

# THE MEDIATING ROLE OF PERCEIVED VALUE ON PURCHASE DECISIONS IN ECOMMERCE

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## Abstract

*This research aims to find out whether brand image and digital marketing variables influence purchasing decisions on the Lazada application with perceived value as a mediating variable. This research took samples from consumers in Indonesia. The sampling method is non-probability, and the sampling technique uses purposive sampling. Data collection was carried out via messages with questionnaires sent via WhatsApp. The number of respondents processed was 112 respondents and the data was analyzed using SPSS. The results of the t test research show that the brand image variable has a significant effect on purchasing decisions with a significance value of  $0.013 < 0.05$ ; The digital marketing variable has no influence and is not significant on purchasing decisions with a significance value of  $0.072 > 0.05$ ; The perceived value variable has a significant effect on purchasing decisions with a significance value of  $0.000 < 0.05$ ; The brand image variable has a significant effect on perceived value with a significance value of  $0.002 < 0.05$ ; The digital marketing variable has a significant effect on perceived value with a significance value of  $0.002 < 0.05$ . Based on the results of the F test, the variables brand image, digital marketing, and perceived value have a simultaneous influence on the purchasing decision variable, because the significance value is  $0.000 < 0.05$ ; The brand image and digital marketing variables have a simultaneous effect on perceived value, because the significance value is  $0.000 < 0.05$ .*

**Keywords:** Brand Image, Digital Marketing, Perceived Value, Purchase Decision

## Abstrak

Penelitian ini bertujuan untuk mengetahui apakah variabel citra merek dan pemasaran digital berpengaruh terhadap keputusan pembelian pada aplikasi Lazada dengan persepsi nilai sebagai variabel mediasi. Penelitian ini mengambil sampel dari konsumen di Indonesia. Metode pengambilan sampelnya adalah non-probability, dan teknik pengambilan sampelnya menggunakan purposive sampling. Pengumpulan data dilakukan melalui pesan dengan kuesioner yang dikirimkan melalui Whatsapp. Jumlah responden yang diolah sebanyak 112 responden dan data dianalisis menggunakan SPSS. Hasil penelitian uji t menunjukkan bahwa variabel citra merek berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi  $0,013 < 0,05$ ; Variabel digital marketing tidak mempunyai pengaruh dan tidak signifikan terhadap keputusan pembelian dengan nilai signifikansi  $0,072 > 0,05$ ; Variabel nilai yang dirasakan berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi  $0,000 < 0,05$ ; Variabel citra merek berpengaruh signifikan terhadap nilai yang dipersepsikan dengan nilai signifikansi  $0,002 < 0,05$ ; Variabel digital marketing berpengaruh signifikan terhadap persepsi nilai dengan nilai signifikansi  $0,002 < 0,05$ . Berdasarkan hasil uji F variabel citra merek, pemasaran digital, dan nilai yang dipersepsikan mempunyai pengaruh secara simultan terhadap variabel keputusan pembelian, karena nilai signifikansinya  $0,000 < 0,05$ ; Variabel citra merek dan pemasaran digital berpengaruh secara simultan terhadap nilai yang dirasakan, karena nilai signifikansinya  $0,000 < 0,05$ .

**Keywords:** Citra Merek, Pemasaran Digital, Nilai yang Dirasakan, Keputusan Pembelian

## INTRODUCTION

Internet development in the current era of globalization is increasingly rapid, especially in Indonesia. This of course brings changes in lifestyle in society, one of which is in the field of buying and selling. Buying and selling activities that are usually carried out face-to-face have now shifted to virtual face-to-face. People are starting to abandon conventional buying and selling activities and switch to online buying and selling activities. Seeing this phenomenon, now there are various e-commerce platforms to meet people's buying and selling needs. E-commerce is a platform that brings together sellers and buyers without having to meet during a transaction, but only by accessing the e-commerce platform (Putri & Marlien, 2022). Buying and selling activities using e-commerce are increasing from year to year, this can be seen from the graph of e-commerce users and penetration below:

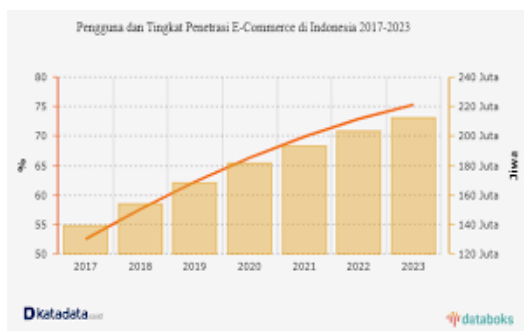


Figure 1. Graph of Users and E-commerce Penetration Rate

Looking at the graph obtained via the databoks website page above, e-commerce users in Indonesia reached 139 million users in 2017, then in 2018 there was an increase of 10.8% to 154.1 million users. Furthermore, in 2023 it will reach 168.3 million users and 212.2 million. The same thing also happens to the level of e-commerce penetration, which continues to increase to 75.3% in 2023 of the total market population. This data is of course one of the reasons e-commerce platform owners are competing to win the hearts of consumers, one of which is Lazada.



Gambar 2. E-commerce graph with the most visitors

Data obtained from the Databoks website, Lazada is an e-commerce platform with more than 50 million downloads on the Play Store application. In the first quarter of 2023, the number of visits to the Lazada site was 83.2 million, making it the third e-commerce site with the number of visits in Indonesia, which is still behind Shopee and Tokopedia. Therefore, Lazada must catch up and start improving to become a top e-commerce brand in Indonesia. In marketing science, of course, there will be many theories or terms, one of which is marketing decisions. A purchasing decision is a condition where consumers will decide whether to buy or not buy the product being offered (Brata et al., 2017). One way to create sales decisions is to start strengthening the brand image, because a strong brand image is used by consumers as an influencing factor in choosing sales decisions (Miati 2020). Apart from that, e-commerce platform owners also create marketing using digital marketing tools (Digital Marketing) in a way that is expected so that potential consumers are interested and interested in marketing (Amba & Sisnuhadi, 2021). Perceived value is a consumer consideration in determining which product to buy. If the perceived value is high then consumers will be interested in buying the product. Consumers will make considerations in deciding on an assessment that can assess whether a product or service is useful, compared to the benefits of the service they will receive (Adi et al., 2022).

The results of research conducted by Miati (2020) and Wadi (2021) and Fadhilah & Ningrum (2022) shows that brand image variations have a significant influence on purchasing decisions. However, the results of research conducted by Andrian (2022) and Yunita & Indriyatni (2022) show that variations in brand image do not have a

significant influence on marketing decisions. After seeing the results of research conducted by several researchers above, the team decided to develop a solution by adding variations to the results obtained. This research has the following objectives to inform that brand image has a positive and significant influence on marketing decisions, inform that brand image of marketing decisions is positive and significant on perceived value, find out that digital marketing has a positive and significant influence on value. market, knowing market value has a positive and significant influence on marketing decisions. The results of this investment are expected to be a source of influence for customers in their involvement in sales decisions with variations in brand image and digital marketing with the aim of achieving a better balance.

### LITERATURE REVIEW

According to Wadi et al. (2021) brand image is a memory that originates from a person's thoughts about an item that are positive or negative. According to Fatikhyaid et al. (2016) brand image is an image that is attached to consumers. From the two expert statements above, it can be concluded that brand image is a perception that consumers have of a brand image. Therefore, a company operating in the same field does not necessarily have the same global image that is popular with consumers. According to Syamsidar & Soliha (2019), there are 3 indicators to measure brand image, including: producer image, user image, and product image.

Digital marketing according to Fadhilah et al. (2022) is the use of interactive marketing media and interactive technology to create conversations and connect consumers with the company's core ideas and promotional strategies as well as the power of digital marketing to have a big influence on consumer decision making. The existence of digital marketing makes communication between producers, marketers and potential consumers easier. Digital marketing provides benefits for marketers and consumers because they can communicate with each other through communication tools to create closer and more intimate relationships (Khoziyah & Lubis, 2021). According to the journal Masyithoh & Novitaningtyas (2021), there are 4 indicators to measure digital

marketing, including: website, search engine marketing, email marketing, and social media marketing.

According to Yuliansyah & Handoko (2019), perceived value is a prospective assessment of the benefits received and costs incurred by different consumers regarding a product. In a review by Adi et al. (2022) perceived value is the perceived value that customers feel regarding all the benefits, costs and alternatives obtained. Based on these two expert assessments, it can be concluded that market value is an assessment of the level of satisfaction that customers have with a product, both from the benefits and costs obtained. According to Yuliansyah & Handoko (2019), there are 4 indicators to measure perceived values, including: emotional value, social value, functional value, and economic value.

Impurchase decisions according to Wiranata et al. (2021) is a condition where consumers will determine whether to choose the product offered or not. In research conducted by Fadhilah et al. (2021) there are 3 factors that influence purchasing decisions, namely: product quality, product design, and promotion. According to Akhayani (2023), there are 3 indicators to measure purchasing decisions, including: trust in a product, habits in purchasing a product, and speed of purchase in purchasing a product. To better understand the research flow of the research, the following is an overview of the research model.

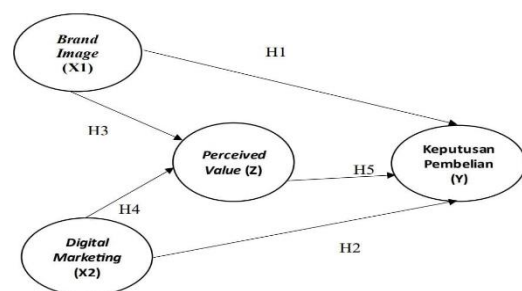


Figure 2. Research Model

### METHOD

In this research, we use quantitative methods which are expected to influence several variables that will determine the final result and will increase quantity rather than quality or quantity (Haryantii & Iiskandar, 2022). The population used in this research is the people who use Lazada e-commerce

in Indonesia. In order to maximize the results of this population, the company decided to attract consumers from Indonesia, where the consumers are over 17 years old and have purchased products using the Lazada application at least once. In this experiment, the researcher uses Hair's formula which is followed from Sarasii et al. (2023) Hair suggests the sample size is 5 to 10 times the number of indicators. The calculation created is 14 instruments x 8 = 112. The minimum number of instruments required by the instrument is 112 instruments. The data collection method used by the team to collect this data is by submitting a questionnaire created via Google Form and then submitted via WhatsApp. The data analysis techniques that people use to test the data include: validity test, multiple reliability test, normality test, multicollinearity test, heritability test,

multiple linearity analysis test, partial test (t test), simultaneous test (F test).

## RESULT

Table 1, it can be seen that the respondents who filled out the most questionnaires in this study were female respondents with a percentage of 61.6%. Where the age group that dominates filling out questionnaires is 21-25 years old with a percentage of 79.5% with the educational level that fills out the most questionnaires, namely students with a percentage of 55.4%. Then, the most dominant occupation of respondents who filled out questionnaires was students with a percentage of 72.3% and respondents' expenses when shopping using the Lazada application were mostly IDR 100,000-IDR 300,000.

Table 1. Results of Respondent Characteristics

	Information	Frequent y	Percent
Gender	Man	43	38.4 %
	Woman	69	61.6 %
Age	17-20 Years	9	8.0 %
	21-25 Years	89	79.5 %
	26-30 Years	6	5.4 %
	31-35 Years	4	3.6 %
	35-40 Years	1	0.9 %
	>40 Years	3	2.7 %
	Education	Student	62
S1		19	17.0 %
S2		3	2.7 %
SMA/SMK		27	24.1 %
Junior high school		1	0.9 %
Respondent's Occupation	Lecturer	1	0.9 %
	Teacher	1	0.9 %
	Employee	13	11.6 %
	Private sector employee	1	0.9 %
	Student/Students	81	72.3 %
	Village Apparatus	1	0.9 %
	Farmer	1	0.9 %
	Civil servants	4	3.6 %
	Self-employed	9	8.0 %
	Expenses when shopping using the Lazada application	< IDR 100,000	35
IDR 100.000 – IDR 300.000		62	55.4 %
IDR 300.000 – IDR 500.000		8	7.1 %
> 500.000		7	6.3 %

In the validity test according to Udayana et al. (2022) data is considered valid if the value of r calculated > r table. According to Ghozali, (2019), the reliability

test is the level of stability of a measuring instrument in measuring phenomena that are declared reliable if the Cronbach's Alpha value is > 0.06.

Table 2. Results of Respondent Characteristics

	Variable	Corrected Item Total Correlation	Cronbach's Alpha
Brand Image	BI 1	0.366	0.780
	BI 2	0.555	
	BI 3	0.572	
	BI 4	0.591	
	BI 5	0.495	
	BI 6	0.607	
Digital Marketing	DM 1	0.585	0.847
	DM 2	0.418	
	DM 3	0.535	
	DM 4	0.537	
	DM 5	0.710	
	DM 6	0.679	
	DM 7	0.620	
	DM 8	0.600	
Perceived Value	PV 1	0.687	0.892
	PV 2	0.611	
	PV 3	0.791	
	PV 4	0.700	
	PV 5	0.775	
	PV 6	0.522	
	PV 7	0.679	
	PV 8	0.616	
Buying decision	KP 1	0.642	0.864
	KP 2	0.698	
	KP 3	0.710	
	KP 4	0.669	
	KP 5	0.640	
	KP 6	0.596	

Table 2 which has been presented, it can be concluded that the data quality test will be successful by being proven from the calculated r value > from the r table (0.1857) so that it can be stated as valid and the Cronbach's Alpha Std value > 0.6 which can be stated as reliable data reliability.

The normality test on this experiment, Kolmogorov Smirnov test data was used. As for the intuition in the Kolmogorov Smirnov test, if the significant value is > 5% or 0.05%, then the data has a normal distribution and if the significant value is < 0.05% or 5%, then the data has a normal distribution (Ghozali, 2022).

Table 3. Data Normality Test Stage 1 and 2

N	112
Asymp. Sig. (2-tailed)	085
Asymp. Sig. (2-tailed)	064

Based on the results of stage 1 and stage 2 testing in Table 3, the performance data have Asymp values Sig, (2-tailed) > 0.05, then the performance data is stated to be normal. The multicollinearity test can be carried out by looking at the VIF and tolerability values. The criteria used are Tolerance value > 0.1 or VIF value < 10, so multicollinearity does not occur (Ghozali, 2022).

Table 4. Multicollinearity Test Stage 1 and 2

	Variable	Collinearity Tolerance	Statistics VIF
Stage 1	Brand Image	354	2.824
	Digital Marketing	265	3.767
	Perceived Value	306	3.266
Stage 2	Brand Image	387	2.581
	Digital marketing	387	2.581



Based on the test results in Table 4, it can be concluded that brand image, digital marketing, and perceived value do not experience multicollinearity because they have a tolerance value > 0.1 and a VIF value < 10. Based on the test results in Table 4, it can be concluded that brand image and digital marketing does not experience multicollinearity because it has a tolerance value > 0.1 and a VIF value < 10.

The heteroscedasticity test has criteria and conditions to see whether heteroscedasticity occurs or not in the data by forming a certain pattern, this indicates that there is a heteroscedasticity problem in the regression model formed (Sugiyono, 2014). A variable can be said to not have heteroscedasticity if it has a significance value > 0.05 (Rifai, 2022).

Table 5. Stage 1 and 2 Heteroscedasticity Test

Model	Variable	Sig.
Stage 1	Brand Image	508

Table 6. Multiple Linear Regression Analysis Stage 1 and 2

	Model	Unst. Coef. B	Unst. Coef. Std. Error	Std. coef. β
Stage 1	Constant	2.924	1.307	
	Total_BI	206	082	199
	Total_DM	127	070	165
	Total_PV	406	061	568
Stage 2	Constant	2.268	2.053	
	Total_BI	394	123	272
	Total_DM	649	092	602

Based on Table 6 B1.X1 or brand image has a coefficient of 0.272, which means that the greater the brand image, the greater the perceived value. The B2.X2 or digital marketing value has a coefficient of 0.602, which means that the more digital marketing increases, the perceived value increases. T test, the criteria used are if the significant value of the t test is > 0.05 then H<sub>0</sub> is accepted and H<sub>1</sub> is rejected, while the significant value of the t test is <0.05 then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted (Peso et al., 2023).

Table 7. t test Stage 1 and Stage 2

	Variable	t	Sig.
Stage 1	Brand Image	2.524	013
	Digital Marketing	1.816	072
	Perceived Value	6.693	000
	Brand Image	3.198	002

	Digital Marketing	700
	Perceived Value	051
Stage 2	Brand Image	131
	Digital marketing	777

Based on Table 5, it can be seen that the variables brand image, digital marketing, and perceived value do not have heteroscedasticity because the sig value is > 0.05. Based on Table 5, it can be seen that the brand image and digital marketing variables do not have heteroscedasticity because the sig value is > 0.05.

According to Sugiyono (2014) multiple linear regression analysis is an analytical tool used to test how much influence the independent variable has on the dependent variable, either partially or simultaneously. In Sugiyono (2014) to carry out multiple linear analysis testing, a formula is required, the following is the formula:

$$Y=a+B1X1+B2X2$$

Stage 1 (X-Y) dan Stage 2 (X-Z)

Stage 2	Digital marketing	7.075	000
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From Table 7, it can be seen that the brand image variable has a significant influence on purchasing decisions as evidenced by the sig value. of 0.013 where the value is <0.05. From Table 7, it can be seen that the digital marketing variable has no influence and is not significant on purchasing decisions as evidenced by the sig value. amounting to 0.072 where the value is > 0.05. From Table 7, it can be seen that the perceived value variable has a significant influence on purchasing decisions as evidenced by the sig value. of 0.000 where the value is <0.05. From table 7, it can be seen that the brand image variable has a significant influence on perceived value as proven by the sig value. in table 4.25 is 0.002 where the value is <0.05. From Table 7, it

can be seen that the digital marketing variable has a significant influence on perceived value as proven by the sig value. in table 4.25 is 0.000 where the value is <0.05.

In the F test, if the significant value

of the F test is > 0.05 and the calculated F value is < F table, then there is no simultaneous influence, whereas if the significant value of the F test is < 0.05 and the calculated F value is > F table, then there is a simultaneous influence (Ghozali, 2022).

Table 8. Regression Test

	Model	Mean Square	F	Sig.	R	R Square	Adjusted R Square
Stage 1	Regression	222.155	115.335	000 <sup>b</sup>	873 <sup>a</sup>	762	756
	Residual	1.926					
Stage 2	Regression	593.611	123.507	000 <sup>b</sup>	833 <sup>a</sup>	694	688
	Residual	4.806					

Based on Table 8, it can be seen that the calculated F value is 115.335 > the F table value is 2.69 and the significant value is 0.000 < 0.05. So, it can be concluded that the variables brand image, digital marketing, and perceived value have a simultaneous influence on purchasing decisions. Based on Table 8, it can be seen that the calculated F value is 123.507 > the F table value is 2.69 and the significant value is 0.000 < 0.05. So, it can be concluded that the brand image and digital marketing variables have a simultaneous influence on perceived value.

According to Ghozali, (2022) the coefficient of determination value functions to find out what percentage of influence the independent variable simultaneously has on the dependent variable by knowing the suitability of a model in regression, where the coefficient of determination number is used as a measurement of how well the regression line approaches the original data value created using model. The value of the coefficient of determination is between zero and one, if R2 is small then the ability of the independent variable to explain the dependent variable is said to be limited and if the value of R2 is close to one then the independent variable provides almost all the information needed to predict variations in the dependent variable (Ghozali, 2019). Based on table 86, it can be seen that the R Square or (R2) value is 0.762 or 76.2%, which means that the brand image, digital marketing and perceived value variables have an influence on purchasing decisions by 76.2% and the remaining 23.8% influenced by other variables outside the variables tested. Based on table 8, it can be seen that the R Square or (R2) value is 0.694 or 69.4%, which means that the brand image and digital marketing variables have an influence on perceived value of 69.4%

and the remaining 30.6% is influenced by variables. other than the variables tested.

## DISCUSSION

The significant value for the brand image variable is 0.013 and this value is less than 0.050 (0.013 < 0.050). This states that the brand image variable has a positive and significant influence on purchasing decisions, so it can be concluded that Hypothesis 1 is accepted. These results are in line with the research results of Wadi (2021), Astuti (2021) and Fadhilah & Ningrum (2022) which states that brand image has a positive and significant effect on purchasing decisions. These results are certainly different from the results of research from Andrian et al. (2022) and Yunita & Indriyatni (2022) who stated that brand image does not have a significant effect on purchasing decisions.

The significant value for the brand image variable is 0.072 and this value is more than 0.050 (0.072 > 0.050). This states that the digital marketing variable does not have a significant effect on purchasing decisions, so it can be concluded that Hypothesis 2 is rejected. The results of this research are the same as the research results of Millennium et al. (2021), Purnamasari & Kadi (2022) and Hubbina et al. (2023) who stated that digital marketing does not have a significant effect on purchasing decisions.

The significant value for the brand image variable is 0.002 and this value is less than 0.050 (0.002 < 0.050). This states that the brand image variable has a positive and significant influence on perceived value, so it can be concluded that Hypothesis 3 is accepted. These results are in line with the research results of Rini (2017), Meilisa et al.

(2020) and Pratama & Azizah (2022), which states that brand image has a positive and significant effect on perceived value.

The significant value for the brand image variable is 0.000 and this value is less than 0.050 ( $0.000 < 0.050$ ). This states that the digital marketing variable has a positive and significant influence on perceived value, so it can be concluded that Hypothesis 4 is accepted. These results are in line with the research results of Febriani et al. (2022) which states that digital marketing has a positive and significant influence on purchasing decisions. These results are strengthened by the research results of Siregar & Tarigan (2023) which state that celebrity endorsements have a positive and significant effect on perceived value. This was further strengthened by the research results of Nugraha & Adialita (2021) which stated that Instagram social media marketing influenced tourists' interest in visiting through perceived value and Chafidon et al. (2022) also stated that social media marketing influences perceived value.

The significant value for the brand image variable is 0.000 and this value is less than 0.050 ( $0.000 < 0.050$ ). This states that the perceived value variable has a positive

and significant influence on purchasing decisions, so it can be concluded that Hypothesis 5 is accepted. These results are in line with the research results of Lutfi & Baehaqi (2022), Andrenata et al. (2022) and Khofifah et al. (2022) which states that perceived value has a positive and significant effect on purchasing decisions.

## **CONCLUSION**

Based on research that has been conducted, the brand image variable has a positive and significant influence on purchasing decisions. The digital marketing variable does not have a positive and insignificant influence on purchasing decisions. The brand image variable has a positive and significant influence on perceived value. Digital marketing variables have a positive and significant influence on perceived value. The perceived value variable has a positive and significant influence on purchasing decisions. For further research, researchers hope to be able to use copywriter promotion variables, to determine their influence on purchasing decision variables.



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