability

The features available on the *ShopeeFood system* can operate and function properly.

4) Privacy

ShopeeFood protects personal data, financial data, and transaction data from consumers.

3. ShopeeFood User Purchase Decision (Y)

ShopeeFood User Purchase Decision (Y) is a stage where consumers choose a product, then transact, and finally make a purchase decision using *ShopeeFood* as a food delivery application. Purchasing Decision variables can be measured through the following indicators:

1) Technology

Consumers use *ShopeeFood* as a means of food delivery application technology to provide the products needed online.

2) Product Selection

Consumers choose the product they will buy according to the desired quality and the benefits to be obtained by looking at the sales promotion and *e-service quality* provided by the *ShopeeFood application*.

3) Purchase Amount

Consumers determine the number of products to be purchased by considering the sales promotion offered and *e-service quality* provided by the *ShopeeFood application*.

4) Payment Methods

Consumers determine the payment method that will be used when making purchase transactions at *ShopeeFood*, namely using cash payment or using *ShopeePay*.

7. Research Location

The location of this research is at Dr. Soetomo University Surabaya, which is located at Jalan Semolowaru Number 84 Surabaya, East Java (Tel. 031-5583048, 5947185).

8. Population

According to Sugiyono (2018: 148) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions.

The population in this study is all students of the Faculty of Administrative Sciences, Dr. Soetomo University who are active until the odd semester of the 2022/2023 academic year, totaling 586 people.

The target population in this study is students of the Faculty of Administrative Sciences who have made purchase transactions through ShopeeFood and have taken advantage of one or more forms of sales promotion offered by ShopeeFood.

9. Sample

According to Sugiyono (2018: 149) samples are part of the number and characteristics possessed by the population. The sampling technique in this study is using *the Probability Sampling technique* with the type of *Simple Random Sampling*.

Because the population in this study is known to be 586 people, to determine the sample size, the population formula known according to Yamane in Sugiyono (2022: 143) is as follows:

$$n = \frac{N}{1+N(e)^2}$$

Information:

n = number of samples required

N = total population

e = *sampling error* rate (10%)

By using the above formula, the following calculation is obtained:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{586}{1+586(0,1)^2}$$

$$n = 84.4 = 85$$

From the calculation of the formula, the number of samples was rounded to 100 respondents.

10. Data Sources

The type of data determined by researchers in this study is primary data and secondary data. With the following description:

1. Primary Data

According to Jusuf Soewandi (2013: 147) primary data is data obtained by researchers directly from the object under study. The primary data in this study was obtained directly from respondents by distributing questionnaires to consumers who had made purchase transactions at *ShopeeFood* at Dr. Soetomo University Surabaya.

2.Secondary Data

According to Jusuf Soewandi (2013: 147) secondary data is data obtained through library materials. Secondary data in this study were obtained from books, journals, articles related to research topics regarding the effect of sales promotion and *e-service quality* on purchasing decisions.

11. Data Accumulation Techniques

The data collection techniques used in this study are as follows:

1.Literature Study

Literature study, according to Nazir (2013: 142) data collection techniques by conducting a review study of books, literature, notes, and reports that have something to do with the problem solved.

2.Questionnaire

According to Sugiyono (2018: 230), questionnaire is a method of data collection by providing questions or written statements to respondents to answer. Data collection by giving a written statement to respondents, namely students of Dr. Soetomo University Surabaya.

3.Documentation

Documentation is a technique of collecting data based on facts or evidence to collect information related to problems and research objectives, both from published and unpublished document sources, books, scientific journals, newspapers, magazines, websites, company executive summaries and others.

12. Data Analysis Techniques

Data analysis techniques used in this study:

- a. Validity Test
- b. Reliability Test
- c. Normality Test
- d. Heteroscedasticity Test
- e. Multicollinearity Test
- f. Multiple Linear Regression Analysis
- g. Hypothesis Test (Simultaneous Test, Partial Test, Coefficient of Determination Test)

Results and Discussion

The following discussion will briefly discuss the review of the results of the analysis tests that have been carried out, then the following results are obtained:

Table 2. Sales Promotion Variable Validity Test Results (X1)

Variable	Statement (used indicator)	rhitung	rtabel	Information
Sales Promotion (X ₁)	X1.1	0,719	0.1966	Valid
	X1.2	0,736	0.1966	Valid
	X1.3	0,727	0.1966	Valid

	X1.4	0,770	0.1966	Valid
	X1.5	0,684	0.1966	Valid
	X1.6	0,713	0.1966	Valid
	X1.7	0,793	0.1966	Valid
	X1.8	0,747	0.1966	Valid

Source : SPSS Output Data (processed by researchers)

Table 3. E-Service Quality Variable Validity Test Results (X2)

Variable	Statement (used indicator)	r_{hitung}	r_{tabel}	Information
<i>E-Service Quality (X₂)</i>	X2.1	0,783	0.1966	Valid
	X2.2	0,780	0.1966	Valid
	X2.3	0,674	0.1966	Valid
	X2.4	0,826	0.1966	Valid
	X2.5	0,755	0.1966	Valid
	X2.6	0,687	0.1966	Valid
	X2.7	0,593	0.1966	Valid
	X2.8	0,700	0.1966	Valid

Source : SPSS Output Data (processed by researchers)

Table 4. ShopeeFood User Purchase Decision Variable Validity Test Results (Y)

Variable	Statement (used indicator)	r_{hitung}	r_{tabel}	Information
ShopeeFood User Purchase Decision (Y)	Y1.1	0,756	0.1966	Valid
	Y1.2	0,729	0.1966	Valid
	Y1.3	0,763	0.1966	Valid
	Y1.4	0,855	0.1966	Valid
	Y1.5	0,788	0.1966	Valid
	Y1.6	0,774	0.1966	Valid
	Y1.7	0,812	0.1966	Valid
	Y1.8	0,796	0.1966	Valid

Source: SPSS Output Data (processed by researchers)

Because the value of all research variable items has a calculated value of $> r_{table}$, which is at a significant level of 0.05, the questionnaire has been able to be declared valid and feasible to be a material for research.

Table 5. Reliability Test Results

Statement Item	Cronbach Alpha Value	Reliabilitas	Information
X1.1	0,943	0,6	Reliabel
X1.2	0,943	0,6	Reliabel
X1.3	0,944	0,6	Reliabel
X1.4	0,943	0,6	Reliabel
X1.5	0,943	0,6	Reliabel
X1.6	0,943	0,6	Reliabel
X1.7	0,942	0,6	Reliabel
X1.8	0,943	0,6	Reliabel
X2.1	0,942	0,6	Reliabel
X2.2	0,942	0,6	Reliabel
X2.3	0,944	0,6	Reliabel
X2.4	0,942	0,6	Reliabel
X2.5	0,942	0,6	Reliabel
X2.6	0,944	0,6	Reliabel
X2.7	0,945	0,6	Reliabel
X2.8	0,943	0,6	Reliabel
Y1.1	0,942	0,6	Reliabel
Y1.2	0,944	0,6	Reliabel
Y1.3	0,942	0,6	Reliabel
Y1.4	0,942	0,6	Reliabel
Y1.5	0,943	0,6	Reliabel
Y1.6	0,943	0,6	Reliabel
Y1.7	0,943	0,6	Reliabel
Y1.8	0,943	0,6	Reliabel

Source: SPSS Output Data (processed by researchers)

Based on the table shows that all statement items used in this study questionnaire have *Cronbach alpha* values that are above 0.60. So the questionnaire used in this study was declared reliable and feasible to be used as a measuring tool.

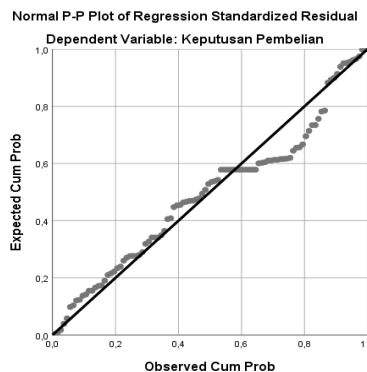


Figure 3. Probability Plots Graph Normality Test Results
Source : SPSS Output Data

Based on the figure, it can be seen that the points spread out following the direction of the diagonal line, thus showing that the existing research data has been normally distributed or the regression model meets the assumption of normality.

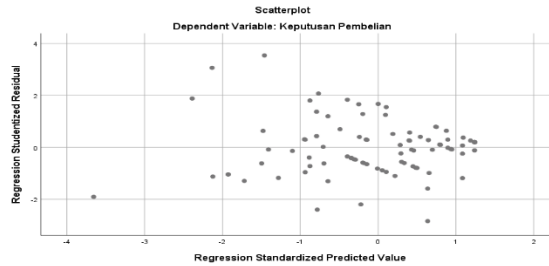


Figure 4. Heteroscedasticity Test Results
Source : SPSS Output Data

Based on the figure it can be seen that the points spread unevenly or do not form a clear pattern, and it can be seen that the points spread above and below 0 on the Y axis, it can be concluded that there are no symptoms of heteroscedasticity.

Table 6. Multicollinearity Test Results

Free Variable	Collinearity Statistics	
	Tolerance	VIF
Sales Promotion (X_1)	0,462	2,165
<i>E-Service Quality</i> (X_2)	0,462	2,165

Source : SPSS Output Results (processed by researchers)

Based on the table, it can be seen that the calculation of the *Tolerance* value is 0.462 which means it is still above 0.1 and the VIF value is 2.165 which is still below the value of 10. Thus, it can be stated that this regression model does not have multicollinearity between independent variables.

Multiple Linear Regression Analysis

Tabel 7. Hasil Uji Regresi Linear Berganda

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	9,145	2,209
	Sales Promotion	,198	,088
	<i>E-Service Quality</i>	,558	,090

Source: SPSS Output Results (processed by researchers)

Based on the table, it can be known that the value of the coefficient to see the multiple linear regression equation is as follows:

$$Y = 9.145 + 0.198X_1 + 0.558X_2$$

The regression equation can be described as follows:

- 1.The constant value (α) is 9.145 indicating that if the value of the independent variable Sales Promotion (X_1) and *E-Service Quality* (X_2) value is 0, then the dependent variable of *ShopeeFood* User Purchase Decision (Y) is 9.145.

2. The value of the Sales Promotion regression coefficient (X_1) is 0.198 assuming another variable (*E-Service Quality*) and a constant (α) is 0 which has a positive value, meaning that if the Sales Promotion variable increases by one unit, then the ShopeeFood User Purchase Decision increases by 0.198. The regression coefficient is positive which means that there is a positive relationship between Sales Promotion and Purchase Decision. The more sales promotions, the more *ShopeeFood purchase decisions* will increase for Dr. Soetomo University students.
3. The value of the E-Service Quality regression coefficient (X_2) is 0.558 assuming the other variable (Sales Promotion) and the constant (α) is 0 which has a positive value, meaning that if the *E-Service Quality variable* increases by one unit, then the ShopeeFood User Purchase Decision increases by 0.558. The regression coefficient is positive which means that there is a positive relationship between *E-Service Quality* and Purchasing Decisions. The better the *E-Service Quality*, the more *ShopeeFood purchasing decisions* will increase for Dr. Soetomo University students.

Table 8. F Test Results (Simultaneous)

Model	F	Sig.	F _{table}
Regression	69,434	0,000	3,09

Source: SPSS Output Results (processed by researchers)

Based on the table above, it can be known that $F_{\text{calculate}} (69.434) > F_{\text{table}} (3.09)$ and a significant value of $0.000 < 0.05$ then H_0 is rejected and H_a is accepted, indicating that the variables Sales Promotion (X_1) and *E-Service Quality* (X_2) simultaneously have a significant effect on the Purchase Decision of *ShopeeFood Users* (Y).

Table 9. Test Results of Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767 ^a	,589	,580	3,224

Source: SPSS Output Data (processed by researchers)

Based on table 4.19, the *Adjusted R Square* value is 0.580 or 58%. This shows that the percentage of Sales Promotion (X_1) and *E-Service Quality* (X_2) variables simultaneously on *ShopeeFood User Purchase Decisions* (Y) is 58%. In other words, it can be concluded that the dependent variable, namely the Purchase Decision of *ShopeeFood Users*, is influenced by the Sales Promotion and *E-Service Quality* variables by 58% and the remaining 42% is influenced by other variables that were not studied in this study.

Table 10. Test Results t (Partial)

Free Variable	t _{count}	Sig.	t _{table}
Sales Promotion (X_1)	2,239	0,027	1,984
<i>E-Service Quality</i> (X_2)	6,221	0,000	1,984

Source: SPSS Output Data (processed by researchers)

Based on table 4.20, it can be seen that the results of Test t are as follows:

- a. The Sales Promotion variable (X_1) has a calculated value (2.239) $>$ t_{table} (1.984) and a significance value of $0.027 < 0.05$ then H_0 is rejected and H_a is accepted. This means that the Sales Promotion

variable (X1) partially has a significant effect on the Purchase Decision of *ShopeeFood Users* (Y).

- b. The *E-Service Quality* variable (X2) has a calculated value (6.221) > ttable (1.984) and a significance value of $0.000 < 0.05$ then H_0 is rejected and H_a is accepted. This means that the *E-Service Quality* (X2) variable partially has a significant effect on the Purchase Decision of *ShopeeFood Users* (Y).

Tabel 11. Hasil Uji Korelasi Parsial (r^2)

Variable	Partial Correlation
Sales Promotion (X ₁)	0,222
<i>E-Service Quality</i> (X ₂)	0,534

Source: SPSS Output Data (processed by researchers)

Based on the table, the partial determination value (r^2) is as follows:

- a. The partial value (r) for the Sales Promotion variable (X1) is 0.222. Then to get the value of the partial coefficient of determination (r^2), a square calculation of the r value is carried out, namely $(0.222)^2$ so that a value of 0.049 is obtained. So it is known that the Purchase Decision of *ShopeeFood Users* (Y) can be influenced by the Sales Promotion variable (X1) by 4.9%.
- b. The partial value (r) for the *E-Service Quality* variable (X2) is 0.534. Then to get the value of the partial coefficient of determination (r^2), a square calculation of the r value is carried out, namely $(0.534)^2$ so that a value of 0.285 is obtained. So it is known that the Purchase Decision of *ShopeeFood Users* (Y) can be influenced by the *E-Service Quality* (X2) variable of 28.5%.

Conclusion and Advice

Conclusion

This study aims to examine the Effect of Sales Promotion (X1) and *E-Service Quality* (X2) on the Purchasing Decisions of *ShopeeFood Users* (Y) in students of Dr. Soetomo University Surabaya. Based on the results of the study, the conclusions of this study are as follows:

1. This study uses quantitative methods with multiple linear regression, with test results $Y = 9.145 + 0.198X_1 + 0.558X_2$ which means that if in constant conditions it means that the purchase decision of *ShopeeFood users* has a value of 9.145.
2. The results showed that the independent variables which include Sales Promotion (X1) and *E-Service Quality* (X2) simultaneously had a significant influence on the dependent variable of *ShopeeFood User Purchase Decision* (Y) in Dr. Soetomo University Surabaya students, as evidenced by the F test (simultaneous) with $F_{\text{calculate}}$ results (69,434) > F_{table} (3.09) and significant values $0.000 < 0.05$.
3. The results showed that the independent variables which include Sales Promotion (X1) and *E-Service Quality* (X2) partially had a significant influence on the dependent variable of *ShopeeFood User Purchase Decision* (Y) in Dr. Soetomo University Surabaya students, as evidenced by the t test (partial) with the results of the Sales Promotion variable (X1), namely $t_{\text{calculate}}$ (2.239) > t_{table} (1.984) and significance values of $0.027 < 0.05$. The result of the *E-Service Quality variable* (X2) was obtained $t_{\text{calculate}}$ (6.221) > t_{table} (1.984) and significant values $0.000 < 0.05$.
4. The results showed that the *E-Service Quality* (X2) variable is the dominant variable affecting the purchase decision of *ShopeeFood Users* (Y) in Dr. Soetomo University Surabaya students, which

is shown by obtaining the value of the largest partial coefficient of determination (r^2) test, which is a value of 0.285 or 28.5% compared to the Sales Promotion variable (X1) of 0.049 or 4.9%.

Suggestion

Suggestions on the results of research on the Effect of Sales Promotion (X1) and *E-Service Quality* (X2) on the purchasing decisions of *ShopeeFood* (Y) Users in Dr. Soetomo University Surabaya students as follows:

1. Because the *E-Service Quality* variable is the dominant variable affecting the purchasing decisions of *ShopeeFood Users*, the company should further improve the quality of electronic services such as improving system performance on *ShopeeFood* so that during application operation it is not easy to exit by itself. In addition, *ShopeeFood* is expected to continue to innovate in terms of providing attractive sales promotions to consumers or users with more diverse forms, so that consumers or users do not switch to other delivery applications.
2. For the next researcher, it is expected to be able to conduct research that has relevance to the research topic by adding other variables and a wider range of respondents.
3. Users of the *ShopeeFood application* are expected to take advantage of existing sales promotions wisely so that the goods or services purchased are in accordance with their needs, not just fulfilling their desires.

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