

The Effect of Product Diversity and Price on Purchasing Decisions Mediated by Promotions: A Study on Shopee Application Users (Students of the Faculty of Economics and Business, University of Bandar Lampung)

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Abstrak. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh keragaman produk dan harga terhadap keputusan pembelian yang dimediasi oleh promosi pada pengguna aplikasi Shopee. Penelitian ini merupakan penelitian kuantitatif dan menggunakan data primer yang diperoleh langsung dari responden melalui pengumpulan data kuesioner melalui Google Form. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Bandar Lampung yang berjumlah 936 orang. Pengambilan sampel dilakukan dengan teknik random sampling dan menggunakan ketentuan Slovin, sampel yang diperoleh sebanyak 280 orang. Analisis data dilakukan dengan menggunakan PLS-SEM pada aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa keragaman produk, harga, dan promosi secara bersama-sama memiliki pengaruh yang signifikan terhadap keputusan pembelian, meskipun keragaman produk sendiri tidak mempengaruhi keputusan pembelian. Selain itu, penelitian ini mengungkapkan bahwa keragaman produk dan harga secara bersama-sama mempengaruhi promosi secara signifikan, dengan variabel promosi memediasi pengaruh keragaman produk dan harga terhadap keputusan pembelian.

Kata kunci: Keragaman Produk; Harga; Promosi; Keputusan Pembelian.

Abstract. The aim of this study was to investigate the effects of product diversity and price on purchasing decisions, mediated by promotions, among Shopee application users. This study is quantitative research and utilizes primary data obtained directly from respondents through collecting questionnaire data via Google Form. The population in this study consisted of students from the Faculty of Economics and Business, University of Bandar Lampung, totaling 936 individuals. Sampling was carried out using random sampling techniques and using the Slovin provisions, the sample obtained was 280 people. Data analysis was performed using PLS-SEM in the SmartPLS 4 application. The study's results show that product diversity, price, and promotion collectively have a significant impact on purchasing decisions, although product diversity itself does not affect purchasing decisions. Additionally, the study revealed that product diversity and price jointly influence promotion significantly, with the promotion variable mediating the impact of product diversity and price on purchasing decisions.

Keywords: Product Diversity; Price; Promotion; Purchasing Decision.

Introduction

Purchasing decisions are the study of how a person chooses to buy, use, and use the concept of goods or services in meeting their needs and satisfaction (Firdan & Artanto, 2024). Purchasing decisions are influenced by many factors including technology, economics, politics, culture, products, prices, locations, advertising, physical evidence, people, and processes (Vernando *et al.*, 2023). When consumers make choices, an attitude will be formed to analyze various information so as to produce conclusions related to choosing the product to be purchased (Handayani *et al.*, 2021). Product diversity, price, and promotion are one of the main factors in making purchasing decisions (Riandika & Arifin, 2017). According to Soetanto *et al.*, (2020), product diversity is an approach to making products different from competitors, even more than them. This is done so that consumers can assess the results and influence their choices. Meanwhile, in the opinion of Riandika & Arifin (2017), product diversity is everything that is offered in the market to be bought, used, and can fulfill the wants or needs of buyers. Product diversity provides consumers with many choices during the shopping process, leading them to purchase items not previously on their shopping list. The greater the diversity available, the more likely customers are to find something that appeals to them (Stasiuk *et al.*, 2021).

The level of product diversity is determined by the number of companies that provide different products. In many situations, offering more product choices is a good thing, but it must pay attention to costs and storage space (Ardiprawiro, 2023). Additionally, price is another factor that influences purchasing decisions. Price is a measure of sales profit for business owners and may be described as the sum of money that buyers must pay producers in order to get good services (As'adiyah *et al.*, 2024). According to Kurniasari *et al.*, (2024), the price factor is very important because competitors use price as a force to attract customers by providing low prices on a product. Thus, price is the amount of value that customers will exchange to get the goods they want to use. If the price is cheap, consumers will

not hesitate to buy and use the item. This shows that the right pricing can influence consumer purchasing decisions (Harahap *et al.*, 2018). Marketers must conduct promotions to influence consumer purchasing decisions. Promosi Promotion is an action that aims to provide information about a product in an effort to offer their goods and services with the aim of attracting the attention of potential buyers (Firdan & Artanto, 2024). According to Barusman (2019), promotion is a type marketing communication that is intended to spread knowledge, influence, convince, purchase, and faster loyalty. Promotion is a persuasive communication between business owners and potential buyers to communicate product benefits and increase demand for target products. (Urbayatun & Widhiarso, 2012). Mediating variables serve to explain how or why two other variables are interrelated. In this context, promotion can serve as a bridge that connects product diversity and price with purchasing decisions. Effective promotion can increase consumers' awareness and interest in diverse products as well as influence their perception of price.

According to the results of research by Yulianti *et al.*, (2023), apart from product diversity, price and promotion, purchasing decisions have another dimension, namely the variable quality of Shopee Live features. In their opinion, the quality of the Shopee Live feature has a positive and significant influence on purchasing decisions. With the Shopee Live feature that provides discounts and giveaways, it will affect prices and purchasing decisions. Meanwhile, according to the opinion of Miftahudin *et al.*, (2024), apart from price and product variety, service quality is also an important variable that influences purchasing decisions. Advertising variables are also included in the dimensions of purchasing decisions based on the research of . Vernando *et al.*, (2023). Currently, the number of Indonesian using the internet in 2024 reached 79.5%, and there was an increase of 1.4% compared to 2023 (Rosdiana *et al.*, 2018). In recent years, Indonesia has seen a sharp rise in the number of internet users, and making Indonesia a potential market for developing e-commerce or online businesses. E-commerce is a marketing system that is developing and has very convincing potential to be developed by

business people (Kurniasari *et al.*, 2024). According to Pratama *et al.*, (2023), the emergence of e-commerce is supported by technological advances, the increasing number of internet users around the world will increase business life which results in increased e-commerce sales. E-commerce is a type of business that is carried out online, and the internet becomes an integrated platform, allowing buyers and sellers to interact and make purchasing decisions (Bucko *et al.*, 2018).

In Indonesia, there are several online sales applications that are developing, one of which is Shopee. One of Southeast Asia's top e-commerce sites is Shopee that offers services for buying and selling various kinds of products.

The Shopee website is designed to assist sellers and buyers in buying and selling products (Kurniasari *et al.*, 2024). E-commerce serves as both a communication tool as well as a business platform that has changed the way of doing business around the world. The use of digital technology presents new entrepreneurial opportunities and can serve as a valuable management tool in the long run (Banjongprasert, 2024). Shopee's accessibility has established it as the most popular e-commerce platform in Indonesia. This can be seen from the data provided by *databoks.katadata.co.id* in September 2024 regarding the number of visitors to e-commerce sites in Indonesia.

Table 1. Marketplace Visitor Data (as of September 2024)

No.	Rating	Marketplace	Visitors	Presentation
1	1	Shopee	134.3 Million	47,9%
2	2	Tokopedia	76.6 Million	27,3%
3	3	Lazada	45.2 Million	16,1%
4	4	Blibli	20.7 Million	7,38%
5	5	Bukalapak	3.7 Million	1,32%
Total			280.5 Million	100%

Based on Table 1, Shopee is ranked number 1 most visited with 134.3 million visitors (47.9%). One of the reasons customers choose to shop online at Shopee is due to the competitive pricing compared to physical stores (Nur & Dahliana, 2023). According to Yulianti *et al.*, (2023), Shopee has more than 500 local and international brands, becoming the largest, most complete and most affordable e-commerce site in Indonesia. Apart from the low prices, Shopee boasts a diverse range of products including sports equipment, cameras, gadgets, cosmetics, fashion, cars, household appliances, food, beverages, and vitamins. This study highlights promotion as a mediating variable between product diversity and pricing concerning purchasing decisions. Quoted from *shopee.co.id*, Shopee features a "Beautiful Date" promotion, which is a promo that is carried out every twin dates such as 1.1, 2.2, 3.3, to 12.12 every month. Usually, Shopee issues many promos ranging from 30% - 50% discount vouchers, Shopee coin cashback vouchers that can be redeemed when purchasing other items at Shopee, discount vouchers from each product store, free

shipping vouchers without a minimum purchase, and flash sales which are carried out at certain times starting at 00.00 on each of these twin dates. When shopping online, buyers can get these vouchers for free and combine several vouchers, but only if they meet certain conditions and have time limits (Putri & Mara, 2024). From the many promos provided by the Shopee application, the price of the product becomes cheap so that consumers are interested in buying on that date.

According to Razali *et al.*, (2022), , the stimulation of the promotional features provided by Shopee creates buying interest for someone who sees it. The purchase interest that arises can become a purchasing decision. The rapid increase in internet users creates great potential for the marketplace, making Shopee the dominating e-commerce platform. There are still gaps in the results of previous research regarding product diversity and price on promotion and purchasing decisions. In addition, there is no previous research that examines the mediating impact of promotion on the relationship

between product diversity and price. Therefore, this study is expected to address the phenomenon and research gap and will produce novelty regarding the mediating effect of promotion on the relationship between product diversity and price on purchasing decisions and the impact of the "Beautiful Date" promotion on the Shopee application. The core problem of this research is that it will discuss whether promotions have proven effective in determining purchasing decisions or whether consumers tend to buy because of diverse and cheap products without being based on promotions.

Literature Review

Purchasing Decisions

According to Razali *et al.*, (2022), purchasing decisions are a process of problem recognition by consumers followed by searching for information about a particular product or brand and then evaluating it before leading to a purchase decision. If someone makes a decision to buy something, then it is referred to as a decision to choose one of the many options available. However, there is an evaluation process that leads to the initial purchase decision. This evaluation will measure the buyer's tendency to take certain actions towards the product as a whole (Barusman & Suwandi, 2020). According to As'adiyah *et al.*, (2024), purchasing decisions has several indicators, including:

- a) Purpose of purchasing a product
- b) Consistency in a product
- c) Providing recommendations to others
- d) Making repeat purchases

Product Diversity

All goods that can be sold in the market to be seen, bought, and consumed to fulfill wants or needs are defined as products (Barusman, 2019). According to Febrianto *et al.* (2024), a product is an entity that has various aspects, both physical and non-physical, such as packaging, price, company reputation and service. Products are divided into two categories: (1) Services, which are intangible, and (2) Goods, which are tangible. From the definition of the product, it can be concluded that product diversity refers to

the range of all products and goods available from a specific seller to consumers (Vernando *et al.*, 2023). Meanwhile, according to Andrianto (2023), product variation is a product mix, which consist of range of products and goods that seller offer to consumers when making purchasing decisions. Basically, consumers will be interested in a product because of the many variations offered by the seller. Many product variations make the product unique (Miftahudin *et al.*, 2024). Product variety allows consumers to choose according to their needs and preferences (Febrianto *et al.*, 2024). Price and product variety are closely related in product purchases. According to Suriyani (2021), indicators of product diversity include:

- a) Product Brand Variety
- b) Variety of Product Completeness
- c) Product Size Variation
- d) Variety in Product Quality

Price

The amount of money that customers spend on a good service, or the value they exchange to gain benefits from it, own, or use, the price is also part of the product that shows the quality (Nurhayati, 2022). The price is also defined as the money required for a product or service, or the value customers are willing to pay for the benefits of using the product. Price is an element that customers must be paid by customers to obtain profits through marketing strategies (Ayudia & Vildayanti, 2023). Price provides things that can be felt and is considered the utilization of benefits by consumers (Phan Tan & Le, 2023). For a business, price can determine success because price has a significant impact on revenue and net profit (Limpo *et al.*, 2018). Meanwhile, according to Rosdiana *et al.*, (2018), the success of a company is seen from the profits obtained after the product is sold to consumers. In addition, competitive prices compared to other products can create advantages for these products in consumers eyes (Limpo *et al.*, 2018). According to Aprileny *et al.*, (2021), price has several indicators, including:

- a) Price affordability
- b) Price competitiveness
- c) Price matching with product quality
- d) Price according to ability

Promotion

Promotion is a form of activity to communicate products to consumers with the aim of maintaining continuity and increasing sales value for the company. Promotion is an important part of a business because it is an easy and effective way to achieve goals (Barusman *et al.*, 2023). According to Belvia *et al.*, (2023), sales promotion is a short-term special program and offer intended to encourage someone to immediately buy or sell certain goods and services. Meanwhile, according to Febrianto *et al.* (2024), sales promotion is a method of stimulating purchasing decisions defined as a temporary incentive. Sales promotion involves product development to encourage purchases. Various forms of promotional activities that companies can carry out for consumers, such as: giving discounts, free shipping, shopping vouchers, buy 1 get 1, and giving gifts to consumers. According to Mahar *et al.* (2018), the buy one product and get one free sales strategy can provide greater profits during the final sales period, especially when marginal revenue is expected to be higher. This strategy is more profitable compared to other promotions such as providing a 50% discount or no promotion at all. According to Belvia *et al.*, (2023), promotion has several indicators, including:

- a) Coupons
- b) Rebats
- c) Price pact/cent-off-deals
- d) Sample
- e) Premium

The Effect of Product Diversity on Promotion

In the research of Pratama *et al.* (2024), purchase decisions are positively impacted by product diversity with promotion as a mediating factor. This shows that the more diverse the product, the more likely consumers are to make purchases. This study highlights promotion as a mediating variable, and promotion strengthens the relationship between product diversity variables and purchasing decisions. Thus, it can be concluded that product diversity is able to influence promotion and encourage consumer purchasing decisions. H1 : Product diversity affects promotion.

The Effect of Price on Promotion

According to As'adiyah *et al.* (2024), price

moderated by promotion has a positive but insignificant impact on purchasing decisions. Although the price offered can attract consumer attention, its influence on making purchasing decisions is not strong enough without the support of effective promotion. However, in Prasetyono *et al.*, (2021) research, purchase decisions are positively and significantly impacted by the price and promotion. This finding results in a combination of the right price and promotion can influence consumer decisions to buy. Thus, this research concludes that combining competitive prices with attractive promotions is crucial for influencing consumer purchasing decisions. H2 : Price affects promotion.

The Effect of Promotion on Purchasing Decisions

In the research of Prasetyono *et al.*, (2021), Firdan & Artanto (2024), Handayani *et al.*, (2021) and Ramadanti *et al.*, (2024), promotion has a positive and significant impact on purchasing decisions. Their findings show that an effective promotional strategy will encourage consumers to make purchases and emphasize the importance of promotion in product marketing. Febrianto *et al.*, (2024) research, further reinforces this view by stating that promotions related to price reductions are very effective in influencing purchasing decisions. Meanwhile, according to Belvia *et al.*, (2023), promotions have no influence on purchasing decisions. Overall, while many studies support the positive influence of promotions on purchasing decisions, it is essential to consider other factors as well. H3 : Promotion affects purchasing decisions.

The Effect of Product Diversity on Purchasing Decisions

In the research of Rosdiana *et al.*, (2018), Soetanto *et al.*, (2020), and Pratama *et al.*, (2023), show that product diversity has a partial effect on purchasing decisions. In the research of Vernando *et al.*, (2023) and Prasetyono *et al.*, (2021) also said that product variety has a positive and significant influence on purchasing decisions. Meanwhile, in the research of Riandika & Arifin (2017), the product diversity variable has no significant effect on purchasing decisions. It can be concluded that, there are still

conditions where the effect of product diversity does not appear significant on purchasing decisions. H4 : Product diversity affects purchasing decisions.

The Effect of Price on Purchasing Decisions

In the research of Mimi & Daniaty (2017), Belvia *et al.*, (2023), and Prasetyono *et al.*, (2021), price has an effect on purchasing decisions, if the pricing is appropriate and correct, purchasing decisions will increase. The results of the research by As'adiyah *et al.*, (2024), said that price has a positive but insignificant effect on purchasing decisions. Meanwhile, in the research of Rosdiana *et al.*, (2018) and Miftahudin *et al.*, (2024), price has no partial effect on purchasing decisions due to price instability. Although price has a significant influence on purchasing decisions, there are other situations in which this influence is negligible or nonexistent. H5 : Price affects purchasing decisions.

Conceptual Framework

This study aims to understand how promotions implemented by Shopee influence consumer purchasing decisions. Students at the University of Bandar Lampung's Faculty of Economics and Business are the subjects of this study. The following is a depiction of the research conceptual framework which describes the relationship between the variables of product diversity and price to purchasing decisions, and explains the mediating role of promotion in this process.

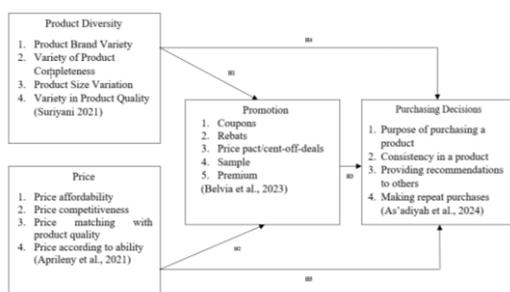


Figure 1. Research Conceptual Framework

Research Methods

This study uses primary data that were collected directly from respondents using a Likert scale of 1-5. This research strategy is a quantitative approach, this strategy is used to determine the

relationship between two or more variables (Prasetyo & Wibowo, 2023). Where this study aims to determine Product Diversity, Price, Promotion, and Purchasing Decisions. The population is utilized to establish research boundaries and to inform readers about the environment and context within a specific predetermined area (Hossan *et al.*, 2023). According to Nurhayati (2022), a population is a category for generalization made up of individuals or items with particular traits and attributes that can be investigated in order to make conclusion.

The population in this study were Shopee application users among Faculty of Economics and Business students at the University of Bandar Lampung, totaling a total of 936 students. According to Nurhayati (2022), the sample is the quantity and attributes derived from the population. Therefore, samples drawn from the population might be used when the population is large and researchers do not examine every aspect of it. This study employs random sampling technique population sampling method carried out randomly. Determining the sample size using the Slovin provisions (Nur & Dahliana, 2023). The data that has been obtained will be analyzed using the validity test, reliability test, normality test, and SEM (Structural Equation Modeling) analysis using the SmartPLS 4 program. Total Population (N) = 936 Active Students of Faculty of Economics and Business University of Bandar Lampung

$$\text{Margin of Error } (e) = 5\% = 0,05$$

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

$$n = \frac{936}{1 + 936 (0,05)^2}$$

$$n = \frac{936}{3,34}$$

$$n = 280,23$$

$$n = 280$$

Results and Discussion

Results

Quantitative analysis is the method used, hypothesis testing is carried out in the PLS-SEM research model and data analysis is performed using the SmartPLS 4 application. The initial stage of respondent identification reveals that of the total 280 respondents, 120 are male, and 160 are female. This systematic data collection process is essential to guarantee the appropriateness of the collected sample and the reliability of the study results for drawing valid conclusions from the student population at Faculty of Economic and Business University of Bandar Lampung.

Analysis of the Measurement Model (Outer Model)

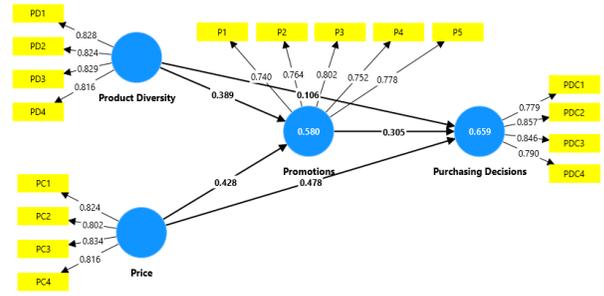


Figure 2. Measurement Model (Outer Model)

The convergent validity test is crucial to ensure that the measurement instruments utilized in this study accurately reflect the measured variables. The analysis results show that all indicators have met the requirements with an outer loading of > 0.70. Furthermore, the assessment using Average Variance Extracted (AVE) shows a value > 0.50 which that all variables are said to be valid in convergent validity.

Table 2. AVE Output Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Product Diversity	0.843	0.843	0.895	0.680
Price	0.837	0.838	0.891	0.671
Purchasing Decisions	0.835	0.838	0.890	0.670
Promotion	0.826	0.827	0.878	0.590

According to the findings of the reliability test conducted for this study, every variable examined has a composite reliability value and a Cronbach's alpha > 0.7. Therefore, it can be said

that every variable in this study is considered dependable.

Table 3. Effect Size (F-square/F2)

	Purchasing Decision	Promotion
Product Diversity	0.013	0.166
Price	0.256	0.201
Purchasing Decisions		
Promotion	0.114	

Based on the table above, the Product Diversity variable has a small influence on Purchasing Decisions, which is 0.013. Meanwhile, the Price variable has a large influence on Purchasing Decisions, which is 0.256. Then for the Product Diversity variable has a moderate influence on

Promotion, namely 0.166. And the Price variable also has a moderate influence on Promotion, namely 0.201. Furthermore, the Promotion variable has a minor impact on Purchasing Decisions, with a value of 0.114.

Table 4. Colinearity Statistic (VIF)

	Purchasing Decisions	Promotion
Product Diversity	2.537	2.176

Price	2.613	2.176
Purchasing Decisions		
Promotion	2.381	

Table 4 shows that there is no indication of multicollinearity problems for all variables because the values in the table are > 0.2 and no more than 5.

Table 5. Direct Effect (Path Coefficient)

Hipotesis	Path Coefficient	P-values	F-square	Description
H1. Product Diversity -> Promotion	0.389	0.000	0.166	Significant
H2. Price-> Promotion	0.428	0.000	0.201	Significant
H3. Promotion -> Purchasing Decisions	0.305	0.002	0.114	Significant
H4. Product Diversity -> Purchase Decision	0.106	0.244	0.013	Not Significant
H5. Price -> Purchase Decisions	0.478	0.000	0.256	Significant

The explanation is as follows:

- a) H1 is accepted, specifically, there is a significant impact of product diversity on promotion, indicated by a path coefficient of 0.389 and p-values of $0.000 < 0.05$. Every additional product diversity will increase the promotion carried out by Shopee. However, the existence of product diversity in promotion has a moderate/moderate influence (F-square = 0.166).
- b) H2 is accepted, specifically, there is a significant impact of price on promotion, indicated by a path coefficient of 0.428 and p-values of $0.000 < 0.05$. These findings indicate that an effective pricing strategy can increase the effectiveness of promotions carried out by Shopee. However, the presence of price in promotion has a moderate/moderate influence (F-square = 0.201).
- c) H3 is accepted, specifically that a path coefficient of 0.305 and p-values of $0.002 < 0.05$ indicate that promotions have an impact on purchasing decisions. If promotions continue to be carried out, purchasing decisions will also increase. However, the existence of promotions in purchasing decisions has a moderate / moderate influence (F-square = 0.114).
- d) H4 is rejected, namely product diversity has no influence on purchasing decisions with a path coefficient of 0.106 and p-values of $0.244 > 0.05$. This indicates that although diversity in product types and models is offered, other factors may be more dominant in influencing purchasing decisions. The effect of product diversity on purchasing decisions is small (F-square = 0.013).
- e) H5 is accepted, specifically, there is a significant impact of price on purchasing decisions, indicated by a path coefficient of 0.478 and p-values of $0.000 < 0.05$. This indicates that price is a crucial factor that affects an individual's purchasing decisions. The effect of price on purchasing decisions is in the medium / moderate category (F-square = 0.256).

Table 6. Indirect Effect

	Original sample (O)	P values	Description
Product Diversity -> Promotion -> Purchasing Decisions	0.119	0.026	Significant
Price -> Promotion -> Purchasing Decisions	0.130	0.005	Significant

The table above indicates that the p-values for the impact of product diversity on purchasing decisions mediated by promotion are $0.026 < 0.05$ (significant). This indicates that promotion acts as an effective mediator in the relationship between product diversity and purchasing

decisions on the Shopee e-commerce platform. For the p-values of the effect of price on purchasing decisions, namely $0.005 < 0.05$ (significant). This means that promotion can act as an effective mediator in the relationship between price and purchasing decisions, where promotions not only attract consumers' attention but can also influence their perceptions of price.

Table 7. Coefficient of Determination (R-square/R²)

	R-square	R-square adjusted	Description
Purchasing Decisions	0.659	0.656	Moderate
Promotion	0.580	0.577	Moderate

According to the above table, the combined impact of product diversity, price, and promotion on purchasing decisions has an R-square (R²) value of 0.659, with an R-squared adjusted value of 0.656. According to this, these three variables have an impact on purchasing decisions by 65.6% (moderate / moderate category), while the other factors not covered in this study have an impact on the remaining 34.4%. For the analysis involving product diversity and price on promotion, the R-square (R²) value is 0.580 with an adjusted R-square of 0.577. This means that the product diversity and price variables have an influence on promotion of 57.7% (moderate/medium category), while the other factors not covered in this study have an impact on the remaining 42.3%.

Discussion

Analysis of this research data using SmartPLS 4 proves that promotion is significantly influenced by product diversity, so H1 can be accepted. These results offer compelling evidence that enhancing product diversity can boost promotional effectiveness. This study supports earlier findings that were made by Pratama *et al.*, (2024), it is stated that the more product diversity offered, the greater the impact on promotion. Product diversity not only creates variety in choices for consumers but is also a good promotional tool for every e-commerce company, especially Shopee, to highlight their products. In addition, product diversity can

increase the attractiveness of promotions by creating more innovative competition. Analysis of this research data using SmartPLS 4 demonstrates that promotion is significantly influenced by price, thus H2 can be accepted. These results offer strong evidence that suitable pricing can enhance the effectiveness of promotions. When prices are perceived as reasonable and appealing, consumers are more likely to react positively to the offered price. This research does not align with previous findings revealed by As'adiyah *et al.*, (2024), it is stated that the price displayed by the company does not have a significant impact on the promotion carried out.

Analysis of this research data using SmartPLS 4 demonstrates that purchasing decisions is significantly influenced by promotion, thus H3 can be accepted. These results offer evidence to support that an effective promotional strategy can enhance overall promotional outcomes. This finding shows that when Shopee conducts promotions by providing discounts and free shipping, it succeeds in attracting consumers' attention and encouraging them to make purchases. This promotional strategy has proven to be effective in increasing purchase intention, especially among price-sensitive consumers. This study supports earlier findings that were made by Prasetyono *et al.*, (2021), Firdan & Artanto (2024), Handayani *et al.*, (2021), and Ramadanti *et al.*, (2024), promotion has a positive and significant influence on purchasing decisions. Their findings show that an effective promotional strategy will encourage consumers to make purchases and emphasize the importance of promotion in product marketing. Analysis of the research data using SmartPLS 4 indicates that product diversity does not significantly impact purchasing decisions. This indicates that while diversity in products may have the potential to attract consumer attention, in reality, it is not strong enough to significantly influence purchasing decisions. Thus, H4, which claims that product diversity positively impacts purchasing decisions, must be dismissed. This study supports earlier findings by Riandika & Arifin (2017), which states that the product diversity variable has no significant effect on purchasing decisions. Analysis of this research data using SmartPLS 4 proves that purchasing

decisions are significantly impacted by price, so H5 can be accepted. This finding indicates that changes in product prices can directly influence consumers' decision to make a purchase. In other words, the more competitive and attractive the price offered, the more likely consumers are to choose that product. This study supports earlier findings that were made by Mimi & Daniaty (2017), Belvia *et al.*, (2023), and Prasetyono *et al.*, (2021), which state that price has an effect on purchasing decisions, so if pricing is appropriate and appropriate, purchasing decisions will increase. The study's findings show that a significant effect of promotion as a mediating variable between product diversity and purchasing decisions.

This finding indicates that although product diversity does not significantly impact purchasing decisions, it can enhance consumer attractiveness and interest when backed by an effective promotional strategy. This study supports earlier findings that were made by Pratama *et al.*, (2024), which indicates that product diversity positively influences purchasing decisions with promotion acting as a mediating variable. The study's findings show that a significant effect of promotion as a mediating variable between price and purchasing decisions. This result indicates that price directly affects purchasing decisions, but promotion also has a role in strengthening this relationship. In other words, competitive prices can attract consumer attention, but success in driving purchasing decisions also depends heavily on the effectiveness of the promotions implemented. Effective promotion not only increases consumer awareness of the product but also able to create high buying interest. In the research of As'adiyah *et al.*, (2024), price moderated by promotion has a positive but insignificant effect on purchasing decisions.

Conclusion

The results showed that product diversity and price have a significant influence on promotions. This implies that the variety of products offered and the pricing strategy used can enhance the effectiveness of the promotions conducted. This indicates that consumers are

more likely to make purchases due to the significant effect of promotion. Additionally, this study found that product diversity has no direct significant effect on purchasing decisions. This indicates that merely having a variety of products is insufficient to motivate consumers to make purchases without the support of effective promotions. Promotion acts as a mediator between product diversity and price in purchasing decisions. This implies that while product diversity does not directly affect purchasing decisions, through proper promotion, product diversity can contribute to an increase in purchasing decisions when combined with a good pricing strategy. In accordance with the conclusions described above, there are suggestions from researchers, among others:

- 1) Price and Promotion can influence Purchasing Decisions for Shopee application users; therefore, Shopee is advised to continue to develop competitive pricing strategies and design promotions that continue to innovate and vary such as creating a different promotion concept than usual, such as giving discounts based on the customer's name or birthday, can make the promo more attractive.. While Product Diversity may not exhibit a significant effect, it remains crucial for Shopee to guarantee the quality of the products offered.
- 2) With an adjusted R-squared value that shows a moderate/moderate category, Shopee should continue to strive to improve the factors that influence purchasing decisions. This can be done by increasing product diversity and adjusting pricing and promotion strategies based on the results of data analysis.
- 3) Future research can utilize this study as a reference to explore aspects not covered herein, particularly in other e-commerce settings with diverse objectives and participants.

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