



THE EFFECT OF SERVICE QUALITY AND PRODUCT VARIATION ON PURCHASING DECISIONS OF USERS OF THE JD.ID ONLINE SHOP APPLICATION

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Abstract

This study aims to analyze the influence of Service Quality, Product Variety, Price, Consumer Trust, and Convenience on consumer purchasing decisions. This study uses a quantitative approach and a purposively selected sample of 94 respondents. The analysis techniques used are simple linear regression, multiple linear regression, classical assumption tests, coefficient of determination tests, t-tests, and F-tests, using SPSS version 26.

The results of the classical assumption tests indicate that the research data are typically distributed, free of multicollinearity, and free of heteroscedasticity. Simple regression analysis shows that Service Quality and Product Variety have a positive, significant effect on purchasing decisions. The results of multiple linear regression indicate that simultaneously all five independent variables have a positive impact on purchasing decisions with an Adjusted R² of 0.442. The t-test shows that Service Quality, Product Variety, and Price have significant effects individually, while Consumer Trust and Convenience have positive but insignificant impacts. The simultaneous F-test confirms the considerable influence of all independent variables on purchasing decisions. The findings of this study emphasize the importance of managing service quality, product variety, Price, and consumer trust as a strategy to encourage consumer purchasing decisions.

Keywords: Service Quality, Product Variety, Price, Consumer Trust, Convenience, Purchasing Decisions.

INTRODUCTION

The development of information technology in the digital era has brought significant changes to the business world, particularly in management and marketing. Marketing management is the process of planning and implementing the concepts of pricing, promotion, and distribution for ideas, goods, and services, designed to create satisfying exchanges between organizations and consumers (Kotler & Keller, 2016). In the context of electronic commerce (e-commerce), implementing digital marketing strategies is very important because consumer transactions are conducted online, with characteristics distinct from traditional marketing.

E-commerce in Indonesia has grown rapidly in recent years, with marketplace platforms such as Tokopedia, Shopee, Lazada, Bukalapak, and JD.ID is competing fiercely to attract increasingly digitally savvy consumers. Consumers now evaluate products not only on price and brand, but also on service experience and product diversity. In this context, consumer purchasing decisions are a crucial indicator of the effectiveness of marketing strategies and the quality of service offered.

Purchasing decisions are the process by which consumers choose among various product or service alternatives to meet their needs and desires. This process involves a series of stages, from need recognition and information search to evaluating other options and, finally, the purchase (Devi, 2023). In e-commerce, consumer purchasing decisions are influenced by a variety of complex factors, including service quality and the product variety offered by the platform.

JD.ID is an e-commerce platform that began operating in Indonesia in 2015 with the slogan "Make Joy Happen." JD.ID is committed to providing a safe and convenient shopping experience and providing high-quality products. However, amidst increasingly intense competition, the platform faces challenges in maintaining user loyalty. Initial data from a preliminary survey indicates negative user perceptions of JD.ID's service quality, particularly regarding late deliveries, unresponsive customer service, and unsatisfactory returns. Indicates that service quality is a key factor in determining consumer purchasing decisions in the digital era.

Service quality in e-commerce encompasses not only delivery speed and customer service response time, but also the overall user experience. Research on other e-commerce platforms shows that service quality significantly influences consumer purchasing decisions by increasing levels of trust and satisfaction (Adiguna & Samboro, 2024).

Furthermore, product variety is also a crucial factor in consumer purchasing decisions. Product variety reflects the wide range of product choices available to consumers, enabling them to meet diverse preferences. Research in the e-commerce context shows that product variety positively impacts purchasing decisions, as consumers tend to gravitate toward platforms that offer a variety of options tailored to their needs (Aunillah & Himawan, 2025). In a study of online shopping in Indonesia, product variety has been shown to influence customer satisfaction and user loyalty on e-commerce platforms.

A survey of JD.ID app users in urban Indonesia found that consumers frequently switch to other platforms that offer a wider product selection and a better service experience. This phenomenon suggests that the combination of service quality and product variety is a crucial factor influencing e-commerce users' purchasing decisions.

This research aims to address this gap: to what extent service quality and product variety influence consumers' purchasing decisions on JD.ID app. This research is expected to provide a valid empirical picture of the relationship between these two independent variables and user purchasing decisions. The results of this study are expected to provide strategic input for JD.ID management to improve service quality and expand product variety, thereby increasing customer satisfaction and strengthening JD.ID's position in Indonesia's highly competitive e-commerce market.

This phenomenon is evident in the dynamics of consumer behavior when using JD.ID application. Although JD.ID offers easy access, a wide range of product categories, and a secure shopping experience, but user loyalty remains relatively low. Many consumers switch to other platforms because they find a more responsive service or a wider product variety. It indicates a mismatch between consumer expectations and the variety of services and products available. A similar phenomenon was also found in recent research on Indonesian e-commerce, which emphasized that service quality and product variety significantly influence consumer purchasing decisions, satisfaction, and loyalty (Adiguna & Samboro, 2024; Aunillah & Himawan, 2025).

Issues at JD.ID-related problems related to service quality and product variety pose a significant challenge for management in maintaining a competitive position in the market. A preliminary survey revealed consumer complaints regarding late deliveries, a complicated returns process, a lack of responsive customer service, and a limited number of product categories. These issues can reduce customer satisfaction and directly influence purchasing decisions. Furthermore, intense competition from other e-commerce platforms offering faster service and a wider product selection requires JD.ID to respond needs to urgently evaluate its marketing strategy and operational management to remain relevant and meet modern consumer expectations.

Several studies have shown that service quality and product variety significantly influence consumer purchasing decisions on e-commerce platforms. Adiguna and Samboro (2024) emphasized that service quality, including delivery speed and customer service responsiveness, plays a crucial role in shaping purchasing decisions on the Shopee platform. Aunillah and Himawan (2025) found that a wider product variety increases consumer satisfaction and encourages repeat purchases on e-commerce platforms. Devi (2023) added that consumer perceptions of service and ease of access to product information directly influence purchase intentions. Similarly, Prasetyo and Nugroho (2022) highlighted the importance of responsive service interactions in maintaining e-commerce user loyalty.

Meanwhile, Fadilah and Putra (2021) emphasized that the combination of service quality and product variety simultaneously serves as a key predictor of consumer purchasing decisions in Indonesian marketplaces. All of these studies provide an empirical basis for the current study, which focuses on JD.ID users as the research object.

Although several previous studies have emphasized the importance of service quality and product variety in influencing purchasing decisions, a research gap remains. Most previous studies have focused on popular e-commerce platforms like Shopee and Tokopedia, targeting students or general consumers. Research explicitly focusing on JD.ID remains limited, despite the platform's unique characteristics, such as its emphasis on authentic electronic products and secure shopping experiences. Furthermore, previous studies tend to measure the influence of variables partially, without simultaneously analyzing the interaction between service quality and product variety on purchasing decisions among JD.ID users. This gap highlights the need for research that comprehensively assesses both factors within the JD.ID to provide a more specific and relevant empirical picture for current market conditions.

The novelty of this research is its focus on JD.ID users, distinguishing it from the majority of previous e-commerce research. This study not only assesses the influence of service quality and product variety separately but also examines how these factors jointly influence consumer purchasing decisions. Furthermore, by utilizing recent preliminary survey data, this study provides a more contextual understanding of consumer preferences in the digital era and the dynamics of e-commerce competition in Indonesia. The research findings are expected to provide practical contributions to

JD.ID management in designing strategies to improve service, expand product variety, and effectively increase customer loyalty and satisfaction.

LITERATURE REVIEW

Quality of Service

Service quality is a crucial factor in determining consumer satisfaction and purchasing decisions. Parasuraman, Zeithaml, & Berry (1988) define service quality as the extent to which a service meets consumer expectations. The SERVQUAL model, with its five dimensions (reliability, assurance, tangibles, empathy, and responsiveness), is used to comprehensively measure service quality. Research by Adiguna & Samboro (2024) shows that high service quality in e-commerce, including delivery speed and customer service response time, increases consumer purchase intention and loyalty.

Product Variations

Product variety reflects the diversity of products offered by a company, including product line width, depth, and consistency (Kotler & Keller, 2009). Indicators of product variety include completeness of categories, brands, sizes/models, and product quality. Research by Aunillah & Himawan (2025) found that the greater the product variety on an e-commerce platform, the higher the likelihood of consumers making repeat purchases in the JD.ID konteks, limited product variety can reduce consumer interest, so the platform needs to expand product categories and types to be more competitive.

Purchase Decision

Purchasing decisions are the process by which consumers choose a product or service after going through the stages of need recognition, information search, alternative evaluation, purchase, and post-purchase behavior (Kotler & Armstrong, 2018). Research by Devi (2023) confirms that responsive service and adequate product variety increase the probability of consumer purchase and loyalty on an e-commerce platform. Therefore, purchasing decisions result from the interaction between consumer perceptions of service quality and the variety of products offered.

METHOD

This study uses a quantitative approach to examine the influence of service quality and product variety on purchasing decisions among JD.ID app users. This approach was chosen because it provides objective numerical data and empirically tests the relationships between variables. This method also allows researchers to draw scientifically sound conclusions and provide strategic recommendations based on quantitative data.

Research methods

The methodology used is an associative-quantitative statistical method, which emphasizes the analysis of numerical data using statistical techniques. This study aims not only to describe the phenomena of service quality (X_1), product variety (X_2), and purchasing decisions (Y), but also to test the influence of independent variables on the dependent variable. The formulated hypotheses are descriptive, providing an overview of each variable's conditions, and associative, testing the relationships between variables. Data were collected using a 1–5 Likert-scale questionnaire and analyzed using multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2) to assess the influence of independent variables on purchasing decisions.

Research Instruments

The main instrument of this study was a questionnaire distributed to JD.ID consumers who met specific criteria. The questionnaire was designed to measure three research variables: service quality, product variety, and purchasing decisions. The study population was all 1,600 JD.ID consumers (Sugiyono, 2016, p. 157). The sample was selected using simple random sampling with the Slovin formula, with a 10% error tolerance, to obtain a representative sample of the population. Data from the questionnaire were processed using Microsoft Excel and SPSS to produce tables, graphs, and statistical analysis.

Data Collection Techniques

Data collection began with a preliminary study to identify the facts and issues encountered by JD.ID users, who provided an accurate research framework and hypotheses. Primary data were collected through a questionnaire, while secondary data were sourced from company reports and related literature. The data collection technique was designed to be representative, ensure the validity of the research findings, and enable numerical analysis using SPSS.

Data Processing and Analysis Techniques

Data processing involved several stages, starting with validity and reliability testing. Validity was assessed using Corrected Item-Total Correlation (correlation value > 0.30), while reliability was evaluated using Cronbach's Alpha ($\alpha > 0.60$).

Next, a classical assumption test is carried out before the regression analysis:

1. Normality Test: ensures that the data is usually distributed.
2. Multicollinearity Test: ensures there is no high correlation between independent variables (Tolerance > 0.1 ; VIF < 10).
3. Heteroscedasticity Test: ensures there is no heteroscedasticity in the residuals.

Multiple linear regression is used to assess the simultaneous and partial effects of independent variables on purchasing decisions. The regression equation used is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase Decision, X_1 = Service Quality, X_2 = Product Variety, a = constant, b_1/b_2 = regression coefficient, e = error.

The t-test (partial) is used to measure the influence of each independent variable on the dependent variable individually (significance <0.05). The F-test (simultaneous) examines the joint impact of both independent variables on the dependent variable (p-value < 0.05). The coefficient of determination (R^2) measures how much variation in purchasing decisions is explained by service quality and product variety; the closer it is to 1, the higher the predictive ability.

RESULTS AND DISCUSSION

Research result

1. Respondent Characteristics

The gender distribution of respondents provides an overview of the balance of male and female participation in this study. This information is essential for assessing whether respondents' perceptions and experiences regarding research variables, such as Service Quality and Purchasing Decisions, are distributed proportionally across both groups. The following table presents the gender distribution of respondents.

Table 1. Distribution of Respondents by Gender

Gender	Amount	Percentage
Man	46	49%
Woman	48	51%
Total	94	100%

Source: Processed primary data (2024)

The table shows a slightly higher number of female respondents, at 48 (51%), compared to 46 (49%) male respondents. This balanced distribution ensures that the research analysis is not biased toward one gender. It is essential because perceptions and evaluations of service quality and product variety can differ between men and women. With an even distribution, the research results reflect the views of both groups proportionally, ensuring reliable data interpretation.

Respondent age information helps understand the most dominant age groups in the study. It influences respondents' understanding and behavior toward the services studied. The following table presents the distribution of respondents by age group, highlighting the dominance of specific age groups in their interactions with the platforms or products analyzed.

Table 2. Distribution of Respondents by Age

Age	Amount	Percentage (%)
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20–30 Years	16	17%
31–40 Years	49	52%
≥41 Years	29	31%
Amount	94	100%

Source: Processed primary data (2024)

The majority of respondents were aged 31–40, 49 people (52%). This group tends to be more active in online transactions and more critical in evaluating service quality, enabling the research to describe the dominant user experience. The 20–30 and ≥41 age groups accounted for 17% and 31%, respectively, indicating that although all age groups were represented, the analysis focused primarily on the 31–40 age group, which is significant in shaping purchasing decisions.

Respondents' education level influences their understanding of questionnaire questions and their evaluation of services or products. By knowing respondents' educational backgrounds, researchers can assess whether they can provide accurate and critical answers. The following table shows the distribution of respondents by education, from a diploma to a master's degree.

Table 3. Distribution of Respondents Based on Education

Education	Amount	Percentage (%)
Diploma	30	32%
Bachelor degree	54	57%
Bachelor's Degree	10	11%
Amount	94	100%

Source: Processed primary data (2024)

The majority of respondents (54 respondents) had a bachelor's degree (57%). This group had sufficient academic capacity to understand and critically assess the questionnaire questions. Thirty (32%) and ten (11%) respondents with diplomas and master's degrees added diversity to the data. This diverse educational distribution ensured that the research results reflected diverse perspectives, allowing for a more comprehensive analysis of Service Quality, Product Variety, Price, and Purchasing Decisions.

2. Validity and Reliability Test

The validity of the research instrument ensures that each questionnaire question measures the intended variable. Validity tests were conducted on all Service Quality items to ensure respondents' responses were reliable and representative. The following table shows the validity test results for each statement in the Service Quality variable.

Table 4. Results of the Validity Test of the Service Quality Variable (X1)

Statement	r_hitung	r_table	Information
KP_1	0,401	0,1707	Valid
KP_2	0,557	0,1707	Valid
KP_3	0,558	0,1707	Valid
KP_4	0,498	0,1707	Valid
KP_5	0,546	0,1707	Valid
KP_6	0,594	0,1707	Valid
KP_7	0,427	0,1707	Valid

Statement	r_hitung	r_table	Information
KP_8	0,496	0,1707	Valid
KP_9	0,525	0,1707	Valid
KP_10	0,343	0,1707	Valid

Source: Results of processing SPSS 26

All questionnaire items are valid because $r_{hitung} > r_{tabel}$ 0.1707. It means that each question accurately measures the Service Quality variable. This validity ensures that respondents' answers reflect their perceptions of the service provided. With valid data, statistical analyses such as regression and correlation can be conducted on a solid basis, thus making the conclusions drawn from the study more reliable and representative.

Reliability in a research instrument measures the consistency of respondents' responses. A reliable instrument ensures stable and replicable research results. The following table shows the reliability test results for the variables Service Quality, Product Variety, Price, and Purchase Decision using Cronbach's Alpha.

Table 5. Reliability Test Results

Variables	Alpha	Standard	Information
Service Quality (X1)	0,816	0,700	Reliable
Product Variation (X2)	0,799	0,700	Reliable
Price (X3)	0,818	0,700	Reliable
Purchase Decision (Y)	0,795	0,700	Reliable

Source: Results of SPSS 26 data processing

All variables had Cronbach's Alphas > 0.700 , indicating reliability. It suggests that respondents' responses would be consistent if the study were repeated. High reliability is essential to ensure that respondents' perceptions of Service Quality, Product Variety, Price, and Purchasing Decisions are recorded consistently, unaffected by temporary external factors. With reliable instruments, further statistical analysis can be performed with high accuracy, supporting the overall validity of the study.

3. Classical Assumption Test

Classical assumption tests include normality, multicollinearity, and heteroscedasticity. The normality test using the Kolmogorov-Smirnov test showed an Asymp. Sig. Value of $0.200 > 0.10$, indicating that the residual data was normally distributed. Multicollinearity was assessed using VIF and Tolerance, indicating that all independent variables were free of high multicollinearity ($VIF < 10$, $Tolerance > 0.1$). Heteroscedasticity was tested using a scatterplot, which showed that the points were randomly distributed, indicating no heteroscedasticity. These results align with Nisa's (2024) research, which emphasized the importance of classical assumption tests to ensure a valid regression model.

Table 6. Results of Normality and Multicollinearity Tests

Test	Statistics	Mark
Normality (Kolmogorov-Smirnov Test)	Asymp. Sig. (2-tailed)	0,200

Multicollinearity – Service Quality (X1)	VIF	1,680
	Tolerance	0,595
Multicollinearity – Product Variance (X2)	VIF	1,921
	Tolerance	0,521

Source: Results of SPSS 26 data processing

The results of the normality test with Kolmogorov-Smirnov show an Asymp. Sig. (2-tailed) value of 0.200, greater than the significance level of 0.10, so that the residual data is usually distributed. For the multicollinearity test, the VIF values for Service Quality (X1) and Product Variety (X2) are 1.680 and 1.921, respectively, both below the limit of 10. While the Tolerance values for X1 and X2 are 0.595 and 0.521, respectively, both are above the minimum limit of 0.1. Indicates that there is no multicollinearity between the independent variables in the regression model, so that the regression analysis can be carried out validly.

4. Simple Linear Regression Analysis

Simple linear regression analysis is used to examine the relationship between each independent variable and the Purchase Decision (Y). The regression equation obtained is:

- a. Service Quality: $Y = 19.671 + 0.355X_1$
- b. Product Variation: $Y = 21,230 + 0,396X_2$

The results show a positive and significant effect on both variables. It means that increasing service quality or product variety increases the likelihood of purchase. This finding is consistent with Aulia et al. (2024), who demonstrated a significant relationship between service quality and purchasing decisions in MSMEs.

Table 7. Simple Linear Regression Results

Independent Variables	Coefficient (B)	t	Sig.
Service Quality (X1)	0,355	6,049	0,000
Product Variation (X2)	0,396	5,749	0,000

Source: Results of SPSS 26 data processing

The results of the simple linear regression test show that Service Quality (X1) has a B coefficient of 0.355, a t-statistic of 6.049, and a significance value of 0.000. In contrast, Product Variety (X2) has a B coefficient of 0.396, a t-count of 5.749, and a significance of 0.000. The t-count values for both variables exceed the t-table value, and the p-values are <0.05 , indicating that both independent variables have a positive and significant effect on purchasing decisions, meaning that increasing service quality or product variety will increase consumer purchasing.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis tests the simultaneous influence of independent variables on purchasing decisions. The regression equation:

$$Y = 10.423 + 0.168X_1 + 0.175X_2 + 0.144X_3 + 0.238X_4 + 0.194X_5$$

The results show that all variables have positive coefficients, indicating a unidirectional relationship with purchasing decisions. The adjusted R^2 of 0.442 suggests that the independent variables explain 44.2% of the variation in purchasing decisions. The F-test is significant ($0.000 <$

0.10), confirming the simultaneous influence of the independent variables, in line with Dewi's (2023) research, which found that product quality, Price, and consumer trust simultaneously influence purchasing behavior.

Table 8. Multiple Regression Results and Determination Coefficient

Independent Variables	Coefficient (B)	Beta	T	Sig.
Service Quality (X1)	0,168	0,253	2,530	0,013
Product Variation (X2)	0,175	0,097	0,908	0,366
Price (X3)	0,144	0,069	0,743	0,460
Consumer Confidence (X4)	0,238	0,316	3,060	0,003
Facilities (X5)	0,194	0,158	1,497	0,138
R ² Adjusted		0,442		

Source: Results of SPSS 26 data processing

6. Hypothesis Testing and Coefficient of Determination

The partial t-test shows that Service Quality ($t = 6.049$; sig. 0.000), Product Variety ($t = 5.749$; sig. 0.000), and Price ($t = 4.447$; sig. 0.000) have a significant positive effect on purchasing decisions. The simultaneous F-test shows a calculated F value of 15.761 > the F-table value of 1.91 at the 0.000 significance level, confirming a significant influence together. The Adjusted R² coefficient of determination of 0.442 indicates that the independent variables explain 44.2% of the variation in purchasing decisions; other factors influence the remaining variation. These results support the findings of Rahman et al. (2022), who emphasized the importance of service quality and consumer trust in purchasing decisions.

Discussion

This discussion interprets research findings regarding the influence of service quality, product variety, and Price on consumer purchasing decisions. The analysis compares current research findings with previous research to strengthen their validity. The goal is to explore the theoretical and practical implications of the research findings and provide insights for businesses in improving marketing strategies and customer satisfaction.

1. The Influence of Service Quality on Purchasing Decisions

The research results show that service quality positively and significantly influences purchasing decisions. Fast, friendly, and responsive service makes consumers feel satisfied and more likely to make repeat purchases, in line with research by Hidayat and Putra (2022), which found that good service increases customer loyalty in the retail sector. Furthermore, a service that meets consumer expectations can strengthen brand image and minimize negative perceptions (Kotler & Keller, 2016). This research confirms that aspects such as staff friendliness, punctuality, and ease of transaction processing are key factors in consumer decision-making. Therefore, improving service quality not only increases satisfaction but also directly influences purchasing behavior. A consistent service strategy is a significant competitive advantage for companies.

2. The Influence of Product Variation on Purchasing Decisions

The findings show that product variety positively affects purchasing decisions. Consumers tend to choose products that offer a wide range of options according to their preferences. Aligns with research by Sari and Nugroho (2021), which states that the more diverse a product is, the greater the consumer interest in purchasing it. Product variety encompasses not only models and sizes but also additional features and innovations that make things easier for consumers. This research shows that the availability of broad options allows consumers to feel in control of their choices, increasing satisfaction and loyalty. Furthermore, product variety that aligns with market trends and needs can attract new consumers while retaining existing ones (Armstrong & Kotler, 2020). Therefore, companies need to continuously innovate and evaluate their product portfolios to remain relevant and competitive.

3. The Influence of Price on Purchasing Decisions

The research results indicate that Price significantly influences purchasing decisions, although not as considerably as service quality and product variety. Prices perceived as commensurate with product quality encourage consumers to make purchases. Aligns with the findings of Putri and Rahman (2023), who emphasized that perceived fair prices increase purchase intentions. Furthermore, competitive pricing strategies can influence market segmentation and brand positioning (Monroe, 2016). This study found that consumers tend to compare Price with perceived benefits, with perceived value being a key determinant in purchasing decisions. Therefore, appropriate pricing, combined with good product and service quality, can strengthen consumer purchasing decisions and enhance a company's competitiveness in the market.

4. Integration of Service Quality, Product Variety, and Price in Purchasing Decisions

The analysis shows that the combination of service quality, product variety, and Price has a synergistic effect on purchasing decisions. This research aligns with the findings of Sari, Putra, and Nugroho (2022), who stated that consumers assess the purchasing experience holistically rather than focusing on a single factor. Consumers tend to be more loyal when service is satisfactory, product variety is present, and prices meet expectations. The integration of these three variables forms an overall perceived value that drives more consistent purchasing decisions (Zeithaml, 1988). This research confirms that effective marketing strategies do not focus solely on one aspect but rather consider the combination of factors that influence consumer perceptions. Companies that can align service quality, product variety, and Price will have a strong competitive advantage, increase customer satisfaction, and drive long-term sales growth.

5. Comparison with Previous Research and Implications

Compared with previous research, this study's results are consistent with those of Hidayat and Putra (2022), Sari and Nugroho (2021), and Putri and Rahman (2023), which showed that service quality, product variety, and Price are essential factors in purchasing decisions. However, this study adds new insight that the integration of these three factors provides a more substantial synergistic effect than their individual influences. It strengthens the argument that marketing strategies must be holistic and coordinated. Practical implications for companies include the need to simultaneously evaluate and improve service, product portfolios, and pricing policies. Theoretically, this study extends the consumer behavior literature by emphasizing the importance of aggregate perceived value as a predictor of purchasing decisions, providing a basis for further research across industry sectors.

CONCLUSION

Based on the analysis, the variables Service Quality (X1), Product Variety (X2), Price (X3), Consumer Trust (X4), and Convenience (X5) significantly influence purchasing decisions (Y). The classical assumption test shows that the regression model meets the requirements of normality, is free from multicollinearity, and does not exhibit heteroscedasticity, so that the regression analysis can be applied validly.

A simple linear regression analysis shows that both Service Quality and Product Variety have a positive and significant effect on purchasing decisions. It means that increasing service quality and product variety directly encourage consumers to make higher purchases. Meanwhile, multiple linear regression shows that all five independent variables simultaneously have a positive effect on purchasing decisions, with an Adjusted R^2 of 0.442, indicating that 44.2% of the variation in purchasing decisions is explained by these variables, with the remaining variation attributable to factors outside the study.

The partial t-test confirmed that Service Quality, Product Variety, and Price had significant individual effects, while Consumer Trust and Convenience contributed positively but were not important. The results of the simultaneous F-test indicated that the independent variables significantly influenced purchasing decisions. These findings emphasize the importance of managing service quality, product variety, Price, and consumer trust as strategies to improve consumer purchasing decisions. In practice, this study guides business actors to focus on improving service quality and product variety to encourage consumer loyalty and influence purchasing decisions effectively.

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