

THE IMPACT OF MODERATION OF PRICE DISCOUNTS: BRAND IMAGE AND E-WOM ON PURCHASE DECISIONS

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ABSTRACT

This study aims to examine the influence of brand image and electronic Word of Mouth (E-WOM) on purchasing decisions, and the moderating influence of price discount variables. This study uses a quantitative approach with a survey method on Shopee-food Mie Gacoan consumers aged 18-35 years. The sampling technique used purposive sampling with a total of 230 respondents. In this study, data was managed and analyzed using the Smart-PLS 3.0 application. The tests carried out were validity and reliability tests, model suitability tests, and hypothesis tests. The results of this study are that brand image has a significant influence on purchasing decisions. Electronic Word of Mouth (E-WOM) has a significant influence on purchasing decisions. The next result is that price discounts do not moderate brand image and Electronic Word of Mouth (E-WOM) on purchasing decisions. In line with previous studies, price discounts do not have a significant moderating influence on purchasing decisions. Based on the results of this study, it shows that it is in line with previous studies and provides additional references for further research.

Keywords: Price Discount, Brand Image, E-WOM, Purchase Decision

INTRODUCTION

The development of economic activities on the internet is called electronic commerce (e-commerce), in which many fields have changed and even developed. According to Warjiyo (2023), the increase in e-commerce has increased sharply by 17% with a total of 572 trillion, and the largest contributor is Shopee. Of the many uses of GMV e-commerce, Shopee is the highest contributor with a value of US \$ 18.68 or 36% of the GVM of Indonesian e-commerce. Shopee has released a new feature, namely Shopeefood and the food delivery service has experienced a significant increase of 34% (Aprilianti, 2020). Shopeefood is a service that is easily accessible to buyers because buyers can choose the desired order, then the restaurant/merchant will prepare the order, when the order is ready the driver partner will take the order and deliver the order right to the point of the orderer/consumer (Wardani et al., 2021). Based on the Shopeefood service, customers can make three choices to pay, namely using Shopeepay, bank transfer, or using the COD system.

The ease of access and distribution of products offered by Shopeefood makes it a challenge for producers to compete based on brand image. Brand image is a perception of a brand that is stored in the consumer's memory (Kotler & Keller, 2016). Therefore, business owners must strive to provide good perceptions to consumers so that they can develop and maintain their brand image. Brand image development is based on a strategy that involves aspects of building a solid corporate identity system, improving organizational image, and maintaining strong relationships with customers because a good brand image assessment will provide its trust for consumers. Based on previous research, states that having a good brand image will have a significant impact on purchase decisions (Pradana, 2019; Ruhama, 2019). However, this is different from the results of research conducted by Mukarromah et al., (2022) which states that purchase decisions cannot be influenced by brand image, and in line with this opinion that there is an insignificant influence on brand image on purchase decisions.

In addition to the brand image that influences purchase decisions, namely Electronic Word of Mouth (E-WOM). Activities carried out by many consumers in assessing a product, the assessment carried out to assess products written on social media in the form of good or bad comments is called E-WOM (Kotler et al., 2022). Consumers will be enthusiastic about giving good comments or suggestions if the product purchased provides benefits or pleasure for them, and vice versa when the product purchased does not meet expectations, consumers will not hesitate to give bad comments which results in new consumers who are going to buy not making a purchase (Eka et al., 2023). E-WOM will have a major impact on consumer decisions to buy (Tata et al., 2020).

According to Sari et al., (2017) stated that E-WOM has a significant effect on purchase decisions on online shop services. Different from the previous opinion, Prasetyo (2020) and Wijaya et al., (2016) stated that E-WOM cannot influence consumers purchasing decisions, because many consumers are still doubtful about the reviews spread on the review page or previous consumer comments. The comments given related to, many products purchased did not match expectations and there was an unclear description of the products sold, making it difficult for consumers. The existence of reviews of products that can be easily accessed by other consumers on the internet is a form of E-WOM communication that has a big influence.

Furthermore, what influences consumers in purchasing decisions is price discounts. Price discounts are a strategy for marketing products that are effective in increasing consumer buying interest and increasing sales of products or services (Slamet, (2022). An advertising strategy by cutting part of the price of a particular product, usually the product sold is done in the context of a warehouse sale, this is quite effective because many consumers are interested and end up making purchases Wilis (2020). The existence of price discounts also benefits producers by reducing inventory and increasing sales of other products. Business owners hope that price discounts can increase consumer purchase decisions for their products (Eka et al., 2023). Based on research from Slamet et al., (2022) price discounts have a significant influence on purchase decisions. These results are not in accordance with research conducted by Nafisah (2021) which states that purchase decisions are not significantly influenced by price discounts.

A price discount is a price that was previously normal in a certain period, a price reduction is carried out on a product to increase sales volume (Christian, 2016). According to Wahyu et al., (2020); Slamet (2022); and Bastian (2023), price discounts can moderate the relationship between brand image and purchase decisions. When consumers already know that the brand image of the product is in accordance with their expectations and is strengthened by the price discount, it will increase consumers' purchase decisions (Bastian, 2023). The results of this study differ from the findings of Nafisah (2021) which states that price discounts cannot moderate the relationship between brand image and purchase decisions. Price discounts also moderate the relationship between E-WOM and online purchase decisions for the millennial generation (Slamet, 2022). The results of Bastian's (2023) study show that price discounts strengthen the relationship between E-WOM and purchase decisions. Based on the results of these findings, researchers will conduct a study on price discounts as a moderating variable in the relationship between brand image and E-WOM and purchase decisions.

LITERATURE REVIEW

Brand Image

Brand image is a consumer's perception of a brand which is formed by brand information and experience when purchasing goods because the image in the brand has a relationship with the brand and attitudes are based on a person's preference for the brand (Yusnawati & Prasetyo, 2022). Good products or services will be predominantly purchased by consumers. According to Kotler et al., (2022), brands are an important part

of business relationships with customers (more than just a name or sign). Brand image is an interpretation of all consumers' and customers' perceptions about a brand which comes from previous data and experience (Kotler et al., 2022).

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-EOM), namely consumers disseminating information related to products/services to consumers (Langga et al., 2021). According to Evgeniy et al., (2019) and Kotler et al., (2022) the influence of word of mouth can significantly influence consumer behavior and the existence of the internet makes it easier to use social media to interact with each other to provide ideas and experiences regarding products or services. Word-of-mouth communication in the form of electronic word of mouth often referred to as E-WOM is one of the most effective informal communication media among consumers, businesses, and the general public (Wardhana et al., 2022).

Price Discount

A price discount is a reduction in the price of a product or service from the normal price during a certain period (Sutisna, 2012). Price discounts are often used to encourage sales of new products and convince existing customers to buy more of the products offered. According to Kotler & Keller (2016), a price discount is a discount given to customers from the normal price of a product stated on the packaging and label of a product. A price discount is a price promotion strategy to increase the inventory turnover rate and encourage sales by suppressing the original price of a product/service (Campbell, 2020).

Purchase Decisions

The purchase decision is a point in the customer's decision-making process in deciding whether to be truly confident in purchasing the goods or services that have been provided (Kotler et al., 2022). Consumers who are directly involved in purchasing and using the goods or services provided are the ones who make decisions. In purchase decisions, consumers are required to make decisions regarding the place of purchase, brand quality (desired brand), desired model, purchase quantity, amount of money desired for payment, and method of payment (Hanaysha, 2017). Consumers often look for relevant information about the products or services they need based on past experiences and data obtained externally (Schiffman & Kanuk, 2007).

HYPOTHESIS

The Effect of Brand Image on Purchase Decision

Brand image is a consumer's perception of a particular brand based on experience and data received (Sharipov, 2020). Brand image is seen based on consumer perception of a particular brand, so the assessment is not always good (Setiawan, 2017). According to Jamila & Siregar (2022), brand image is an important part of a marketing strategy because it influences consumer thinking and perception in choosing a product and can influence consumers to make purchase decisions. There is a positive and significant influence on the relationship between brand image and purchase decisions (Pradana, 2019; Ruhamak, 2019), consumers who give a good assessment of a particular brand will not hesitate to make a purchase decision. This is different from the findings of Mukarromah et al., (2022) which state that brand image cannot influence purchase decisions. Based on the results of this presentation, the hypothesis of this study:

H1: brand image has a significant influence on purchase decisions

The Effect of E-WOM on Purchase Decision

E-WOM is a consumer interaction before making a purchase, consumers will search for information about the product to be purchased from other consumers on social media or other social networking sites (Chu & Kim, 2018). Based on the results research of Arif (2021), consumers who receive E-WOM with good information will have a significant impact on purchase decisions. These findings are in line with Wiraandryana & Ardani (2021) who stated that E-WOM has a significant impact on purchase decisions. According to Tata et al., (2020), E-WOM influences purchase decisions because

consumers trust and believe in reviews from previous buyers. According to Sari et al., (2017) in the digital era, it is easy for every buyer to get and spread information so that E-WOM can influence purchase decisions. However, this is different from the findings of Prasetyo (2020) and Wijaya & Yulianto (2016) who stated that E-WOM cannot influence purchase decisions. Based on this explanation, the hypothesis of this study:

H2: E-WOM has a significant influence on purchase decisions

The Effect of Price Discount Moderating on Brand Image and E-WOM on Purchase Decision

Price discount is one of the factors that consumers consider before making a purchase decision (Bastian, 2023). Price discount has the effect of strengthening the relationship between brand image and consumer E-WOM in making purchase decisions (Bastian, 2023; Slamet, 2022). When consumers have a positive image of a product, get a lot of information (product reviews from videos and comments online or E-WOM) that are positive online and are reinforced by the presence of price discounts, consumers are more confident in making purchase decisions (Wahyu et al., 2020). However, according to Nafisah (2021), even though the brand image of a product is good in the perception of consumers, the results show that price discounts cannot strengthen or moderate purchase decisions. Based on this gap, the research hypothesis is:

H3: Price discounts moderate the relationship between brand image and purchase decisions

H4: Price discount moderates the relationship of E-WOM to purchase decisions

Based on Figure 1. The conceptual model is formed based on the hypothesis

Based on Figure 1. The conceptual model is formed based on the hypothesis that has been made by the researcher based on gaps in previous research.

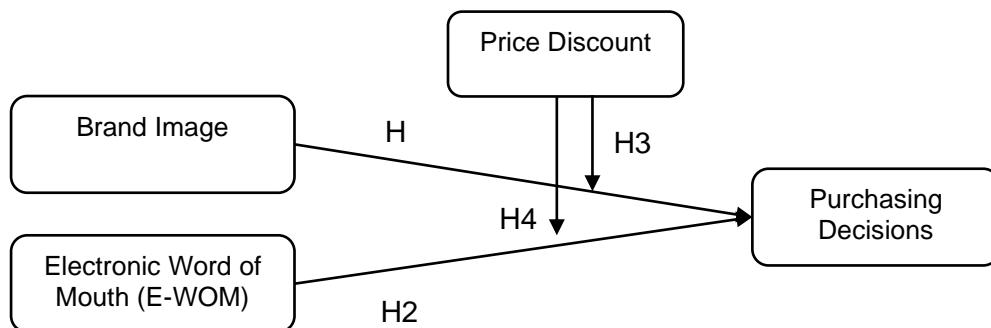


Figure 1. Conceptual Model

METHODS

This study uses a descriptive quantitative research method (Sugiyono, 2017), with a survey method to obtain information from respondents. The sampling technique for this study uses purposive sampling because the number of respondents cannot be known and there are special criteria for determining respondents (Sugiyono, 2017). The sample of this study were consumers who had a Shopee account and had made purchases at Shopee, with a total of 230 respondents (indicator 23×10) based on Ferdinand (2014) that multiplied by 5-10 from the number of indicators. This study used four variables, namely brand image, electronic word of mouth (E-WOM), price discount, and purchase decision. There are three dimensions of brand image, namely the strength of brand association, favorability of brand association, and uniqueness of brand association (Kotler et al., 2022). The E-WOM variable contains three dimensions, namely intensity, valence of opinion, and content (Goyette et al., 2010). For the price discount variable, the dimensions used are abundant products, market competition, price competition, and superiority of the market through lower costs (Kotler et al., 2022). For the purchase

decision variable, the dimensions used are consumer product choices, purchase time, consumer brand choices, and purchase amount (Kotler et al., 2022). The measurement scale in this study uses a Likert scale of 1-5 (Sugiyono, 2017).

Table. 1 Research Instrumen

Variabel	Item	Outer Loading
Brand Image	BI1	Product related information is easy to remember
	BI2	The product has a good reputation.
	BI3	The product is in accordance with consumer expectations
	BI4	Advertisements or product content have sentences that can attract customers
	BI5	The information provided is very clear
	BI6	The product has its own uniqueness compared to other competitors
	BI7	The product has great appeal to attract consumers' interest
e-WOM	E-WOM1	Often accessing product related information
	E-WOM2	Interacting with social networking site users to share experiences using the service
	E-WOM3	Providing reviews or feedback on experiences using the service
	E-WOM4	Providing positive comments related to the product
	E-WOM5	Getting recommendations from social networking users
	E-WOM6	Getting Product Variation Information
	E-WOM7	Getting Product Quality Information
	E-WOM8	Getting Information on the Prices Offered
Purchase Decision	KP1	Choosing a product because of various considerations from the information I get
	KP2	Often making product purchases
	KP3	Online Shops always provide recommendations to consumers in choosing products
	KP4	Interested in the product
Price Discount	PD1	The discounts provided make me interested in making transactions on the product
	PD2	The product always provides bigger promotions compared to other competitors
	PD3	Price cuts support me in making product purchase transactions
	PD4	The product is a buying and selling platform that provides affordable prices compared to other competitors

Source: Processed Data (2024)

Furthermore, the analysis of this research data uses validity tests, reliability tests, model fit tests, and hypothesis tests using SMART-PLS 3.0. Based on Ghazali (2021), validity testing is based on loading factor values (0.60 to 0.70) and average variance extracted (AVE) > 0.50 . For reliability testing based on composite reliability values (0.60 to 0.70), and Cronbach's alpha > 0.60 (Ghazali, 2021). Meanwhile, structural model testing can be seen from the R-Square value (greater than 0.75 strong relationship, greater than 0.50-0.75 moderate relationship, and greater than 0.25-0.50 weak relationship), t-statistics greater than 1.96 and p-value less than 0.05 (Hair et al., 2021), and Moderation Testing is seen from the effect size (Jogiyanto & Abdillah, 2014).

RESULTS

Based on the results of the study of 230 respondents in Table 2. The characteristics of the respondents are based on gender, the most are female 120 respondents (52.2

percent) and male 110 respondents (47.8 percent). Furthermore, from the age of the most 18-23 years old, namely 140 respondents (60.9 percent), 24-29 years old as many as 53 respondents (23 percent) and 30-35 years as many as 37 respondents (16 percent). Furthermore, based on the most jobs, students 135 respondents (58.7 percent), private employees 33 respondents (14.3 percent), entrepreneurs 26 respondents (11.3 percent), civil servants 24 respondents (10.4 percent), and the rest are freelance and not working 12 respondents (5.2 percent). Finally, the number of purchases on Shopeefood, namely purchases more than 5 times as many as 118 respondents (51.3 percent) 3-4 times as many as 67 respondents (29.1 percent), and 1-2 times as many as 45 respondents (19.6 percent).

Table 2. Respondent Characteristics

Criteria	Frequency	Percentage
Gender		
Male	110	47,8
Female	120	52,2
Age		
18-23 years	140	60,9
24-29 years	53	23,0
30-35 years	37	16,0
Work		
Not Working	5	2,2
Student	135	58,7
PNS	24	10,4
Private Employee	33	14,3
Entrepreneur	26	11,3
Freelance	7	3,0
Number of Purchases on Shopeefood		
1-2 times	45	19,6
3-4 times	67	29,1
> 5 times	118	51,3

Source: Processed Data (2024)

Table 3. Evaluation of Measurement Model

Variabel	Item	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Brand Image	BI1	0,787	0,607	0,918	0,917
	BI2	0,747			
	BI3	0,605			
	BI4	0,699			
	BI5	0,729			
	BI6	0,790			
	BI7	0,842			
e-WOM	E-WOM1	0,773	0,669	0,872	0,87
	E-WOM2	0,810			
	E-WOM3	0,838			
	E-WOM4	0,799			
	E-WOM5	0,799			
	E-WOM6	0,833			
	E-WOM7	0,808			
	E-WOM8	0,837			

Purchase Decision	KP1	0,851	0,74	0,884	0,883	
	KP2	0,857				
	KP3	0,851				
	KP4	0,882				
Price Discount	PD1	0,847		0,881		
	PD2	0,86				
	PD3	0,873				
	PD4	0,853				

Source: Processed Data (2024)

Based on Table 3. Evaluation of the measurement model shows that all measurement items of the brand image, e-WOM, purchasing decision, and price discount variables when viewed from the outer loading and average variance extracted (AVE) values are valid because the value is greater than 0.70 and the AVE value is > 0.50 (Ghozali, 2021). Meanwhile, seen from the reliability test value of all variables used, brand image, e-WOM, purchase decision, and price discount, the results are reliable, seen from the composite reliability and Cronbach's alpha values greater than 0.60 (Ghozali, 2021).

Table 4. R-Square

Variabel	R-Square	Persentase
Purchase decision	0,789	78,90%

Source: Processed Data (2024)

Based on Table 4. R-Square shows that the model used in this study is strong, as seen by its value of more than 0.75 (Hair et al., 2021). So, endogenous variables are simultaneously influenced by all combinations of exogenous factors, namely brand image and E-WOM by 78.9 percent and the remaining 21.1 percent is influenced by other variables outside this study.

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Signifikansi
Brand image => Purchase decision	0,240	0,244	0,093	2,590	0,010	Significant
E-WOM => Purchase decision	0,381	0,2625	0,089	4,261	0,000	Significant
Price discount => Purchase decision	0,340	0,338	0,066	5,175	0,000	Significant
Price discount x Brand Image => Purchase decision	-0,016	-0,013	0,057	0,280	0,780	Not Significant
Price discount x E-WOM => Purchase decision	0,023	0,019	0,067	0,349	0,727	Not Significant

Source: Processed Data (2024)

Based on the research results Table 5. shows that brand image on purchase decision t-table value (2.590) \geq t-statistic (1.96) and p-value (0.10) \leq (0.05), H1 is significant. Furthermore, E-WOM on purchase decision t-table value (4.261) \geq t-statistic (1.96) and p-value (0.000) \leq (0.05), H2 is significant. The results are in Table 5. Show that the moderating effect of a price discount on the relationship between brand image and purchase decision, the t-table value (0.280) \geq t-statistic (1.96) and p-value (0.780) \leq (0.05), H3 is not significant. Finally, the moderating effect of a price discount on the relationship between E-WOM and purchase decision, the t-table value (0.349) \geq t-statistic (1.96) and p-value (0.727) \leq (0.05), H4 is not significant.

DISCUSSION

The Effect of Brand Image on Purchase Decision

This study shows the results, that brand image has a significant positive relationship with purchase decisions. This can be seen from the t-table value (2,590) \geq t-statistic (1.96) and p-value (0.10) \leq (0.05). These results are in line with previous studies, namely a positive brand image can convince and encourage consumers to make purchasing decisions (Pradana, 2019; Ruhamak, 2019). Consumers assessing products and not hesitating if they are by the brand image will be voluntary and confident in purchasing decisions (Ruhamak, 2019). Brand image can be embedded in the minds of consumers when the product has the best quality. A better brand image of a product can give a positive impression to consumers so that it has a positive impact and can provide an advantage in competing with other products.

The Effect of E-WOM on Purchase Decision

Based on the research results, shows that E-WOM has a significant positive effect on purchase decisions. Where the results are seen from the t-table value (4.261) \geq t-statistic (1.96) and p-value (0.000) \leq (0.05). The results obtained are in line with previous studies where consumers before making a purchase decision search for information related to the product to be purchased either based on recommendations from friends, looking at product descriptions, and reading comments in the review column (Murninigsih, 2021; Tata et al., 2020). When consumers get positive information about a product, it will have an impact on the purchase decision (Arif, 2021). Consumers often see product information not only based on reviews, but sometimes from status updates and recommendations from their friends or coworkers so that consumers are more confident in making purchase decisions (Sari et al., 2017).

The Effect of Price Discount Moderating on Brand Image on Purchase Decision

In this study, the results obtained were that price discounts did not moderate the relationship between brand image and purchase decisions. This can be seen from the results of the t-table test (0.280) \geq t-statistic (1.96) and p-value (0.780) \leq (0.05). The results of this study are in line with previous studies that the influence of brand image on purchase decisions moderated by price discounts is not significant (Nafisah et al., 2021). The existence of a price discount cannot strengthen the brand image of a product in purchasing decisions, because consumers have unique product buying habits. Consumer habits like that are formed by their beliefs, subjective norms, and sense of control in making purchase decisions. Price discounts attract consumers to buy more products offered, while a positive brand image encourages consumers to make purchases.

The Effect of Price Discount Moderating on E-WOM on Purchase Decision

The results of this study indicate that price discounts do not moderate the relationship between E-WOM and purchase decisions. Based on the t-table value (0.349) \geq t-statistic (1.96) and p-value (0.727) \leq (0.05). These results are in line with previous studies which state that the relationship between E-WOM and purchase decisions moderated by price discounts is not significant (Bastian, 2023). These results show that E-WOM cannot be moderated by price discounts on purchase decisions because both have different functions and impacts. Price discounts affect product costs, while E-WOM affects product perceptions based on other people's experiences.

CONCLUSION

Based on the results of this study, it shows that brand image and Electronic Word of Mouth (E-WOM) have a direct effect on purchase decisions. At the same time, the moderating role of price discounts on the influence of brand image and E-WOM on purchase decisions cannot be a positive or negative intermediary in the relationship. It can be concluded that consumers of Shopeefood make purchase decisions even though there is a price discount, they still make purchases based on brand image and E-WOM as their considerations.

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