

The Influence of Influencer Marketing and Price Discount on Online Purchasing Decisions in the Shopee Marketplace

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Abstract: Influencer marketing and price discounts are two marketing strategies that are most often used to drive consumer purchasing decisions in the digital era, especially on marketplace platforms such as Shopee. Influencer marketing refers to promotional efforts made by influential individuals to influence their audience, while price discounts are price cut strategies that provide added value directly to consumers. This study aims to analyze the influence of influencer marketing and price discounts on online purchasing decisions in the Shopee marketplace. The research method used is quantitative descriptive with a verification approach. Data were collected by distributing online questionnaires to 105 respondents selected using purposive sampling techniques. The data analysis technique used multiple linear regression with the help of SPSS version 26 software. The results of the study showed that influencer marketing and price discounts have a positive and significant effect on purchasing decisions, both partially and simultaneously. This finding confirms that a marketing strategy that combines collaboration with credible influencers and providing attractive price discounts can be an effective combination in increasing consumer purchasing decisions. The implication of this study is the importance for business actors in the marketplace to design adaptive and integrated marketing strategies in order to compete optimally amidst increasingly tight digital competition.

Keywords: Influencer marketing; Price discount; Purchasing decision; Shopee

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1. Introduction

The many marketplace applications that have many benefits lately show that the development of marketplaces in Indonesia is now growing rapidly. Marketplace is a platform that facilitates transactions and commercial activities between consumers and sellers through the use of the internet. The convenience and ease of online shopping allows customers to meet various daily needs, and the surge in traffic from a large number of buyers can significantly increase income (Restuti & Kurnia, 2022). Currently, Shopee may be one of the most popular marketplace applications in Indonesia. Whether in terms of price, quality of goods, or online shipping procedures, customers can provide testimonials using the marketplace application (Dwi Jayanti et al., 2023).

Shopee is one of the most frequently visited marketplaces, along with the increasing online shopping habits. Based on iPrice Indonesia, Shopee recorded an average of 132.77 million monthly visits in Q1 2022, up 0.6% from Q4 2021 (131.9 million), showing an increase every quarter. However, Shopee is ranked second after Tokopedia. Starting from 129.9 million in 2020, the number of online shoppers in

Indonesia is projected to reach 166.1 million in 2022, and increase to 180.6 million in 2023 (Dwi Jayanti et al., 2023) .



Figure 1Most E-Commerce Visitors in Indonesia (Q1 2023)

Source: <https://databoks.katadata.co.id/2023>

According to statistics compiled by Katadata.co.id (2023) from SimilarWeb, Shopee surpassed all other Indonesian e-commerce sites in terms of traffic in the first three months of 2023. In the first three months of this year, Shopee had an average of 157.9 million monthly visitors, far more than its competitors. Bukalapak had 18.1 million monthly visitors, Tokopedia 117 million, BliBli 25.4 million, and Lazada 83.2 million in the same time period (Aji et al., 2023) .

Consumer spending is a key component in building the survival of a business. If the market responds positively to consumer stimuli in choosing to buy goods from a market, the company can continue to operate (Dwi Jayanti et al., 2023) . Sukma (2021) revealed that purchasing decisions are influenced by *influencer marketing* , in addition (Putra et al., 2016) found that customers are interested in making purchases because of the sales offered by the company.

Influencer marketing is a key element that influences purchasing decisions. The term *influencer marketing* refers to a specific type of online advertising that targets a specific person or group of people in an attempt to influence their opinions, actions, and purchases. Product characteristics and information can be better conveyed and assessed with the help of influencers. Marketers choose influencers because messages from well-known and interesting sources tend to get a higher response. (Fathurrahman et al., 2021) . Another factor besides *influencer marketing* is *price discounts* . This strategy is used by sellers on Shopee to attract consumer interest, giving the perception that they can buy more products at a lower cost. Price discounts encourage consumers to make purchasing decisions and make shopping easier through online platforms (Nahera & Evelina, 2023) . The following data shows several factors causing online shopping in Indonesia, namely:

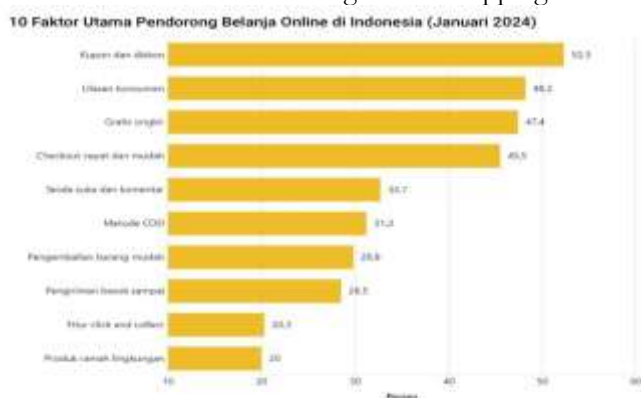


Figure 2Factors Causing Online Shopping in Indonesia

Source: <https://databoks.katadata.co.id>

From the data above, it can be seen that the main factor for someone to shop *online* is because of discounts. As many as 52% of internet users aged 16-64 years responded that they shop *online* because of discounts offered by the *marketplace platform* . It can be concluded that the promotion that consumers are most interested in is because

of discounts (Widjaya et al., 2022) . According to Soenarso (2019), to influence consumers in the purchasing process, you can also provide discounts, known as *price discounts* , *price discounts* are discounts if the payment is made faster than the credit period (Kusnawan et al., 2022) . Strategies such as *price discounts* as sales promotion actions use price cuts on certain products and are usually held because a new product will appear or in a warehouse sale plan (Shopee, 2023).

In the tight competition between e-commerce platforms such as Shopee, consumers are faced with the challenge of choosing the platform that best suits their needs. Shopee is known for its various attractive incentives such as free shipping vouchers and big discounts, which aim to attract consumer buying interest. On the other hand, marketing strategies through influencers or influencer marketing are also increasingly used by brands and platforms, considering that many consumers now rely on reviews and recommendations from influential figures on social media before making a purchase (Amalia & Nurlinda, 2022) .

This phenomenon shows a shift in how consumers respond to marketing strategies. Although influencer marketing is still a fairly strong strategy, its effectiveness is starting to be questioned because some consumers doubt the authenticity of the content delivered. Many feel that reviews are too promotional, less transparent, and even seem dishonest because of paid endorsements that are not always disclosed openly. As a result, trust in influencers has decreased, affecting the effectiveness of the message delivered (Nisrina et al., 2024) . Meanwhile, the discount strategy, which was originally intended to attract consumer buying interest, is now also starting to lose its long-term driving force. Continuous use of discounts actually makes consumers accustomed to shopping only when there is a promo, creating a dependency on low prices and reducing brand loyalty. Consumers are becoming increasingly price sensitive and tend to move to other platforms that offer bigger discounts (Kholiqoh et al., 2024) . However, although both of these strategies are quite popular, it is still unclear which is more effective in influencing purchasing decisions: the influence of an influencer or the offer of big discounts (Joshua, 2024) .

According to previous research (Venciute et al., 2023) , Influencer marketing is seen as a new type of marketing strategy where the influence of opinion leaders drives consumer purchasing decisions. Influencer marketing is often defined as a form of marketing where companies invest in certain influencers to promote their brands through social media content created by influencers to their audiences. Meanwhile, according to Carthy (2009), discounts have other advantages. These advantages include facilitating large-scale trade, encouraging customers to buy in large quantities, and predicting competitor promotions (Mulia Grace Massora, 2023) . However, there are also loyal consumers who do not pay attention to price discounts because they are already dependent on shopping at the Shopee marketplace (Febriah & Febriyantoro, 2023) .

1. Research Purposes

This study aims to analyze the influence of influencer marketing and discounts on consumer purchasing decisions in the Shopee marketplace. The main focus is to understand the extent to which these two factors play a role in influencing consumer decisions and to evaluate the effectiveness of discount promotions and influencer recommendations in encouraging purchases.

2. Literature Review

Marketing Management

According to (Krisna Agung, Citra Savitri, 2024) Marketing management involves planning, organizing, directing, and supervising to achieve company goals efficiently to be able to get the goods they need through the exchange of goods or services marketed appropriately and meet customer expectations. Meanwhile, according to (Sudarsono, 2020) marketing management is to achieve organizational goals, marketing operations must be planned, implemented, organized, directed, coordinated,

and controlled successfully. Its main function is to analyze the market and marketing environment to accurately understand market dynamics.

From **the explanations** of the experts, it can be synthesized that the process of planning, organizing, and monitoring to achieve business goals with the right approach, as well as understanding market dynamics through market and environmental studies, is known as marketing management.

Influencer Marketing

Influencer marketing is a product or service marketing strategy by inviting influencers to work together to improve the company's product brand to increase sales targets (Waluyo, 2022) . Based on Schouten et al. (2020) in (Shukmalla et al., 2023) , marketing influencers are defined as ordinary individuals (not celebrities) who start their careers online and achieve fame by sharing content with their followers. with websites such as TikTok, Instagram, and YouTube, and others. Dimensions according to (Rossiter & Percy, tt) in (Sudarsono, 2020) include: (1) *visibility* (popularity), is the level of popularity of an endorser, where an endorser who is well-known in the community will receive more attention, because when they promote a product, public attention will also be focused on the brand or product being promoted, (2) *credibility* (credibility), becomes important when celebrities act as sources of information, because they are considered to have high credibility by the audience, which means that the information conveyed has been internalized, (3) *attractiveness* (attractiveness), is also a consideration, where the level of attractiveness of the endorser, especially referring to physical appearance, is an important cue in assessing someone. (4) *power* (strength), refers to the ability of a public figure to influence other individuals to follow or imitate what they display (Yasinta & Romauli Nainggolan, 2023) , (Kharisma Sekar, 2023) , (Wardah & Albari, 2023) .

Based on these sources, it can be synthesized that influencer marketing is a person or figure who is chosen based on popularity, ability, expertise, and reputation to increase sales targets.

Price Discount

According to McCarthy Price in (Rahman et al., 2020) price discount is one of the promotional strategies based on price. Price Discount is an attractive price reduction that results in the actual price being lower than the prevailing price. The price reduction is intended to increase sales volume within a certain period of time. Customers consider discounts to be an important consideration when making a purchase. Customers are happy and interested when they buy a product and receive a discount, which means that the product is cheaper than it should be (Risty et al., 2024) . The dimensions of the discount are: (1) the amount of the discount, affects consumer perceptions of value and savings, because consumers assess whether the price after the discount is high, low, or reasonable, which ultimately affects purchase intentions and satisfaction. (2) the discount period, also plays a role where the discount period is usually limited and adjusted to the type of product or type of purchase. Not all products are discounted, and the discount time is adjusted to suit consumer needs and interests. (3) The type of product that gets a discount is also an important factor, because the variety of choices for discounted products will influence consumer purchasing interest, especially if the product is a well-known brand, so that it can increase the purchase rate compared to products that are not yet well known to consumers (N. Wulandari, 2020) , (Akbar & Irawati, 2023) , (Adinda, 2021) , (Nurul Azmi, 2023) .

From the above sources, it can be synthesized that price discounts are price-based promotional strategies used to increase sales volume in a certain period of time by lowering the selling price to make it look more attractive than the normal price. Because consumers feel more satisfied and interested when they get a product at a lower price than it should be, they tend to consider discounts when buying goods.

Buying decision

According to Walker (1997), purchasing decisions are a method for solving a person's behavioral problems in order to obtain products according to their desires and needs. Meanwhile, according to Alma (2011), Politics, culture, economy, technology,

products, prices, locations, advertising, real evidence, people, and procedures are just a few of the many aspects that influence consumer behavior. Ultimately, this attitude is what leads consumers to form a response based on their examination of the products sold (Savitri & Erdiansyah, 2019) , (R. Wulandari & Nurlenawati, 2024) . According to Kotler & Armstrong, 2019 in Rizki (2022) states that there are many sequences that consist of the consumer purchasing decision process, including: (1) product choice, the initial step in the purchasing decision, where consumers consider various alternatives. Companies need to focus on the interests and considerations of consumers and potential consumers. (2) brand choice, an important consideration because each brand has its own uniqueness. Companies need to understand the reasons behind consumers' decisions in choosing a particular brand. (3) selection of distributors, also influences purchasing decisions because consumers consider location, price, availability of goods, convenience, and size of the place. Companies need to understand the reasons consumers choose certain distributors. (4) purchase time, in choosing the time of purchase, consumer decisions determine when to buy a product and produce it and then buy it back, in this case the company must know when customers will buy products according to their needs. (5) purchase quantity, the number of units or volume of goods purchased by consumers in one transaction or in a certain period of time, which is part of the purchasing decision-making process (Br Marbun et al., 2022) , (Soetanto et al., 2020) , (Kabanga & Sanam, 2022) .

Research Framework And Hypothesis

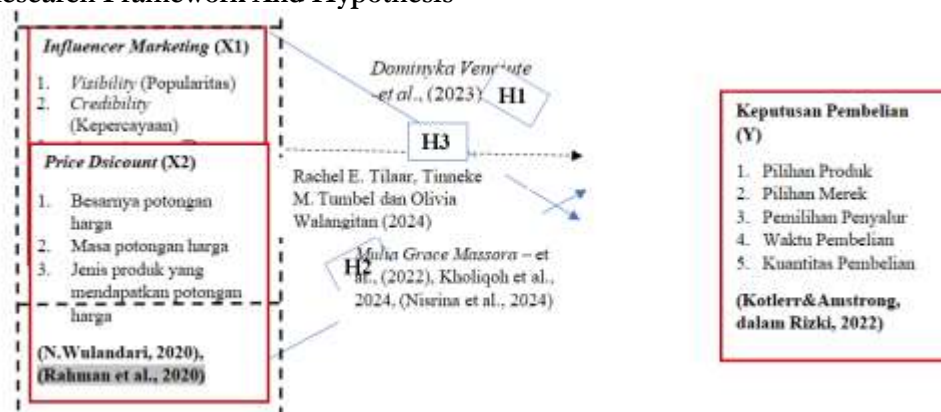


Figure 3 Demographics of Shopee Indonesia Users

Source: Author's Processing Results (2024)

The Influence of *Influencer Marketing* on Purchasing Decisions

According to (De Veirman, M, Cauberghe, V, & Hudders, L, 2017) in (Darmawan & Setiawan, 2024) , In particular, in terms of customer trust, attraction, and happiness towards the brand, *influencer marketing* has a beneficial impact on consumer purchasing decisions . The results of this study are in line with previous research, (Reza, 2024) stating that *influencer marketing* influences purchasing decisions. Research conducted by Lengkawati (2021) and Sari & Hidayat (2021) in (Pratiwi & Sidi, 2022) also stated that there was an influence on purchasing decisions. However, this study is not in line with research (Tri Harto Katamso & Sugianto Sugianto, 2024) which states that influencer marketing still does not play a good role in determining the level of consumer purchasing decisions.

The Effect of *Price Discounts* on Purchasing Decisions

According to (Alghifari, Af, and Rahayu, 2021) , *price discounts* have a significant influence on purchasing decisions. The correlation between these factors has also been confirmed in other studies, especially by (Razali et al., 2022) In 2018, students enrolled in the communication study program at the central campus were surveyed to determine the impact of Shopee discounts and free shipping on their shopping habits. Reducing or

lowering the price of a product is one way to promote it. According to Alce (2021) in (Nahera & Evelina, 2023) purchasing decisions are influenced by sales and discounts.

The Influence of *Influencer Marketing* and *Price Discounts* on Purchasing Decisions

Influencer marketing carried out by popular figures on social media can increase the credibility and appeal of products on Shopee, especially if delivered in an interesting way. Meanwhile, Price discounts such as flash sales and special vouchers provide incentives for consumers to buy immediately. The collaboration between influencer promotions and discount offers creates a powerful combination that drives consumer purchasing decisions (Risty et al., 2024) . According to (Ega, 2023) stated that *influencer marketing* and *price discounts* have a positive and significant influence on purchasing decisions.

3. Research Methods

This study uses a quantitative method with a descriptive verification approach that focuses on objective measurements of social phenomena and is analyzed using statistics (Elidawaty Purba et al., 2024) . Data were collected using a questionnaire. Questionnaire distributed online using Google Forms. This study uses a Likert scale. Each statement is scored 1-5 based on the Likert scale. The sampling technique uses *non-probability sampling* with a *purposive sampling method* as explained by Sugiyono (2022), namely the selection of samples based on certain relevant criteria (Febiana et al., 2021) . The data processing technique in this study uses multiple linear regression analysis based on SPSS version 26 with a total of 105 respondents from College Students in Karawang. Where the sample was selected based on certain relevant criteria, (1) college students in Karawang, (2) Shopee users, (3) have made purchases on Shopee, (4) active social media users who have seen Influencers promoting Shopee products.

Hair et al. (2018) provide a method for determining the number of samples, namely by multiplying the number of indicators by 5 to 10. The sample size of this study was determined using the following formula: $n = \text{number of indicators} \times 5$. This study used a total of twenty-one indicators. This calculation produces the following sample size: 105 respondents ($n = 5 \times 21$) (Ummah, 2022) .

Research Result

The data received from the distribution of the questionnaire is described below, along with the results of the research that has been conducted.

Table 1 Respondent Profile

Karakteristik Responden		Jumlah	Persentase
Jenis Kelamin	Perempuan	69	65,71
	Laki-Laki	36	34,29
Total		105	100%
Perguruan Tinggi	Ubp Karawang	65	61,90
	Unika	31	29,52
	Horizon	6	5,71
STAI Asihiddiqiyah		3	2,86
Total		105	100%
Status Mahasiswa	Mahasiswa Karyawan	77	73,3
	Mahasiswa Non Karyawan	28	26,7
Total		105	100%
Pendapatan	< Rp. 1.500.000,-	72	68,57
	Rp. 1.500.000 – Rp. 2.500.000,-	17	16,19
	Rp. 2.500.000 – Rp. 3.000.000,-	12	11,43
	Rp. 3.100.000 – Rp. 7.500.000,-	3	2,86
	>Rp. 7.500.000,-	1	0,95
Total		105	100%

Source: (Author's Processing Results, 2024)

Based on the questionnaire results, the majority of respondents who shop the most at Shopee are women, because they are generally more active in looking for personal needs such as fashion and skincare which are widely available with attractive promos at Shopee. Most respondents are also student employees, who tend to have their own income so they are freer to shop online. The majority of respondents came from UBP Karawang, because the distribution of questionnaires was mostly done on that campus and the level of student participation is quite high. In addition, the highest

income is below IDR 1,500,000, -, indicating that Shopee is in demand by low-income groups because it offers affordable prices and various promos.

Validity Test

Validity testing is very important to prove that the research instrument is reliable and valid. Sugiyono (2019:145) states that researchers can see how accurate the actual data about the item is compared to the data that can be obtained through validity testing.

Table 2 Validity Test on Influencer Marketing

Statement	r – Count	r – Table	Information
X1.1	0.686	0.190	Valid
X1.2	0.710	0.190	Valid
X1.3	0.665	0.190	Valid
X1.4	0.637	0.190	Valid
X1.5	0.735	0.190	Valid
X1.6	0.568	0.190	Valid
X1.7	0.624	0.190	Valid
X1.8	0.621	0.190	Valid
X1.9	0.591	0.190	Valid

Source: IBM SPSS 26 (processed by the author, 2024)

The table above shows that the influencer marketing variable questionnaire only contains statements or questions with valid criteria. If the calculated r exceeds the r-table, it can be concluded that all survey questions are valid and can assess the influencer marketing variable (X1).

Table 3 Validity Test on Price Discount

Statement	r – Count	r – Table	Information
X2.1	0.774	0.190	Valid
X2.2	0.861	0.190	Valid
X2.3	0.857	0.190	Valid
X2.4	0.854	0.190	Valid
X2.5	0.753	0.190	Valid
X2.6	0.665	0.190	Valid
X2.7	0.766	0.190	Valid
X2.8	0.836	0.190	Valid

Source: IBM SPSS 26 (processed by the author, 2024)

The table above shows that the price discount variable questionnaire only contains statements or questions with valid criteria. All questions in the questionnaire are considered valid and competent to measure the price discount variable (X2) if the estimated r is greater than the table r.

Table 4 Validity Test on Purchasing Decisions

Statement	r – Count	r – Table	Information
Y.1	0.819	0.190	Valid
Y.2	0.772	0.190	Valid
Y.3	0.765	0.190	Valid
Y.4	0.721	0.190	Valid
Y.5	0.785	0.190	Valid
Y.6	0.768	0.190	Valid
Y.7	0.836	0.190	Valid
Y.8	0.824	0.190	Valid
Y.9	0.776	0.190	Valid

Source: IBM SPSS 26 (processed by the author, 2024)

The table above shows that the questionnaire of purchasing decision variables only contains statements or questions with valid criteria. If the calculated r exceeds the r-table, it can be concluded that all survey questions are valid and can assess the Y variable of purchasing decisions.

Reliability Test

According to Sugiyono (2019:193), repeated measurements of the same object will provide the same results from a reliable measuring instrument. Reliability testing is carried out if the significance level reaches 0.6. An instrument is said to be reliable if its Cronbach's alpha value is greater than 0.6. By using Cronbach's alpha, the following test results were obtained:

Table 5 Reliability Test Results

Variables	Cronch's Alpha	Results
Influencer Marketing	0.826	Reliable
Price Discount	0.916	Reliable
Buying decision	0.921	Reliable

Source: IBM SPSS 26 (processed by the author, 2024)

All variables are considered reliable according to the data in the table; Influencer Marketing has a Cronch's Alpha of 0.826, Price Discount of 0.916, and purchase decision of 0.921, all of which are more than 0.7.

Classical Assumption Test

Normality Test

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			105
Normal Parameters ^{a,b}			
Mean			.0000000
Std. Deviation			3098.38784755
Most Extreme Differences			
Absolute			.101
Positive			.076
Negative			-.101
Test Statistic			.101
Asymp. Sig. (2-tailed)			.010 ^c
Monte Carlo Sig. (2-tailed)			.218 ^d
99% Confidence Interval			
Lower Bound			.208
Upper Bound			.229

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: IBM SPSS 26 (processed by the author, 2024)

Based on the data in the table, the asymp.sig value (2-tailed) is 0.010 which is below the significance level of 0.05. This finding indicates that the data does not follow a normal distribution; therefore, the Monte Carlo approach is used in this study. The results of the normality test using the Monte Carlo Sig model (2-tailed) indicate that the residual or research data follows a normal distribution, because the value is $0.218 > 0.05$.

Multicollinearity Test

Finding a highly linear relationship between the independent variables of the model is the goal of the Multicollinearity Test.

Table 7 Multicollinearity Test Results

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	-1710.518	1849.641		-.925	.357	
	Influencer Marketing	.463	.083	.387	5.597	.000	.475 2.104
	Price Discount	.634	.079	.554	8.000	.000	.475 2.104

a. Dependent Variable: Keputusan Pembelian

Source: IBM SPSS 26 (processed by the author, 2024)

The test shows that there is a tolerance level of $0.475 > 0.01$, and a VIF value of $2.104 < 10$, which means less than 10. There are no signs of multicollinearity or the assumption of multicollinearity has been met.

Heteroscedasticity Test

Inconsistencies in the residual variance of the regression model can be found using the Heteroscedasticity Test.

Table 8 Heteroscedasticity Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t Sig.
1	(Constant)	.177	.048		3.725 .000
	Influencer Marketing	-3.537	.000	-.233	-1.662 .100
	Price Discount	3.821	.000	.026	.187 .852

a. Dependent Variable: ABS_RESIDUAL

Source: IBM SPSS 26 (processed by the author, 2024)

There is a level of significance for the independent variables that is higher than 0.05 according to the test results there is no evidence of heteroscedasticity or the assumption of heteroscedasticity has been met.

Multiple Linear Regression Analysis

The following table shows the results of multiple linear regression tests, which is a type of analysis involving more than one independent variable (Roza et al., 2020:55). This technique is used to ensure the significant influence of two or more independent variables (X) on the dependent variable (Y).

Table 9 Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t Sig.
1	(Constant)	-1710.518	1849.641		-0.925 0.357
	Influencer Marketing	0.463	0.083	0.387	5.597 .000
	Price Discount	0.634	0.079	0.554	8.000 .000

a. Dependent Variable: Keputusan Pembelian

Source: IBM SPSS 26 (processed by the author, 2024)

The results of the previous tests allow us to obtain the following equation for multiple linear regression:

$$Y = -1710.518 + 0.463X_1 + 0.634X_2 + e$$

From this equation it can be interpreted as follows:

1. The constant value of -1710.518 means that if the influencer marketing and price discount variables are considered constant, the average purchase decision is -1710.518.
2. *influencer marketing* regression coefficient (X1) is 0.463, which means that if the influencer marketing value increases by one unit, it can increase purchasing decisions by 0.463.
3. *price discount* regression coefficient (X2) is 0.634, which means that if the influencer marketing value increases by one unit, it can increase purchasing decisions by 0.634.

t-Test (Partial)

To determine how each independent variable affects the dependent variable, researchers use the t-test (Gozali 2019: 171). This test uses a significance level of 0.05 as its limit and looks at how much influence *influencer marketing* and *price discounts* have on purchasing decisions.

Based on Table 9, the t-test results show that *the influencer marketing* and *price discount variables* have a significant influence on purchasing decisions. H1 and H2 are accepted because the *influencer marketing variable* has a significance value of 0.000 and *the price discount variable* has a value of 0.000, both of which are smaller than 0.05.

F Test (Simultaneous)

Based on Ghozali's statement (2019:98) Simply put, the f test shows whether the dependent variable is influenced by all independent factors simultaneously. To find out whether *the influencer marketing* and *price discount variables* simultaneously affect the purchasing decision variable, this study uses the F test. To conduct the F test, we compare the calculated F with the F table at a significance level of 0.05 (or $\alpha = 5\%$). Here are the results of the F test:

Table 10F Test Results
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3298633564.361	2	1649316782.180	168.500	.000 ^b
	Residual	998400754.401	102	9788242.690		
	Total	4297034318.762	104			

a. Dependent Variable: Keputusan Pembelian

Source: IBM SPSS 26 (processed by the author, 2024)

Based on the data in the table, the significance value obtained is 0.000 which is smaller than the threshold value of 0.05. So it can be concluded that the *influencer marketing* and *price discount variables* have a significant effect simultaneously on the purchasing decision variable.

Coefficient of Determination Test

This test is conducted to measure the extent to which *influencer marketing* and *price discounts* influence purchasing decisions. A higher R² number indicates that the independent variable provides a better description or explanation of the dependent variable, since the coefficient of determination can take values between 0 and 1.

Table 11Results of the Determination Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.876 ^a	0.768	0.763	3128.617

a. Predictors: (Constant), Price Discount, Influencer Marketing

Source: IBM SPSS 26 (processed by the author, 2024)

Data processing in Table 11 produces the following conclusions of the coefficient of determination test: With an adjusted R square value of 0.763, the *influencer marketing* and *price discount variables* together influence the purchasing decision variable by 76.3%, while other factors not discussed in this study influence the remaining 23.7%. From these results, e in the regression equation is $\sqrt{0.237} = 0.487$.

5. Discussion

The Influence of Influencer Marketing on Purchasing Decisions

The influence of *influencer marketing* has a positive and significant impact on purchasing decisions. This is relevant to researchers (Mahardini et al., 2022) that *Influencer marketing* has a positive and significant influence on purchasing decisions. *Influencer marketing* has popularity, credibility, trust, appeal and emotional closeness to its audience (Widia et al., 2024) , when *influencers* recommend products, audiences tend to believe that the product is of high quality, relevant, and meets their needs. This creates a positive perception and encourages consumers to try or buy the product

The Effect of Price Discounts on Purchasing Decisions

The influence of *price discounts* has a positive and significant impact on purchasing decisions. This is relevant to research (Rafi & Hermina, 2023) that *price discounts* have a positive and significant impact on purchasing decisions because they are the main attraction for consumers who are sensitive to price, encouraging them to choose Shopee with a higher ranking. Influencers on Shopee often promote the amount of discounts, the validity period of the discount, and the types of products that get discounts, thus attracting consumer interest (Nahera & Evelina, 2023) . This information makes it easier for the audience to find out the best promos, creates a sense of urgency, and encourages the purchase of products at more affordable prices.

The Influence of Influencer Marketing and Price Discount on Purchasing Decisions

When determining purchasing decisions, this study shows that influencer marketing and price discount variables have a significant effect on purchasing decisions simultaneously. These results are stated to be relevant to researchers (Risty et al., 2024) that *influencer marketing* has a significant effect because consumers are often exposed to social media and tend to trust recommendations from *influencers* they consider relevant and credible. *Price discounts* also have a significant effect because consumers tend to be price sensitive, so price reductions make products more affordable and attractive to buy. *Price discounts* have a greater influence on purchasing decisions, especially for consumers with limited budgets. Direct discounts provide real economic benefits, making products more affordable without reducing perceived value. Although *influencer marketing* is effective in building interest and trust, the final decision is often determined by the availability of funds. By offering direct incentives, discounts help consumers overcome financial barriers, making them a more dominant factor in purchasing decisions (Tilaar et al., 2024) .

Conclusion And Implications

According to this study, consumer decisions to purchase on Shopee are highly influenced by *influencer marketing* and *price discounts* . Multiple linear regression analysis revealed that both factors are partially and simultaneously important in determining purchasing decisions. Influencer marketing contributes through attractiveness, credibility, and popularity that can influence consumer preferences, while price discounts create direct incentives that increase the appeal of purchasing. The combination of the two is an effective strategy in increasing purchasing decisions on the Shopee marketplace.

The implication of this finding provides input that Shopee management should use a price discount strategy because it has proven to be more efficient in increasing consumer buying interest. For further researchers, it is recommended to conduct further research on the influence of price discounts, such as how much effective price cuts are or how often promotions should be given. With this further research, Shopee can get a more appropriate promotional strategy that suits consumer needs.

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