

Analysis of The Influence of Website Quality, Sales Promotions, and Prices on Purchase Decisions Through Consumer Trust on Jagoujian.com

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Abstract

The rapid development of internet technology provides many conveniences in communicating and is able to change people's behavior, including purchasing decisions which are reflected in the level of product/service sales. This becomes a business opportunity to provide an online or Edutech-based forum or platform, one of which is jagoujian.com. However, the company's target of selling tryout services on jagoujian.com has not yet been achieved. Therefore, this research is conducted to analyze the factors contributing to the failure of meeting the target of the website. The purpose of this study is to analyze the influence of website quality, sales promotion, and pricing on purchasing decisions through consumer trust on jagoujian.com. The study sample involves 304 members of jagoujian.com with 75 respondents. Partial least squares structural equation modeling (PLS-SEM) is the chosen method to analyze the sample in this study. The results indicate that the quality of the website and pricing significantly influence the purchasing decisions of jagoujian.com users. However, sales promotions do not exhibit a significant influence on the purchasing decisions of jagoujian.com users. Website quality has a significant influence on the purchasing decisions of jagoujian.com users. Pricing has also shown a positive and significant influence on the purchasing decisions of jagoujian.com users, sales promotions have an influence on the purchasing decisions of jagoujian.com users, consumer trust has a significant influence on the purchasing decisions of jagoujian.com users, website quality has shown a significant influence on purchasing decisions through consumer trust, pricing has a significant effect on purchasing decisions through consumer trust, sales promotions have an influence but not significantly on purchasing decisions through consumer trust.

Keywords: website quality, sales promotion, price, purchase decision, consumer trust

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1. Introduction

The rapid development of internet technology has provided numerous conveniences in communication and has the ability to transform social behavior, including purchasing decision-making. The influence of internet technology has created a collaboration between education and technology. The Covid-19 pandemic has compelled all sectors of life to undergo changes, particularly in the education field. Distance Learning (Pembelajaran Jarak Jauh or PJJ) has become a necessity for school-age children. This situation has created a business opportunity to provide an online-based platform or Edutech.

According to EdTech Review (2019), the growing trend of Edutech is very promising due to various emerging technologies. Not only it includes online learning platforms but also augmented reality (AR), personalized learning, artificial intelligence (AI), hybrid learning, and gamification. Some common types of Edutech include E-learning, which delivers online learning materials with interactive content, live tutoring, and video on demand. Learning Management System (LMS) is another type of Edutech that helps educators in planning their teaching activities and is usable by institutions or individuals.

Leading the charge in providing these services are prominent EdTech companies like Zenius and Ruangguru. These two companies provide resources and services ranging from elementary school students to high school alumni. For

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higher education, there are platforms like Pahamify and jagoujian.com, an application that offers online entrance exams for tertiary education.

jagoujian.com is a startup company that provides an online exam platform that offers high-order thinking skill (HOTS) practice questions, along with easily understandable discussions, tips, and tricks. It is designed to assist students who are facing exams such as UTBK, SBMPTN, or civil service exams. Despite being the most comprehensive and best online exam platform in Indonesia, jagoujian.com unfortunately has not yet reached its sales target. Therefore, this research aims to analyze the factors contributing to the shortfall in reaching the annual sales target of 1000 users.

Based on the description above, this research aims to analyze the influence of website quality, sales promotion, and pricing on purchasing decisions through consumer trust on jagoujian.com.

2. Review of Related Literature

2.1. Consumer Confidence

(Mowen & Minor, 2012) defines consumer trust as all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes, and product benefits. These objects can include products, individuals, companies, or anything that someone trusts and holds an attitude toward.

According to Pavlov, as cited in (Priansa, 2017), consumer trust involves having appropriate expectations in uncertain environments and represents an assessment of an individual's relationships with others in transactions. Public trust emerges within the community through the knowledge they collectively hold. Specifically, information related to image, reputation, and service quality holds significant power in shaping this trust.

In the business world, consumer trust receives considerable attention from business practitioners. They will strive to implement various strategies to attract consumers and facilitate business transactions. Trust is not an independent object that spontaneously appears or disappears but is instead a component within a complex network of various factors.

Consumer trust in a product can be established among consumers by offering security guarantees for that product. Consumer trust can also be established through the honesty of the manufacturer in disclosing the composition or ingredients used in a particular product.

Consumer trust can be influenced by several factors, including experience, quality of work, and intelligence. Experience is relevant to the company's activities, business, and its economic achievements. The quality of work refers to the company's processes and outcomes, which can be evaluated by customers or the public. Intelligence is the company's ability to manage issues which also contributing to shaping trust.

According to (Oliveira, Alhinho, Rita, & Dhillon, 2017), indicators of consumer trust consist of Benevolence, which measures the extent of an individual's confidence in the seller's benevolence towards customers. Next is Ability, which assesses the seller's current capabilities. Integrity reflects the extent to which someone believes in the honesty of the seller to uphold and fulfill agreements made with consumers. Willingness involves the readiness to depend on the seller, including the acceptance of risks or potential negative consequences.

2.2. Purchasing Decision

According to (Alma & Hurriyati, 2016), purchasing decision is a consumer decision influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. This forms the consumer's attitude to process all information and draw conclusions in the form of responses, determining which product to purchase. (Tjiptono, 2015) defines consumer purchasing decision as a process in which consumers identify their problems and seek information about specific products or brands. Meanwhile, according to (P. Kotler & Keller, 2016), consumer purchasing decision is part of consumer behavior, which is how individuals, groups, and organizations choose, purchase, use, and how goods, services, ideas, or experiences satisfy their needs and desires.

In making decisions to purchase a product or service, consumers can evaluate and make choices to purchase a product or service. The evaluation and selection process leads to a decision.

The decision-making process can be considered as an outcome of mental or cognitive processes leading to the selection of a course of action from various available alternatives. Every decision-making process always results in a final choice, which can manifest as an action or an opinion about the choice.

According to (Amstrong Kotler & Armstrong, 2008), purchasing decisions are characterized as follows: Consumer behavior is the study of how individuals, groups, and organizations choose, purchase, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires. In other words, purchasing decisions are part of consumer behavior, which studies how individuals, groups, and organizations choose, purchase, use, and how goods, services, ideas, or experiences meet their needs.

Within purchasing decisions, there are six dimensions according to (Philip Kotler & Keller, 2018) that serve as indicators of purchasing decisions. These include product choice, brand choice, distributor choice, timing of purchase, the amount to be spent on a particular occasion, and payment method.

2.3. Website Quality

(Philip Kotler & Keller, 2018) assert that quality means the total features and characteristics of a product or service, and it is determined by its ability to satisfy stated or implied needs. According to Kotler (2016), quality is the ability of a good or service to provide results or performance that meets or exceeds what consumers desire.

(Luluk, 2018) defines the quality of a product or service as the ability of a product or feature to deliver results or performance that meets or exceeds what consumers desire. (Tjiptono, 2015) posits that quality includes traditional concepts such as consistency, user-friendliness, aesthetics, and others, serving as a comprehensive summary of a product. Value, in a strategic definition, encompasses everything that can fulfill the needs or requirements of clients.

Webqual is one of the methods used to measure website quality, and it is based on end-user perceptions. Webqual is a development of Servqual, which has been widely used for measuring service quality. Webqual is based on Quality Function Deployment (QFD).

Webqual has been developed since 1998 and has undergone several iterations in the formulation of its items. It has been used to measure the quality of the UK Business School website, an online bookstore, and government websites. The development of Webqual has reached version 4.0. In Webqual 1.0, the focus was exclusively on information quality, and its dimensions including ease of use, experience, information, communication, and integration. Webqual 1.0 was tested with a pilot questionnaire method before being applied to a larger population with 24 questions. The purpose of the testing was to assess the quality of the UK Business School website following QFD standards.

Webqual 4.0 is organized based on three main areas: information quality, interaction quality, and usability. Barnes & Vidgen, as cited in (Sastika, Suryawardani, & Hanifa, 2016), define it as information quality, interaction quality, and usability quality.

Additionally, the dimensions of Webqual 4.0 are derived from various System Information Assessments. This indicates that Webqual has a solid foundation comparable to other models such as Servqual by Parasuraman or the user satisfaction model by Bailey. The following is the questionnaire table for Webqual along with supporting sources for questions from Webqual 4.0.

2.4. Sales Promotion

Promotion is an effort to introduce products and services to be known and accepted by the public. Promotion is carried out to provide information about their products and influence consumers to purchase them (Suryani & Syafarudin, 2021). According to (Setiadi & SE, 2019), "promotion involves communication between the seller and the buyer, originating from accurate information with the goal of changing the attitudes and behaviors of previously unaware buyers. The objective is to raise awareness, leading them to become buyers who remember the product."

According to Kotler and Armstrong, as cited in (Natalia & Mulyana, 2014), promotion is a tool or activity used by companies to communicate customer value. Sales promotion is a direct inducement for consumers to make a purchase. Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service.

The objectives of sales promotion are varied. Through sales promotion, companies can attract new consumers, influence consumers to try new products, encourage them to buy more, counteract competitors' promotion activities,

increase impulse buying (unplanned purchases), or seek closer collaboration with retailers. In general, these objectives include:

- a. Increasing demand from industrial users and/or end consumers
- b. Improving the performance of intermediary marketing
- c. Supporting and coordinating the activities of personal selling and advertising.

Sales promotion can be interpreted as the offering of incentives for a specific period of time to stimulate the desires of consumers, sellers, or intermediaries. It consists of a series of techniques used to efficiently achieve marketing objectives by adding value to the product for both sellers or intermediaries and end-users. Importantly, sales promotion is usually not limited by a specific time frame.

2.5. Price

Price is one of the most crucial elements in determining market share and profits for a company. It is the only element in the marketing mix that generates revenue for the company. Additionally, price is a flexible marketing mix element, meaning it can be quickly adjusted. Price is the amount of money consumers pay to the seller for goods or services, and in other words, it is the value of a product determined by the seller. It is a component of the marketing mix that communicates the intended value position of the company to the targeted market regarding its products and brands. In this context, pricing serves as a way for a seller to distinguish their offering from competitors. Thus, pricing can be considered as part of the product differentiation function in marketing.

(Philip Kotler et al., 2012) define price as the amount charged for a product or service. Additionally, price represents the sum of all values given by customers to gain benefits from owning or using a product or service.

Price is the quantity of money used as a trading tool for purchasing goods and services, according to Saladin (2013). (Arli & Tjiptono, 2016) states that price is the only marketing element that generates revenue for the company. According to Philip Kotler (2012), price is the amount of money customers must pay for the product they intend to purchase.

The concept of price is the amount of money needed to buy a combination of goods and services as a trading tool. According to (Philip Kotler et al., 2012), there are four characteristics that define price: affordability, appropriateness of the price to the product quality, price competitiveness, and appropriateness of the price to the benefits.

Kotler (2014) states that factors determining price include pricing objectives, determining demand, estimating costs, analyzing costs, prices, and competitor offers, selecting a pricing method, and choosing the final price.

3. Research Method and Materials

The research was conducted in the cities of Manado, Bitung, and Kotamobagu in the North Sulawesi Province. The sample for this study comprised all members of jagoujian.com, totaling 304 members. In addition, individuals who met the specified criteria but were not members or users of jagoujian.com were also included. The selection of the sample for this study involving jagoujian.com users/members employed the Slovin formula:

$$n : \frac{N}{N(d^2) + 1}$$

with:

n = sample size

N = population

d = margin of error

Therefore, the sample size for this study:

$$= \frac{304}{304(0,1^2) + 1} = 75$$

Thus, the number of respondents in this study was 75 members of jagoujian.com.

4. Results and Discussion

The questionnaire was distributed to 75 respondents which are 75 users of jagoujian.com located in Bitung, Kotamobagu, and Manado and lived in the areas of the jagoujian.com and Brilliant Brain Indonesia offices. The characteristics of jagoujian.com users based on gender comprised 75 individuals, with males dominating at 65.3% (49 individuals) compared to females at 34.7% (26 individuals).

Users of jagoujian.com are predominantly in the 18-20 age group, comprising 72% of the total, while those aged 15-17 constituted, 87 22.7%, and ages 21-23 were at 5.3%.

All jagoujian.com users were identified as high school students or graduates. The reasons for purchasing jagoujian.com products were varied, with 47.3% of users primarily purchasing due to the high-quality (HOTS) questions, 36.5% purchasing due to the comprehensive set of features, and 16.2% purchasing due to comprehensive discussions of the questions.

4.1. Direct Effect Evaluation Results

Table 1. Direct Influence of Users

	Original Sample	Sample Mean	Standart Deviation	T-Statistic	<i>P-Values</i>
X1 → Z	0.418	0.426	0.095	4.392	0.000
X1 → Y	0.381	0.372	0.112	3.393	0.001
Z → Y	0.361	0.370	0.102	3.534	0.000
X2 → Z	0.321	0.304	0.113	2.828	0.005
X2 → Y	0.265	0.263	0.107	2.478	0.014
X3 → Z	0.129	0.150	0.144	0.896	0.371
X3 → Y	-0.032	-0.028	0.072	0.444	0.657

Source: SmartPLS Data Processing Results

4.2. Indirect Influence Testing Results for Users

Table 2. Indirect Influence of Users

	Original Sample	Sample Mean	Standart Deviation	T-Statistic	<i>P-Values</i>
X1 → Z → Y	0.116	0.112	0.055	2.091	0.036
X2 → Z → Y	0.151	0.156	0.051	2.956	0.004
X3 → Z → Y	0.046	0.057	0.060	0.772	0.440

Source: SmartPLS Data Processing Results

4.3. Direct Influence Testing

Table 3. Direct Influence of Non-Users

	Original Sample	Sample Mean	Standart Deviation	T-Statistic	<i>P-Values</i>
X1 → Z	0.104	0.113	0.092	1.135	0.257
X1 → Y	-0.006	-0.005	0.055	0.108	0.914
Z → Y	0.548	0.546	0.092	5.927	0.000
X2 → Z	0.999	0.985	0.127	7.882	0.000
X2 → Y	0.409	0.405	0.117	3.503	0.001
X3 → Z	-0.279	-0.258	0.176	1.584	0.114
X3 → Y	0.045	0.055	0.079	0.567	0.561

Source: SmartPLS Data Processing Results

4.4. Indirect Influence Testing

Table 4. Indirect Influence of Non-Users

	Original Sample	Sample Mean	Standart Deviation	T-Statistic	<i>P-Values</i>
X1 → Z → Y	0.057	0.061	0.051	1.113	0.266
X2 → Z → Y	0.547	0.539	0.121	4.511	0.000
X3 → Z → Y	-0.153	-0.149	0.101	1.523	0.128

Source: SmartPLS Data Processing Results

4.5. Research Findings and Discussion

4.5.1. Users of jagoujian.com

The analysis of the research focuses on evaluating the results based on several testing criteria. The discussion of these findings is as follows:

a. Influence of Website Quality on Purchase Decisions

In this study, it was found that the influence of website quality on purchase decisions is significantly positive with a value of 0.381 and a P-Value of 0.001. This implies that as the quality of the website improves, consumer purchase decisions also increase. This aligns with a study done by (Fernanda, 2019), that indicating a significant relationship between website quality and purchase decision-making.

In conclusion, the study revealed that website quality does affect purchase decisions. Website quality is closely related to purchase decisions, especially in an era where numerous online exam platforms compete with jagoujian.com. In response, jagoujian.com continues to innovate and upgrade website quality to enhance consumer purchase decisions.

b. Influence of Price on Purchase Decisions

The study found that the influence of price on purchase decisions is significantly positive, with a value of 0.265 and a P-Value of 0.010. This suggests that purchase decisions increase when the website price is affordable and meets consumer expectations. According to Kotler and Armstrong's theory, lower prices tend to result in higher purchase decisions. This corresponds with Reni S's study in 2020, where the price significantly influences purchasing decisions with a regression equation value of $Y = 51.167 - 0.608X$. This means that for every increase in price, the purchasing decision will decrease. The correlation coefficient is -0.603, indicating a strong negative relationship, with a determination value of 36.3%. The hypothesis test resulted in a significance level of 0.000, which is less than 0.05.

Price is closely linked to purchase decisions; if a website's price is unaffordable or does not meet consumer expectations, purchase decisions are likely to be low. Conversely, if the price is reasonable and meets consumer expectations, more consumers are inclined to make purchase decisions and recommend it to other people. Therefore, jagoujian.com set the prices that align with website quality and make it affordable to everyone.

c. Influence of Sales Promotion on Purchase Decisions

The study found that the influence of sales promotion on purchase decisions is negative and not significant, with a value of -0.032 and a P-Value of 0.640. This indicates that, in this study, purchase decisions are not significantly influenced by sales promotions. This aligns with a study by (Hanaysha, 2017), concluding that sales promotions negatively affect customer purchase decisions due to large discounts, making customers uncomfortable. -0pyu-

d. Influence of Website Quality on Consumer Trust

The study found that the influence of website quality on consumer trust is significantly positive, with a value of 0.418 and a P-Value of 0.000. This suggests that higher or better website quality tends to increase consumer trust. This aligns with the findings of (Qalati et al., 2021), showing a significant relationship between website quality and consumer trust, where higher website quality increases consumer trust in online purchasing.

Website quality is the first aspect consumers evaluate when considering online purchases. Therefore, if consumers perceive that the website quality aligns with their expectations, it directly increases their trust in online shopping.

e. Influence of Price on Consumer Trust

The study found that the influence of price on consumer trust is significantly positive, with a value of 0.321 and a P-Value of 0.009. This implies that if the website price is affordable or meets consumer expectations, it increases consumer trust. (Lie, Sudirman, Efendi, & Butarbutar, 2019) also showed a significant relationship between price and consumer trust.

Prices aligned with the market generally enhance consumer trust. Prices should match the quality of the product, and excessively low or unreasonable prices may cause consumers to distrust the product. Thus, aligning prices with website quality and ensuring affordability can positively influence consumer trust.

f. Influence of Sales Promotion on Consumer Trust

The study found that the influence of sales promotion on consumer trust is positive but not significant, with a value of 0.129 and a P-Value of 0.391. Therefore, in this study, sales promotion has a positive influence on consumer trust, but it is not statistically significant. This differs slightly from (Munte, Ginting, & Sembiring, 2022) research, which showed a significant positive influence of sales promotion on consumer trust.

g. Influence of Consumer Trust on Purchase Decisions

The study found that the influence of consumer trust on purchase decisions is significantly positive, with a value of 0.361 and a P-Value of 0.0001. This indicates that higher consumer trust increases purchase decisions. Wildam M.'s study in 2019 also demonstrated that consumer trust significantly influences purchase decisions.

Consumer trust is a crucial factor in influencing purchase decisions. Human nature leads individuals to choose what they trust as the right option. With numerous options available, consumers place trust in only a few products. Therefore, consumer trust plays a pivotal role in triggering purchase decisions, prompting jagoujian.com to enhance consumer trust by improving website quality to positively influence purchase decisions.

h. The Influence of Website Quality on Purchase Decisions Through Consumer Trust as an Intervening Variable

The study found that the actual influence occurs indirectly, as indicated by the original sample value in the indirect effect of 0.151 and a P-Value of 0.004. This implies that consumer trust mediates the influence of website quality on purchase decisions. The study conducted by Nanto in 2019 indicates that there is a positive and significant influence of the website quality variable on consumer trust. There is a positive influence of the vendor's reputation variable on consumer trust, and there is a positive influence of consumer trust variable on purchasing decisions.

This indicates that consumer trust serves as a pathway to purchase decisions regarding the influence of website quality on purchase decisions. Therefore, improving website quality can enhance consumer trust, subsequently increasing purchase decisions.

i. The Influence of Price on Purchase Decisions Through Consumer Trust as an Intervening Variable

The study found that the actual influence occurs indirectly, as indicated by the original sample value in the indirect effect of 0.116 and a P-Value of 0.036. This means that consumer trust mediates the influence of price on purchase decisions. (Mbeté & Tanamal, 2020) study in 2022 also demonstrated a positive impact of price on consumer trust and purchase decisions.

Consumer trust serves as a pathway to purchase decisions regarding the influence of price on purchase decisions. Therefore, purchasing decisions can be obtained by making the prices affordable and in line with the product, which influences consumer trust and, consequently, enhances purchasing decisions.

j. The Influence of Sales Promotion on Purchase Decisions Through Consumer Trust as an Intervening Variable

The study found that there is an indirect influence of sales promotion on purchase decisions through consumer trust, but it is not significant. It is shown from the original sample value in the indirect effect of 0.046 and a P-Value of 0.436. It means that consumer trust plays a mediating role in the relationship between sales promotion and purchasing decisions, but the influence is not significant. This slightly contrasts with (Oghazi, Karlsson, Hellström, & Hjort, 2018) study, where sales promotion significantly influenced trust and purchase decisions, but variable consumer trust did not mediate the influence of promotion on variable purchase decisions.

5. Conclusion

For jagoujian.com users, there is an influence of website quality on purchase decisions. It can be observed that website quality is an essential indicator for them in making purchase decisions.

The price significantly influences purchase decisions, while sales promotions do not have any influence on purchase decisions for jagoujian.com users. Moreover, there is a significant influence of website quality on consumer trust for jagoujian.com users. Similarly, there is a significant influence of price on consumer trust among jagoujian.com users.

Interestingly, sales promotions do not have a significant influence on consumer trust for jagoujian.com users. However, consumer trust significantly affects purchase decisions among jagoujian.com users. Furthermore, consumer trust plays a mediating role between website quality and purchase decisions for jagoujian.com users. Yet, the mediating role of consumer trust in the relationship between sales promotions and purchase decisions is not significant.

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