

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

What Drives Online Buyers? Insights from Product Quality, Price Perception, and Marketing Communication in Calendar Purchases

Steven Halim¹, H. Hermeindito²

^{1,2}Department of Master of Management in Entrepreneurship, Faculty of Management and Business, Universitas Ciputra, Surabaya, Indonesia. Email: steven_halim30@hotmail.com¹, hermeindito@ciputra.ac.id²

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ABSTRACT

This research aims to analyze the influence of product quality, price perception, and marketing communication on purchase decisions for Soyami Stuff calendars in e-commerce, conducted in Indonesia. A quantitative approach was used by distributing questionnaires to 100 respondents, selected using purposive sampling from a population of 4,943 online buyers who had previously purchased calendars from the Soyami Stuff store on e-commerce platforms. The sample size was determined using Slovin's formula with a 10% margin of error. The data were analyzed using multiple linear regression. In this research, the independent variables used are product quality (X1), price perception (X2), and marketing communication (X3), while the dependent variable was purchase decisions (Y). Based on the multiple linear regression analysis, marketing communication had the strongest influence on purchase decisions with a standardized coefficient (β) of 0.438 and a significance level (p) of 0.006. Price perception had a standardized coefficient of 0.306 ($p = 0.041$), while product quality had a coefficient of 0.274 ($p = 0.003$). The regression model was statistically significant overall, with an F-value of 15.832 and a significance level of $p < 0.001$. The coefficient of determination (R^2) was 0.331, indicating that 33.1% of the variance in consumer purchase decisions could be explained by the three independent variables.

Keywords: Product Quality, Price Perception, Marketing Communication, Purchase Decisions.

I. Introduction

Electronic commerce (E-commerce) refers to business transactions between buyers and sellers conducted through the internet. This activity involves interaction between business organizations and consumers, usually found on the internet and websites used to sell products and services to consumers. In Indonesia, e-commerce has shown significant growth, emerging as the largest e-commerce market in Southeast Asia, with a market value of around 65 billion USD (Mona Siahaan, 2025). The presence of e-commerce today is very important for business development because there are many benefits and advantages in using e-commerce. Changes in the e-commerce world occurred more rapidly in 2020 with the emergence of the global coronavirus outbreak. This pandemic has triggered the use and growth of online shops globally, including in Indonesia. The number of visitors to e-commerce sites before the pandemic was different from that during the pandemic. There was an increase in the number of visits to various e-commerce sites (Hernikawati, 2021). This rapid digital development is also evolving the way companies market themselves. The COVID-19 pandemic has had a major effect on international marketing. This has led to

significant changes in global markets, supply chains, and consumer behavior, requiring companies to significantly modify their worldwide techniques and strategies for marketing (Griffith and Yalcinkaya, as cited in Christofi et al., 2024). Digital marketing has become one of the media frequently used by businesspeople due to the new ability of consumers to follow the digitalization flow; some companies are gradually starting to leave the conventional marketing model and switch to modern marketing (Kotler & Keller, as cited in Febriyantoro & Arisandi, 2018). With digital marketing, communication and transactions can be done at any time/in real time, and can be accessed worldwide. Someone can also see various goods via the internet; most of the information about various products is already available on the internet, making ordering and the ability of consumers to compare one product with another.

The development of online selling has been utilized by Soyami Stuff, abbreviated as SS. SS is an online store that was established in 2020 during the massive online development. Before the pandemic, buying and selling activities were only conducted offline, with most of the business done through a B2B (Business to Business) system in Surabaya. The products sold are calendars. However, due to significant changes in consumer shopping preferences and the increase in online visits during the pandemic, the SS online store was established with various developments in wall and desk calendars. Based on independently processed company data, sales in 2020 and 2021 showed a significant increase. However, sales growth began to stagnate in 2022 and 2023. The situation has become more difficult due to the growing number of competitors in e-commerce. This raises the question of what can be improved within the company to encourage customers to make a purchase decision on the calendar. The researcher is searching for factors that can strengthen customer purchase decisions. Therefore, the Author distributed a brief online pre-survey, which aims to identify the topics that can influence a person's decision to purchase a calendar product. The topics in this pre-survey were obtained by conducting an academic search of journals related to purchasing decisions. Purchase decisions have internal and external factors. Consumer behavior can be influenced by several factors, including external factors, which include: culture, subculture, demographics, family, and reference groups. Meanwhile, internal factors include preferences, learning, memory, motivation, personality, emotions, and attitudes (Faisol et al., 2022). From various factors, they were summarized and explained in the pre-survey.

The pre-survey was conducted by distributing questionnaires online to people randomly. From the data, it can be seen that the factors that have a significant influence are product quality, price perception of the calendar, and the variety of product design options. For the pricing offers of watermarked and non-watermarked printing, brand, and after-sales service, these factors have less influence on the purchasing decision. From the observations made by the researcher through journals, analysis of digital development opportunities, and pre-survey results, three important aspects of calendar products were identified: Product Quality, Price Perception, and Marketing Communication. Product Quality becomes a factor that attracts customers' attention. Aesthetic, elegant designs that align with the latest trends can provide a strong appeal. Potential buyers are often attracted to purchase because of the appealing visual design. The second factor is that a good price perception is also needed because in e-commerce, potential buyers can easily compare prices with competitors, which increases the awareness to find the one that best suits their desires. The appropriate price perception among customers will lead to quicker purchase decisions. The third factor is that marketing communication is an important tool for e-commerce to attract customers, increase sales, and build a successful business. This research is important because it can provide insights into how product quality, price perception, and marketing communication influence consumer purchase decisions. The products offered by the SS store are calendars. There is still a lack of research that specifically examines the influence of product quality, price perception, and marketing communication on consumer purchase decisions related to calendar products in e-commerce. Therefore, this research is necessary to fill that gap in the literature and provide practical insights for SS in designing effective business strategies to increase sales, determine the appropriate marketing strategies to be used, and maintain a competitive advantage in an increasingly intense market competition.

II. Literature Review and Hypothesis Development

2.1. Product Quality

Product quality refers to the outcome and performance of a product that meets customer expectations. To analyze the characteristics of a product in relation to its quality, several dimensions and indicators can be used. These dimensions include: product variety, quality, design, features, packaging,

service, and warranty (Kotler et al., 2016). The simple idea of quality includes how well a product works, how easy it is to use, how it looks, and other related features. From a business strategy point of view, quality means how well a product meets what customers want and need. (Sam'ani Intakoris et al., 2023). Product quality is not limited to the physical features of a product but also includes the production process and the context in which the product is used. Consumers perceive quality based on the value and benefits they expect, such as safety, comfort, and satisfaction. Common indicators of product quality include specifications, durability, reliability, and design. Products that align with consumer needs and offer consistent performance are more likely to gain trust and preference. Aesthetic and functional design also enhances product appeal in competitive markets. Therefore, maintaining and improving product quality is essential for businesses to influence purchasing decisions and strengthen brand loyalty (Rizki Utami & Widarta, 2025). Product quality is a crucial factor that significantly impacts purchase decisions when consumers buy a product. If a product has superior quality, consumer interest in making a purchase will increase (Cesariana et al., 2022).

2.2. Price Perception

Price perception refers to the value imagined by consumers in exchange for the amount of money they pay. It represents how consumers interpret the value of a product or service in relation to its price. Identify several factors that can influence price perception. These include reference price, which is the benchmark price consumers use to compare and assess the value of a product or service. Perceived quality also plays a role, as consumers often judge price based on their perception of the product's quality. Brand image or reputation can shape how consumers perceive price, with stronger brands often commanding higher perceived value. Additionally, promotions and discounts, such as special offers, coupons, and sales, can make a product appear more affordable and enhance its perceived value. Financial capability is another factor—consumers with higher income levels tend to be less sensitive to price than those with lower income. Furthermore, needs and wants influence willingness to pay; consumers who highly desire or need a product are more likely to accept higher prices. Finally, cultural and social factors affect how consumers evaluate pricing, as norms and cultural values shape perceptions of what is considered fair or acceptable in terms of product pricing. (Philip Kotler & Gary Armstrong, 2018).

2.3. Marketing Communication

Marketing communication is a key element of marketing that consists of tools used by companies to communicate the value, image, and products to customers, potential customers, and the general public. Marketing communication is used by companies to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands being offered for sale (Kotler & Keller, as cited in Jannah & Ghaida Kanita, 2024). Marketing communication is an important aspect of marketing and plays a crucial role in its success. It enables marketers to inform or demonstrate to consumers how and why a product is used, by whom, where, and when. Marketing communication contributes to brand equity by embedding the brand in consumers' memory, creating brand image, driving sales, and even influencing business value (Sinambela et al., 2019). From these various definitions, it can be concluded that marketing communication involves activities carried out by a company or seller to deliver and convey messages to its target market. These messages may include information about products or services, brands, prices, locations, and other relevant details needed by potential consumers.

2.4. Purchase Decision

Purchase decision is the process by which a buyer determines a choice that leads to the selection of a particular product or service from among many available options (Kotler et al., 2016). Purchase decisions involve many factors, such as cultural, social, personal, and psychological aspects of prospective consumers.

However, there are also many other factors beyond the marketer's control, although these can still be taken into consideration (Setiadi, as cited in Putri & Handayani, 2021). Purchase decision is an activity carried out by an individual who makes a direct decision to purchase the offered product (Rondonuwu, as cited in Putri & Handayani, 2021). In order to understand consumer purchasing decisions, marketers need to have a comprehensive understanding of customer behavior throughout the buying process. The consumer purchase process can be influenced by various stimuli originating from the consumers themselves as well as external sources, including the company's marketing activities—such as promotional programs, including advertising, personal selling, and sales promotions (Soeswoyo & Choiri Amalia, as cited in Veronica et al., 2024).

2.5. Framework of Thought

This research explores how product quality (X_1), price perception (X_2), and marketing communication (X_3) affect the purchase decision (Y) of the Soyami Stuff Calendar in e-commerce platforms.

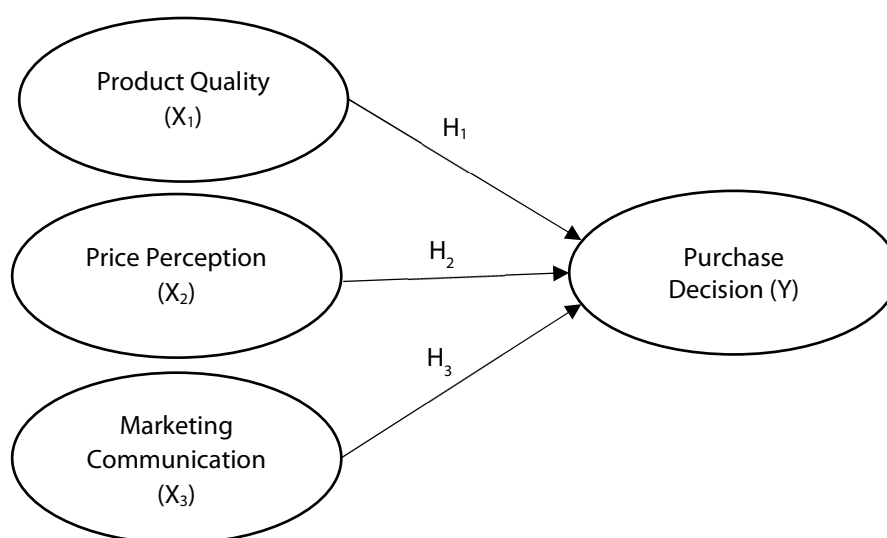


Figure 1. Conceptual Framework

2.6. Hypothesis Development

a. The Relationship Between Product Quality and Purchase Decisions

Product quality is one of the most important factors influencing purchasing decisions. Consumers tend to buy high-quality goods for various reasons, such as high-quality products providing excellent performance, being more durable, and being safe to use. This can ultimately increase consumer satisfaction and encourage repeat purchases of the product. Good product quality can also convey a positive brand image in the minds of consumers. This positive brand image can generate consumer trust and loyalty. The quality of a product has a significant impact on the decision to purchase bed sheet products (Mustika Sari & Prihartono, 2021). This hypothesis is also supported by empirical evidence that product quality significantly and positively influences purchasing decisions. These findings indicate that well-designed and high-quality products are more likely to be purchased by consumers (Kurniawan & Maharani, 2025).

H1: Product Quality Influences Customer Purchase Decisions

b. The Relationship Between Price Perception and Purchase Decisions

Price is not only the amount of money paid for a product but also an important tool that affects how consumers see value and make purchasing decisions. A good pricing strategy should balance what customers are willing to pay with company profits while staying competitive in the market. Different methods, such as

cost-based, competition-based, value-based, and psychological pricing, can help achieve this balance and influence consumer behavior (Nurkhotimah et al., 2025). In the context of price perception, the way consumers think about price greatly influences their decision to buy Viva Lipstick. The indicator of the suitability of benefits to the offered price has the largest loading factor on the price perception variable. The results show that customers tend to buy Viva products because there is a match between benefits and price. Viva Cosmetic is expected to maintain the alignment of product benefits so that customers feel satisfied with the price or cost they incur (Mustika Sari & Prihartono, 2021). In line with other research, the hypothesis that price perception estimation has a positive influence on the purchasing decisions of bag products in Sidoarjo has been proven true (Dzulkharnain, 2019).

H2: Price Perception Influences Customer Purchase Decisions

c. The Relationship Between Marketing Communication and Purchase Decisions

Marketing communication plays a pivotal role in influencing consumer purchase decisions through the framework of Integrated Marketing Communications (IMC). IMC refers to the strategic coordination of various promotional tools such as advertising, sales promotions, public relations, and direct marketing to deliver consistent and synchronized messages to target audiences. This consistency enhances brand awareness and builds credibility, which in turn fosters consumer trust and strengthens emotional engagement with the brand. As consumers progress from the stage of awareness to preference and ultimately to the act of purchasing, IMC facilitates this journey by reinforcing the perceived value of the product or service at each stage. Furthermore, adaptable messaging that targets specific market segments ensures that marketing communication remains relevant and responsive to changing consumer needs. Therefore, the implementation of IMC has a clear and direct influence on purchase decisions, as it effectively guides consumers from initial awareness to the final act of buying, ultimately contributing to brand loyalty and sustained competitiveness in the market (Kotler & Keller, 2016). Marketing communication has been empirically proven to have a significant influence on purchasing decisions. Research shows that the marketing communication variable significantly affects the purchasing decisions of PT. Furnilux Indonesia (Syahputra Salim et al., 2022). This finding is further supported by another study, which demonstrates a significant influence of marketing communication on the purchasing decisions of Oriflame products, as evidenced by data processing results indicating a statistically significant value (Ana et al., 2021).

H3: Marketing Communication Influences Customer Purchase Decisions

III. Research Method

This study adopts a quantitative approach to address the lack of research that examines the combined effects of product quality, price perception, and marketing communication on purchase decisions, particularly in the e-commerce context for calendar products. The main objective is to test the influence of independent variables on the dependent variable. The independent variables in this study are Product Quality (X1), Price Perception (X2), and Marketing Communication (X3), and the dependent variable in this study is Purchase Decision (Y). This research uses a quantitative approach by conducting surveys and distributing questionnaires to respondents. The main objective is to test the influence of independent variables on the dependent variable. The independent variables in this study are Product Quality (X1), Price Perception (X2), and Marketing Communication (X3), and the dependent variable in this study is Purchase Decision (Y).

3.1. Place and Time of Research

The research was conducted online by distributing a questionnaire using Google Forms. The research period was from January 2024 to June 2024. During January and February 2024, the research preparation was carried out, and a pre-survey was conducted in February to test and refine the research instrument. In March 2024, the main survey was conducted, collecting data from SS calendar consumers via e-commerce platforms.

The following months, from April to June 2024, were dedicated to data processing and analysis to ensure accurate and reliable results. Based on this setting, the next section explains the target population and the sampling techniques applied to ensure representative data.

3.2. Population, Sample, and Sampling Method

The population of this study consists of individuals who use e-commerce to purchase calendars from the SS store. From the processed company data, the number of buyers at the SS store for calendar purchases is 4,943 unique online buyers. The data was obtained from 2 e-commerce platforms used by SS as sales media, namely Shopee and Tokopedia. The number of buyers was obtained over the period since the company's establishment, from 2020 to 2024. The sampling technique used in this study is purposive sampling, which is a non-probability method where participants are deliberately selected based on specific criteria relevant to the research objectives. This approach ensures that the sample consists of respondents who can provide the most relevant information for the study. In this research, the selection of respondents was specifically targeted at customers who had previously purchased our calendar products, in order to understand the factors influencing their purchase decisions. Determining the sample size when the population size is known will be done using Slovin's formula. Slovin's formula is a practical method for calculating the sample size from a known population by applying a predetermined margin of error. Advantages of Slovin's formula include its simplicity and ease of use, applicability when little is known about the population's behavior or variability, and flexibility across disciplines such as market research, social sciences, and quality control (Mukti, 2025). which is formulated as follows:

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

For the error level, the researcher will use an error of 10% or 0.1. after the calculation, a result of 98,01 was obtained, and the score was rounded up to 100.

3.3. Data Collection Method

Data in research is primary data. This data refers to information or data collected from sources. The technique used to obtain this primary data is by distributing an online questionnaire directly to respondents, providing several questions with multiple answer options that indicate the level of agreement with the given statements. In this study, a Likert Scale will be used. The Likert Scale is a type of measurement scale used to assess the level of agreement or disagreement with a particular statement. The Likert Scale typically consists of statements or questions followed by a series of answer choices that express the respondent's level of opinion or attitude towards the statement. In this study, a 1-5 Likert scale will be used. The Likert scale used in this study ranged from 1 to 5, where a score of 1 indicated "strongly disagree," 2 indicated "disagree," 3 represented a "neutral" response, 4 indicated "agree," and 5 represented "strongly agree". Data from the questionnaire will be processed using the SPSS application. This research will use the multiple linear regression analysis method. The main focus of this method is to identify the influence of independent variables and the dependent variable within the context of the research. This method is used to test the influence of independent variables, namely Product Quality, Price Perception, and Marketing Communication, on the dependent variable, which is Purchase Decision.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Table 1. Respondent Characteristics Results

Measurement	Number of Respondents	Percentage (%)
Gender		
Man	46	46
Female	54	54
Total	100	100
Age Group (years-old)		
<24	12	12
24-33	32	32

Measurement	Number of Respondents	Percentage (%)
34-43	37	37
> 43	19	19
Total	100	100

The results of a survey conducted on 100 respondents who had purchased calendars through SS e-commerce platforms, in terms of gender, the majority of respondents were female, accounting for 54%, while male respondents made up 46%. This finding suggests that female consumers tend to be more active in purchasing functional and decorative products such as calendars. This may be associated with their role in managing, scheduling, and selecting visually aesthetic items. Regarding age distribution, the largest group of respondents fell within the 34–43 years range, comprising 37% of the total, followed by those aged 24–33 at 32%. This composition indicates that consumers in the productive age category constitute the primary market segment for calendar purchases on e-commerce platforms. Individuals within the 24 to 43 age range are typically engaged in a wide range of daily responsibilities, both professionally and personally, thereby increasing their need for scheduling tools such as calendars to support better time management.

IV. Results and Discussion

4.1. Respondent Characteristics

This section presents the results of the validity and reliability tests, classical assumption tests, and multiple linear regression analysis conducted in this study. The purpose of these analyses is to ensure the accuracy of the research instruments, verify the assumptions for regression analysis, and examine the influence of independent variables on the dependent variable.

a. Validity and Reliability Test

Using the table, the value of r_{table} with a significance level of 5% and a sample size of 100 respondents is 0.195. From the validation test data, all indicators meet the requirements. For the reliability test, the Cronbach's Alpha value must be above the minimum threshold of 0.6 for the data to be considered reliable. From the data processing using SPSS, it was found that the Cronbach's Alpha value for all variables was greater than 0.6, so this questionnaire data can be considered reliable.

Table 2. Results of the Validity Test

Variable	Indicator	r_{count}	r_{table}	sig	sig. value	Description
Product Quality	X1.1	0,661	0,195	<0,001	0,05	Valid
	X1.2	0,788				
	X1.3	0,642				
	X1.4	0,781				
	X1.5	0,820				
	X1.6	0,814				
Price Perception	X2.1	0,668				
	X2.2	0,705				
	X2.3	0,609				
	X2.4	0,732				
Marketing Communication	X3.1	0,682				
	X3.2	0,710				
	X3.3	0,710				
	X3.4	0,776				
Purchase Decision	Y1	0,589				
	Y2	0,762				
	Y3	0,793				
	Y4	0,694				
	Y5	0,772				
	Y6	0,610				

Table 3. Results of the Reliability Test

Variable	Cronbach's Alpha	Minimum Limit	Description
Product Quality	0,839	0,60	Reliable
Price Perception	0,608		
Marketing Communication	0,684		
Purchase Decision	0,796		

b. Classical Assumption Test

Here are the classical assumption tests consisting of the normality test, multicollinearity test, heteroscedasticity test, and linearity test.

1) Normality Test

The normality test is a test to determine whether the population data has a normal distribution. This test will be said to be normally distributed if it has a significance value greater than 0.05. In the processing, a significance value of 0.20 was obtained, which is greater than 0.05, so the conclusion is that the data is normally distributed.

Table 4. Results of the Normality Test

Statistic	Value
Test Statistic	0.065
Asymp. Sig. (2-tailed)	0.200

2) Multicollinearity Test

The multicollinearity test is a test to determine whether there is multicollinearity (high correlation) among independent variables. This test has two methods, namely by checking the value of collinearity tolerance greater than 0.1 and the value of VIF Statistics not greater than 10. The regression model should not have significant intercorrelation between each of its independent variables. From the results of the multicollinearity test, the collinearity tolerance value for each variable is greater than 0.1. The VIF Statistics value for each variable is also less than 10. From the data, it can be said that this data meets the multicollinearity test, and there is no data with high correlation among the independent variables. The processed data is as follows:

Table 5. Results of Multicollinearity Test

Model	Collinearity Tolerance	Statistics VIF
Product Quality	0,762	1,313
Price Perception	0,837	1,195
Marketing Communication	0,779	1,283

3) Heteroscedasticity Test

This test is a statistical procedure used to detect the presence of heteroscedasticity in a regression model. Heteroscedasticity occurs when the error variance is not constant. The data is considered free from heteroscedasticity if the significance value is greater than 0.05. Based on the data processing results, all variables show significance values greater than 0.05; therefore, it can be concluded that the data does not exhibit heteroscedasticity.

Table 6. Results of the Heteroscedasticity Test

Model	Sig.
Product Quality	0,935
Price Perception	0,587
Marketing Communication	0,901

4) Linearity Test

This test is a statistical test aimed at examining whether the relationship between two variables is linear or not. A variable can be said to be linear if the value of the slope is constant. Deviation from linearity is

greater than 0.05. From the data processing, all variables meet the significance criteria, so the variables can be said to be linear.

Table 7. Results of the Linearity Test

Linearity	Sig. (Deviation from Linearity)
Purchase Decisions × Product Quality	0.090
Purchase Decisions × Price Perception	0.823
Purchase Decisions × Marketing Communication	0.055

c. Multiple Linear Regression Analysis

From the data processing using SPSS, the following formula was obtained:

$$Y = 5,114 + 0,274X_1 + 0,306X_2 + 0,438X_3$$

Table 8. Multiple Linear Regression Analysis Data

Variable	Unstandardized Coefficients	Standardized Coefficients	t-value	VIF
Constant	5.114	0,075		
Quality Product	0.274	0,003	3.027	1.313
Price Perception	0.306	0,041	2.072	1.195
Marketing Communication	0.438	0,006	2.840	1.283
R ²	0.331			
F-value	15.832			
N	100			

The value is an indicator related to the product quality variable, where the constant of this variable is 0.274. The constant is the basic influence value of the independent variable on the dependent variable. The positive value of this constant indicates that the independent variable will positively influence the dependent variable. The conclusion is that if the product quality variable increases, the value of the purchase decision variable will also increase. The value is an indicator related to the price perception variable, where the constant of this variable is 0.306. The constant is the basic influence value of the independent variable on the dependent variable. The positive value of this constant indicates that the independent variable will positively affect the dependent variable. This means that if the price perception variable increases, the value of the purchase decision variable will also increase. The value is an indicator related to the marketing communication variable, where the constant of this variable is 0.438. The constant is the basic influence value of the independent variable on the dependent variable. The positive value of this constant indicates that the independent variable will positively affect the dependent variable. This means that if the marketing communication variable increases, the value of the purchasing decision variable will also increase.

4.2. Discussion

a. The Influence of Product Quality on Purchase Decisions

From the data processing in this study, it is known that the product quality variable has a t-test value in the table of 0.003. If this value is less than the significance value of 0.05, it indicates that this variable has a significant influence on the dependent variable, which is the purchase decision. This is in line with the initial hypothesis (H1) of this study, which states that the product quality variable has an influence on consumer purchasing decisions. The research results are in line with the findings of (Krey & Dananjaya, 2024), whose study shows that the Product Quality variable has a significant influence on purchasing decisions. The higher the product quality, the more likely consumers are to make a purchase. These findings are consistent with previous studies that emphasize how consumers tend to base their purchasing decisions on their perceptions of product reliability, durability, and suitability for their personal needs. The research results are in line with (Wungu & Hasbi, 2024), which shows that product quality can impact purchasing decisions. Supported by (Rizquallah et al., 2018), where this purchasing decision can be influenced by product quality. Supporting journals were also stating that the quality of a product has a significant impact on the decision to purchase products (Mustika Sari & Prihartono, 2021).

This product performance indicator shows the capabilities of this product in fulfilling its main functions required by consumers. In this case, the calendar must have the primary function of being a date

marker and an important event marker. A calendar can help in organizing schedules and recording events, tasks, or deadlines. The product feature indicator refers to the additional product features offered to enhance the value and appeal to consumers. Product features must also function well according to expectations; the product can be used to mark important events and can also be written on as a small note or memo. The product durability indicator can produce a more durable and higher-quality product. To maintain the product's durability, strict quality control must be implemented. The aesthetic indicator of a product can also be shown through an aesthetically pleasing calendar design. The aesthetic design of a calendar will be more effective in attracting the attention of potential buyers compared to a regular calendar design. This result is supported by research conducted by Luchs et al. (2012), who found that consumer reactions to a product are shaped by the emotional responses. These emotions arise from both hedonic (aesthetic and emotional pleasure) and utilitarian (functional and practical use) aspects of design. In this study, it was found that most buyers are between the ages of 34 and 43 years, which can be used as a determinant for the calendar design that suits people of that age. Adjusting the calendar design to the preferences of potential buyers can also attract more potential buyers.

b. The influence of price perception on purchasing decisions

From the data processing in this study, it is known that the price perception variable has a t-test value in the table of 0.041. If this value is smaller than the significance value of 0.05, it indicates that this variable has a significant influence on the dependent variable, which is the purchase decision. This is in line with the initial hypothesis (H2) of this study, which states that the price perception variable has an influence on consumer purchasing decisions. In line with the research (Amelia Gani et al., 2023), it is stated that price perception has an impact on the decision to purchase Wardah products. The research findings are in line with the study by Nisa & Soebiantoro (2023), which states that price perception, an individual's view on price, will influence their decision to purchase Viva Lipstick. Supported by (Dzulkharnain, 2019), the hypothesis that the estimation of price perception has a positive influence on the purchasing decisions of bag products in Sidoarjo has been proven true.

Price perception is an important factor that can influence consumer purchasing decisions. Consumers will consider the value and benefits they receive compared to the price they have to pay. Perceived monetary sacrifice refers to the consumer's perception that price represents the necessary compensation to obtain a product or service. In examining this aspect, researchers commonly use several dimensions, including price affordability, service expectations, the quality of service received, and the ease of using the application (Wijaya & Budiani, 2022). The price suitability indicator can be shown by respondents who agree that the proposed price is equivalent to the benefits received, so it is important to demonstrate that the product has high value for consumers in order to increase satisfaction and the intention to repurchase. This price perception can be further improved with advancements in the product, whether in terms of quality or service. In improving price perception, it can also be done by offering promotional prices, which can enhance the perceived value of the product for consumers; a good offer will encourage consumers to make a purchase. Additionally, promotional prices also have a time limit, which can create a sense of urgency for consumers to make a purchase immediately. Buyers in e-commerce will tend to compare existing prices; according to the results of this study, the calendar prices at SS are already competitive in the market. Buyers who compare prices will tend to have price sensitivity, which can be influenced by promotional prices. SS can follow more promotions available on e-commerce to attract consumers.

c. The influence of marketing communication on purchasing decisions

From the data processing in this study, it is known that the price perception variable has a t-test value in the table of 0.006. If this value is smaller than the significance value of 0.05, it indicates that this variable has a significant influence on the dependent variable, which is the purchase decision. This is in line with the initial hypothesis (H3) of this study, which states that the product quality variable has an influence on consumer purchasing decisions. In line with the research by Widyaratna et al. (2023), which states that marketing communication influences purchasing decisions. In line with Eti Arini (2024), which proves that marketing communication has a positive impact on the decision to purchase at Batik Al-Sufi store, where increased marketing communication can enhance the value of purchasing decisions at that store. (Ana et al., 2021) research also supports this, as the results of the study conducted prove that there is a significant influence of marketing communication on the purchasing decisions of Oriflame products.

The main objective of this marketing communication is to create value and persuade/encourage them to take the desired action, such as deciding to purchase. This marketing communication consists of several factors, such as advertising, direct marketing, promotions, and public relations. On the advertising

indicator in e-commerce, it has shown positive results where respondents agree they are aware of SS from the existing advertisements. Advertisements within e-commerce can be tailored to reach consumers based on various factors such as demographic characteristics, interests, online behavior, and purchase history. This allows companies to target the audience most likely to be interested in the products or services offered. Another aspect that can be improved is direct communication with customers through social media or live stream features. When communicating directly with consumers, they can obtain information and experiences related to the products being sold, which can influence their perception of the product and brand, thereby affecting their purchasing decisions. In addition, direct communication can be used to obtain direct feedback from consumers regarding the product, service, and their experience in using the product. This can increase consumer satisfaction in purchasing and encourage them to make repeat purchases in the future. Improving relationships with the community can also be aided by the presence of influencers and product review recommendations. Influencers and acquaintances who recommend can build customer trust in the product. Consumers tend to trust recommendations from people they know. For that reason, a selective choice of the target market audience is necessary.

V. Conclusion

The conclusions drawn from the analysis of the influence of product quality, price perception, and marketing communication on consumers' purchase decisions of SS calendars on e-commerce platforms are as follows:

- Product Quality (X_1) has a significant positive effect on consumers' purchase decisions (Y), with a regression coefficient of 0.274 in the regression equation: $Y = 5,114 + 0,274X_1 + 0,306X_2 + 0,438X_3$
- Price Perception (X_2) also significantly affects consumers' purchase decisions, with a regression coefficient of 0.306 in the same regression equation.
- Marketing Communication (X_3) was found to have the most significant impact on purchasing decisions (Y), with a regression coefficient value of 0.438 in the same regression equation.

It is important to note that future trends in consumer behavior and e-commerce may influence the applicability of these findings. While this study provides valuable insights into the influence of product quality, price perception, and marketing communication on consumers' purchase decisions, some limitations and considerations should be reflected. The data were collected within a specific period and from a particular e-commerce platform, which may limit the generalizability of the findings. Additionally, although the regression analysis highlights the significance of each variable, other unexamined factors could also impact purchase decisions. Reflecting on the research process, challenges such as ensuring accurate survey responses and maintaining participant engagement were encountered. Future research could address these limitations by including a broader sample, exploring additional variables, and using longer-term studies to capture changing consumer behaviors over time. Based on these findings, several managerial implications can be drawn to guide companies in improving their business strategies. Here are the managerial implications:

Table 9. Table of Managerial Implications

Variable	Before Research	After Research
Product Quality	The SS Calendar already boasts high product quality. This high quality must be maintained and continually developed to keep pace with evolving customer preferences.	The quality of the product must be maintained properly. Starting with the calendar design, it must be maintained to align with consumer preferences and remain aesthetic. From this research, it was found that the majority of buyers are aged between 24 and 43 years. Observations revealed that consumers in this age group prefer designs with a simple and minimalist concept. In addition, the calendar feature must remain, specifically for notes and marking important dates.
Price Perception	This SS calendar product has a fairly	The price of the SS product is approximately Rp4,000 higher than that of its competitors due to an upgrade in

	competitive price and aligns with the price perception desired by consumers.	specifications, specifically the increased thickness of the paper used. To maintain a positive price perception, the company can offer added value such as a small free gift, responsive customer service, product warranty, and fast delivery. A favorable price perception not only enhances brand reputation but also strengthens customer loyalty and has the potential to boost sales. In addition, promotional pricing strategies may be applied to increase the perceived value of the product. However, caution is needed in implementing promotions, and their effectiveness should be continuously monitored to avoid damaging the product's image in the long term.
Marketing Communication	Marketing communication influences purchasing decisions. Before the research, SS's marketing communication focused more on paid advertising in e-commerce only.	In this study, it was found that marketing communication through direct marketing and building relationships with the community is important. Direct marketing can further develop relationships through social media. Based on the respondents' ages, it is known that those aged 24-43 are active social media users. The social media platforms that are frequently used are WhatsApp, Instagram, Facebook, TikTok, and Telegram. This can serve as a reference for SS social media that can be developed. In addition, it can also be done by building direct relationships through live streams. Live streams can be made more interactive with consumers and involve them in asking questions and responding to comments. This can make customers more confident in deciding to purchase SS. Improving relationships with the community can also be aided by influencers and well-known individuals in sharing product information.

Based on the results of this study, several recommendations can be directed to Soyami Stuff (SS). First, SS should align its product designs with the preferences of consumers, particularly those aged 34–43 years, by focusing on simple and minimalist styles that are currently trending. To enhance consumer price perception, SS can increase product value through improvements in both service and product development, while also considering promotional pricing strategies. In addition, SS can strengthen direct engagement with consumers by utilizing social media and livestreaming features, as well as collaborating with influencers or affiliates who are familiar and relatable to the target audience. For future research, it is suggested to explore other variables that may influence consumers' purchase decisions for calendar products in e-commerce, thereby broadening the scope and depth of understanding in this field. Despite these contributions, the study also has several limitations that need to be considered. The research only focused on businesses engaged in calendar sales, specifically within the business environment of SS, which means the findings may not fully represent other product categories. Moreover, the study was limited to online purchase transactions, so the results may differ if applied to offline transactions. With an R^2 value of 33.1%, this study shows that product quality, price perception, and marketing communication account for 33.1% of the variance in purchase decisions at SS, leaving 66.9% influenced by other variables not examined in this research. This opens opportunities for future studies to identify and analyze these additional factors.

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