

**EFFECT OF DIFFERENTIATION OF PRODUCT DESIGN,
PRICES AND PROMOTIONS (ONLINE CUSTOMER
REVIEW) REGARDING PRODUCT PURCHASE
DECISIONS AT KOREAN BEAUTY SHOP ON THE
SHOPEE PLATFORM****Yudha Mahrom Darma Saputra^{1*}, Maretha Puspita Sary², Gumar Herudiansyah³,
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***Email:** yudhamahrom@gmail.com**ABSTRACT**

This research aims to determine the effect of differentiation design products, prices and promotions (online customer review) against decision purchase products at Korean Beauty Shop on the Shopee platform. This research was conducted using a quantitative qualitative approach, collecting data using questionnaires and distributing them via Google Form to selected Korean Beauty Shop consumers using the Purposive Sampling technique. The analysis technique used is multiple linear regression using SPSS. This research proves that there is influence significant differentiation design products, prices and promotions (online customer review) against decision purchase products in the Korean Beauty Shop on the Shopee platform, there is a significant influence of differentiation design product to decision purchase products in the Korean Beauty Shop on the Shopee platform, there is no influence and the price is not significant decision purchase products in the Korean Beauty Shop on the Shopee platform, there is a significant influence of promotion (online customer review) against decision purchase products at Korean Beauty Shop on the Shopee platform. Study This contribute For enrich understanding about How behavior consumer influence purchasing decisions with see variable differentiation design products, prices and promotions (Online customer reviews).

INTRODUCTION

Reporting from katadata.co.id in 2022 sales product with category beauty and care body other experience very rapid increase and surge. This matter can seen from phenomenon many enthusiast skincare among Indonesian people and emerging Lots brands beauty that went viral on social media. Good digital marketing done For something products, often make product it's viral and getting more and more popular fast known by many people so objective marketing can do it too achieved. Apart from giving impact Good For get customer end user, viral product This also has an impact Good to the owners business online that focuses on sales with product similar that is follow plunge make product similar and modifying with another brand as competitors, or follow sell the same product with the same brand as Resellers, agents or distributors.

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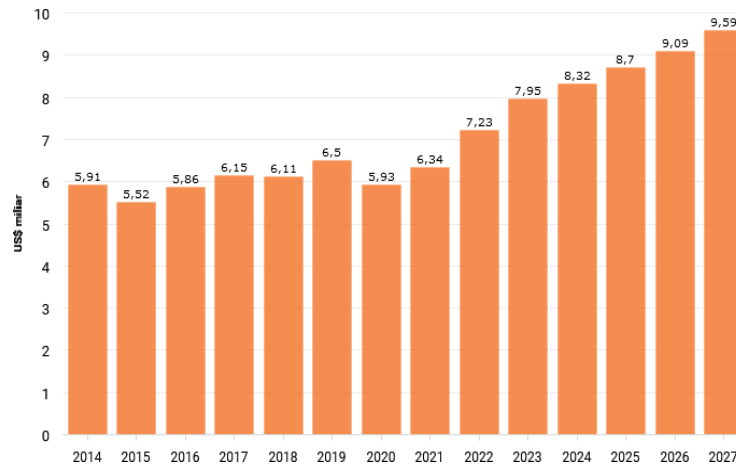


Figure I: Estimation income product beauty in Indonesia 2014 – 2027

Based on graph above seen that income from skincare business becomes promising opportunity if pursued and maximized with OK , of course matter this is what motivates entrepreneur For open opportunity business beauty maintenance face or skincare. Korean Beauty Shop is one of them digital businesses that leverage sophistication technology For do sale products that focus on beauty and care from end hair until toe , and do transaction sale in various platforms, for one is Shopee platform . Korean Beauty Shop stands since in 2019 and provides various type product beauty with various brand . Reach sales obtained by Korean Beauty Shop from the Shopee platform is very big , because transactions on Shopee include between sub-district , city , province even even abroad. Enhancement sale something product based on his fame is also fishing competitors For follow sell the same product and with the same brand too . So that with exists matter This bring up various intense competition between fellow sellers on the Shopee platform . Competition For competing get sale from the shop of course carried out by competitors with various method like giving discounts , gifts or more price low , so buyer please For do purchase wrong one such shop . In fact sales at Korean Beauty Shop experienced decrease in each the year , though management has do effort upgrade like do promotion per -click advertising , giving discounts and giveaways present at each purchase , however sale still just sale the more experience decrease so that if matter This left so will impact bad at activity company .

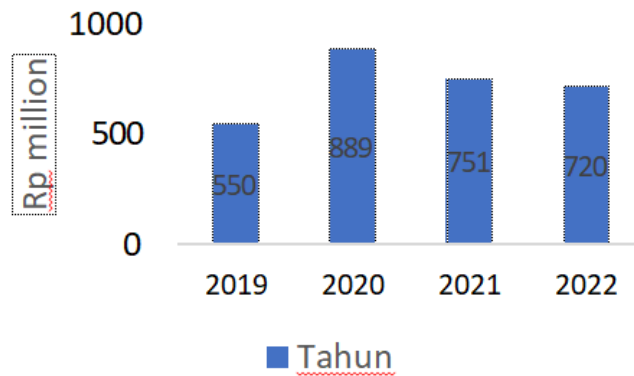


Figure 2: Graph Korean Beauty Income Shop

Source data: Korean Beauty Shop

Viewed from this data exists decline decision purchases by consumers at the Korean Beauty Shop, in make decision purchases on the Shopee platform , in addition get various profit like piece cost postage , discounts given , of course consumer realize about risk in shop online and you should know How method For face risk that , so things that don't desired can avoided maximum possible and understate possibility bad happens. Important is known is what to be consideration by the buyer For decide do purchase in a shop against many shops sell it product with the same type and brand. After do interview to a number of Korean Beauty Shop customers , there are a number of reason Why consumer No do purchases at the Korean Beauty Shop such as differentiation design lacking product interesting from other stores , differentiation design product monotony , variety lacking product complete , prices tend to be expensive, rare holding a flash sale or discount , got product No in accordance with descriptions , and reviews are lacking Lots as well as No interesting Because many people give review bad . Can concluded that Korean Beauty Shop has problems with variables product , price and promotion , with problematic sub variables that is differentiation variable design products , prices and (promotions) online customer reviews.

METHOD

Types of research This that is study associative , with use approach Quantitative qualitative , the sample used in this research was 100 respondents taken using non - probability sampling techniques by means of purposive sampling with the criteria of someone who has purchased and used products at the Korean Beauty Shop on the Shopee platform . The questionnaire was distributed via Google Form and the data obtained was then processed using SPSS with the analysis technique used was multiple linear regression. Respondent characteristics Table 1 displays the characteristics of the respondents in this study. The results of data collection showed that the majority of respondents were female (76 respondents), with the majority aged more than 30 years (46 respondents). Based on the majority's work as housewives (32 respondents) and have purchased and used products at the Korean Beauty Shop on the Shopee platform (100 respondents). Study This use variable differentiation design products , prices and promotions (online customer reviews).

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Differentiation design product be measured use three indicators adopted from study Ariella (2018), meanwhile price be measured with three indicators adopted from Kotler (in Indrasari 2019), and promotion (online customer reviews) were measured using two indicators adopted from Elwada et al. (2016).

RESULTS

Validity test done against 30 respondents with see mark r_{count} or mark Pearson Correlation from every later statement compared to with mark r_{table} 10% (r Product Moment). r_{table} value 10% (r Product Moment) is obtained from $n - 2 = 30 - 2 = 28 = 0.3061$. With so , if mark $r_{count} > \text{value } r_{table}$, meaning statement is valid. Reliability test with mark Cronbach's Alpha more big from 0.6 so can done calculation statistics next . Based on validity and reliability tests that have been carried out done so instrument study can declared valid and reliable.

Table 3: F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,449	3	21,816	63,507	,000 ^a
	Residual	32,978	96	,344		
	Total	98,428	99			

Based on results Test F in table 3 above, can is known that mark F count $63,507 > F_{table} 2.14$ ($63,507 > 2.14$) with sig. F $0.000 < 0.1$ (significant) , so stated that H_0 rejected and H_a accepted , meaning There is influence significant in a way simultaneous between Differentiation design products , prices and promotions (Online Customer Review) on Purchasing Decisions Products at Korean Beauty Shop on the Shopee Platform.

Table 4: T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,657	,186		3,536	,001
Differentiation design product	,514	,112	,506	4,596	,000
Price	.137	.105	,149	1,303	,196
Promotion (Online Customer Review)	,191	.102	,210	1,872	,064

Based on the T test results data in table 4 above, it can be explained that the differentiation variable design The product has a t_{count} of $4.596 > t_{table}$ of 1.660 with a significant level $0,000 \leq 0.1$ which means it is declared significant , then H_0 is rejected and H_a is accepted which means differentiation design the product has a significant influence

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on the decision purchase products at Korean Beauty Shop on the Shopee platform . The price variable has $t_{count} 1.303 < t_{table} 1.660$ with a significant level of $0.196 \geq 0.1$ which means stated is not significant , then H_0 is accepted and H_a is rejected , which means price No influential and not significant on the decision purchase products at Korean Beauty Shop on the Shopee platform . Promotion Variables (Online Customer Review) has $t_{count} 1.872 > t_{table} 1.660$ with a significance level of $0.064 \leq 0.1$ which means it is declared significant , then H_0 is rejected and H_a is accepted which means Promotion (Online Customer Review) significantly influence the decision purchase products at Korean Beauty Shop on the Shopee platform .

Table 5: Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,815 ^a	,665	,654	.58611

The coefficient of determination (Adjusted R Square) is 0.654, which means that 65.4% of product design, price and promotion differentiation (online customer reviews) contributes to product purchasing decisions at the Korean Beauty Shop on the Shopee platform and the remaining 34.6% is influenced by variables. others outside this research.

DISCUSSION

This research was conducted to determine the effect of product design differentiation, price and promotion (Online Customer Review) on product purchasing decisions at the Korean Beauty Shop on the Shopee platform . Based on the results of the F test analysis with a confidence level of 90% which has been carried out, it shows that F_{count} is $63.507 > F_{table} 2.14$ ($63.507 > 2.14$) and sig. F. $0.000 < 0.10$ (significant) , then stated that H_0 rejected and H_a accepted , meaning There is influence significant between Differentiation design products , prices and promotions (Online Customer Review) on Purchasing Decisions Products at Korean Beauty Shop on the Shopee Platform . From the results of the research and data processing that has been carried out, it is clear that first, it is true that differentiation in product design, price and promotion (Online Customer Review) are aspects that influence product purchasing decisions at the Korean Beauty Shop on the Shopee platform . The results of this research are in line with Andrian et al (2022:112-116) that factors that can influence consumer purchasing decisions include easy access, shop and product appearance, information, availability, product quality, affordable prices, and attractive promotions. . The results of this research are supported by previous research conducted by Devi (2018) with the title "The Influence of Product Quality, Price and Promotion on Purchasing Decisions on the Shopee Marketplace." Second, the results of this research prove that the product design differentiation variable has an influence on purchasing decisions, as a review of product purchasing decisions at the Korean Beauty Shop on the Shopee platform is low due to the low product design differentiation variable, an indicator that indicates a problem, it can be explained that design variations The products displayed at Korean Beauty do not have a different appearance from the others and are not varied, meaning that the Korean Beauty Shop is considered not creative in showing the professionalism of its shop amidst increasing competition from competitors. A

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different and attractive design or appearance will divert the focus of potential buyers to be more interested in visiting the product and making a purchase. Therefore, so that sales of the Korean Beauty Shop can increase well, the design of the products at the Korean Beauty Shop must always be optimized by creating a different and varied appearance to make it more attractive for potential buyers to visit the Korean Beauty Shop. This is in line with the theory of product design differentiation according to Kotler and Keller (2017: 396) which states that product design differentiation is all the features a product has that can influence its existence. Design will be the most effective way to position the product being marketed. The results of this research are also supported by previous research by Pantow et al, (2023) with the title "The Influence of Expectations, Product Design Differentiation and Trust on Purchasing Decisions in E-Commerce Shope (Case Study of students at the Faculty of Economics and Business, SAM Batulangi University).

Third, The results of this research prove that the price variable has no influence and is not significant on product purchasing decisions at the Korean Beauty Shop on the Shopee platform , so it can be interpreted that setting high or low prices can still increase purchasing decisions because the Korean Beauty Shop already has a good image. In fact, the Korean Beauty Shop offers quality products according to the prices offered. This is in contrast to price theory according to Kotler & Keller (2016:484) which states that price has become the main determinant of purchasing choices. This means that at Korean Beauty Shop the main determinant of purchases is not price, but guaranteed product quality, attractive product and shop design differentiation and supported by attractive and trustworthy online customer reviews . The products at the Korean Beauty Shop are products with relatively high prices because the Korean Beauty Shop's target market is people who care about taking care of their body with products that are guaranteed to be of quality and authenticity. So price is not the main factor for consumers in deciding to purchase products at the Korean Beauty Shop. The results of this research are also supported by previous research by Khuzaini and Rozi (2021) entitled "The Influence of Price, Product Diversity, Service Quality and Promotion on Purchasing Decisions on the Shopee Marketplace." The results of this research show that price has no effect on purchasing decisions on the Shopee marketplace. Fourth, this research proves that promotional variables (online customer reviews) have an influence on purchasing decisions . Online Customer Reviews at the Korean Beauty Shop do not help customers to determine the choice of variant, type or quantity of products to buy, so they feel confused about purchasing further products. Online Customer Reviews at the Korean Beauty Shop do not make customers feel safer and more confident in purchasing. product, Online Customer Reviews are positive in the Korean Beauty Shop affects consumer purchasing power. Korean Beauty Shop needs to create a strategy so that consumers who have shopped are interested in providing long, detailed and interesting reviews regarding the condition of the product and impressions of use for visitors who visit Korean. Beauty Shop products and stores. If this is maximized, product purchasing decisions will increase. and if there is an online customer review in terms of the uses required by potential buyers If it is not improved or allowed to decline, purchasing decisions will also decrease. The results of this research are in line with Firmansyah (2019:307) who states that promotion is an effort to communicate information about their products and influence consumers to buy them. The

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results of this research are also supported by previous research by Rinaja et al, (2022) with the title "The Influence of Online Customer Reviews, Word of Mouth, and Price Consciousness on Purchasing Decisions at Shopee".

CONCLUSION

Based on the results of the previous discussion, it can be concluded as follows: Based on F test results are concluded that There is influence significant between differentiation design product , price And promotion (online customer review) to decision purchase products at Korean Beauty Shop on the Shopee platform. Based on t test results are concluded that There is influence significant differentiation design product to decision purchase products at Korean Beauty Shop on the Shopee platform. Based on t test results are concluded that No There is influence or not significant price to decision purchase products at Korean Beauty Shop on the Shopee platform. Based on t test results are concluded that There is influence significant promotion (online customer review) to decision purchase products at the Korean Beauty Shop on the Shope platform.

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