



What is Actually Influencing the Purchasing Decisions of Customers?

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Abstract

ShopeeFood, as one of the major players, faces challenges related to an inefficient brand image, product quality complaints from customers, and suboptimal marketing strategies that could potentially influence consumer purchasing decisions. This study aims to analyze and test the influence of brand image, product quality, and marketing strategies on purchasing decisions among ShopeeFood users in Pasar Kemis Subdistrict, Tangerang Regency, both partially and simultaneously. The sampling technique used is non-probability sampling with the Lemeshow formula, resulting in 97 respondents selected based on specific criteria. The results of the study indicate that, partially, the brand image variable has a positive and significant influence on purchasing decisions with a t-value greater than the t-table value $2.230 > 1.6614$ at a significance level of $0.0291.6614$ and a statistical significance of $0.096 > 0.05$. The marketing strategy variable does not have a significant effect on purchasing decisions, with a calculated t-value of $0.1960.05$. The simultaneous results show that brand image, product quality, and marketing strategy collectively have a positive and significant effect on purchasing decisions. This is evidenced by the F-test results, with the calculated F-value greater than the table F-value $45.129 > 2.70$ and a significance level of $0.000 < 0.05$.

Keywords: Brand Image, Marketing Strategy, Product Quality, Purchasing Decisions

INTRODUCTION

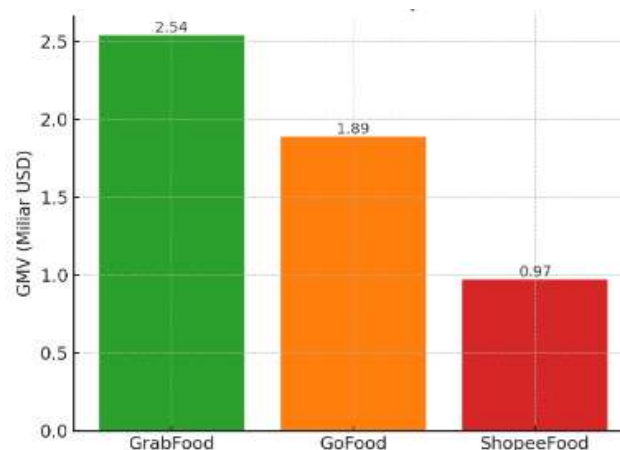
The rapid development of technology in the era of globalization has brought significant transformations in various aspects of life, including the buying and selling system. In Indonesia, food businesses competing in the market are supported by the penetration of online media, which makes it easier for consumers to decide what they want anytime and anywhere. This development has led businesses, including those in the food sector, to compete to promote their businesses through online media. The online food delivery platforms currently available in Indonesia are ShopeeFood, GoFood, and GrabFood. According to research from Statista (2024), food delivery services in Indonesia are projected to reach 87.3 million users by 2029, with user penetration expected to reach 24.4% by 2025.

In an era of increasingly fierce business competition, the role of consumers has shifted from mere recipients of products to key determinants of a company's direction and strategy.

Businesses are now required to deeply understand consumer desires and expectations. There are three main factors that are believed to have a significant influence. A positive brand image will build consumer trust and loyalty (Kotler et al., 2022). Consistent product quality, both in terms of the food itself and delivery services, creates satisfaction and encourages repeat purchases (Tjiptono, 2020). On the other hand, effective marketing strategies are essential for attracting new customers and retaining existing ones, ranging from discount promotions to engaging advertising campaigns.

ShopeeFood, as one of the major players in this industry, still faces significant challenges that make this research very urgent. One of the phenomena that has occurred is customer complaints regarding an inefficient and unresponsive brand image, which has the potential to cause customers to switch to other platforms. In addition, ShopeeFood's Gross Merchandise Value (GMV) is considered lower than its competitors. According to databoks.katadata.co.id (2025), the Gross Merchandise Value (GMV) increased by 76% in 2024 to US\$0.97 billion. However, this figure remains below that of GrabFood (US\$2.54 billion) and GoFood (US\$1.89 billion).

Picture 1. Trends in Online Food Delivery Sales in Indonesia



In Figure 1 above, it appears that brand image, product quality, and marketing strategy significantly influence the decision to purchase ShopeeFood. Purchasing decisions are influenced by various internal and external factors such as brand image, product quality, and marketing strategy. These elements are important factors in shaping consumer decisions (Kotler et al., 2022). Tjiptono (2020) explains that the decision to buy is a stage in which consumers recognize their needs, then search for and weigh alternative products that they believe will satisfy those needs. According to Kotler et al., (2022), indicators of purchasing decisions include confidence in product choices, a tendency to repeat purchases, a desire to recommend products to others, and a consistent willingness to make repeat purchases.

The first phenomenon occurring on Shopee Food is the inefficient and unresponsive brand image, which has become a complaint among customers, causing Shopee Food to fall

behind in market competition. This could lead customers to switch to other platforms assumed to be more efficient and responsive in handling issues. Additionally, there is a lack of product quality within the Shopee Food platform. For example, many customers have complained about the quality of the products. This has led to customer dissatisfaction with the products they have purchased, as evidenced by the fact that when attempting to make a purchase on the Shopee Food platform, many products are rated as having poor quality. As a result, the Shopee Food platform is also perceived as lacking in quality in terms of the products it offers. In this case, Shopee Food should select products that are suitable and of high quality to improve ratings and increase sales value in consumer purchasing decisions.

Inefficient and non-strategic marketing strategies can confuse customers when choosing which products are good and of high quality to purchase. Although Shopee Food often runs promotions involving discounts, cashback, and free shipping vouchers for its customers, this can also backfire on Shopee Food itself, causing customers to become less loyal and focus only on the promotions offered, and then move to other platforms when the promotions end. Furthermore, Shopee Food has not yet expanded its marketing strategy. As we can see, Shopee Food still relies on its parent platform, Shopee, and Instagram for its marketing strategy, and has not ventured further into offline channels or other social media platforms. Therefore, while Shopee Food appears aggressive in terms of pricing, a more in-depth evaluation is needed to create long-term sales value and strengthen customer loyalty in decision-making.

According to Nuryanti et al., (2024) brand image is a mental impression formed in the minds of consumers based on experiences, symbols, and brand messages that automatically come to mind when consumers hear the name, see the logo, or recognize certain brand elements. In other words, brand image is usually a key factor that consumers consider when choosing a product to buy. Product quality also plays an important role. In the context of ShopeeFood, product quality not only includes the quality of the food ordered, but also encompasses the overall quality of service, such as delivery speed, ease of use of the app, and order accuracy. Consumers are more likely to return to a service that consistently provides high-quality products and services. Product quality can also be a key factor in determining which products to purchase, as many consumers prioritize quality even if the product is expensive. According to Kotler et al., (2023) product quality is an important tool in the positioning strategy used by marketers. This quality reflects the attributes and characteristics of a product that influence how well it can meet or exceed consumer needs and expectations, whether explicitly stated or implied (Farhanah & Marzuqi, 2021).

In order to keep consumers satisfied and loyal, companies are required to maintain and continuously improve the quality of the goods they offer. If the products provided do not meet the expectations or standards desired by buyers, then it is highly likely that they will be rejected. Customers are now increasingly critical in evaluating the quality of goods, so market competition can be won by producers who are able to deliver the best quality according to their needs. Companies can compete with other entities of the same type. Kotler et al., (2022) define a product as something that can be offered to the market to satisfy a need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

Based on the study by Dewi and Susila (2023), in their research titled “The Influence of Brand Image and Product Quality on the Purchase Decision of Scarlett Whitening Products at Queen Beauty Cosmetics Store in Singaraja,” the results show that brand image has a positive influence on purchase decisions. This contrasts with the study by Al Azahari and Lukmanul Hakim (2021), titled “The Influence of Brand Image, Product Quality, and Price Perception on Purchase Decisions,” which found that brand image has a negative influence on purchase decisions. It can be concluded that the better the brand image of a brand, the more it will encourage purchasing decisions. Conversely, the worse the brand image, the lower the level of purchasing decisions will be.

Furthermore, Liunokas et al. (2024) found that product quality has a significant influence on purchasing decisions. This contrasts with the findings of Farhanah and Marzuqi (2021), who found that product quality does not have a significant influence on purchasing decisions. This shows the importance of maintaining product quality in order to retain and increase consumer purchasing decisions. Then, the study conducted by Novita et al. (2024), titled “The Influence of Marketing Strategies on Purchasing Decisions Moderated by the Application of E-Commerce (Case Study of Mak Epa Frozen Food MSMEs in Malang City),” found that marketing strategies have a significant influence on purchasing decisions. This contradicts the study by Darado et al. (2023), titled “The Influence of Marketing Strategies on Consumer Purchasing Decisions at Partidol Photo Copy Shop in Sorong City,” which found that marketing strategies do not have a significant influence on purchasing decisions. In this context, marketing strategies must be carefully planned and designed to effectively stimulate consumer interest and influence their purchasing decisions.

From the results of previous studies, it can be seen that brand image, product quality, and marketing strategies can have a positive influence on purchasing decisions, but not everything that happens is consistent with existing scientific theory. This is reinforced by

research gap studies, where the existence of research gaps makes it easy to conduct studies by looking for gaps in previous studies.

This study refers to the study (Dewi and Susila, 2023) entitled “The Influence of Brand Image and Product Quality on the Purchase Decision of Scarlett Whitening Products at Queen Beauty Cosmetics Store in Singaraja.” However, the researcher added an independent variable, namely Marketing Strategy, resulting in differences or characteristics between this study and previous studies. Thus, based on the above discussion, it is hypothesized that brand image, product quality, and marketing strategy significantly influence the decision to purchase using ShopeeFood. Although these three factors are believed to be interrelated, the extent to which each variable influences purchasing decisions on ShopeeFood remains a question. This study aims to examine in depth how the relationship between brand image, product quality, and marketing strategy simultaneously and partially influences purchasing decisions to use ShopeeFood.

LITERATURE REVIEW

Marketing Management

Kotler et al., (2023) explain that marketing can be defined as a series of strategic activities carried out by an organization to provide benefits to consumers while building emotional connections that impact the sustainability of relationships. In the economic context, marketing plays a role in creating economic value, which in turn influences the pricing of a product or service. (Mucholil et al., 2021) Marketing is an organizational activity that strategically designs, communicates, and maintains relationships with consumers for the mutual benefit of the organization and its stakeholders. Tjiptono and Diana (2020:3) describe marketing as a series of activities that include product development, pricing, distribution, and promotion to facilitate the exchange of value between companies and customers, while maintaining good relationships with all parties involved in an ever-changing and challenging situation. It can be concluded that marketing is a series of activities that include evaluation, strategy, implementation, and control of marketing activities to achieve company objectives optimally and efficiently.

According to Kotler et al., (2023), marketing management is the process of analyzing the object, planning, implementing, and supervising all forms of activities. Marketing management also the integrated business activities involved in designing, pricing, and distributing products, services, and ideas to effectively meet the needs and preferences of the target market in order to achieve organizational objectives. According to Daryanto (2011:2), marketing management is a process of social interaction and management that enables

individuals and groups to obtain their needs and desires through the creation, offering, and exchange of value in a mutually beneficial manner. It can be concluded that marketing management involves a series of activities that include market analysis, planning, implementation, control, and customer value. Although there are differences in emphasis and approach as defined, the fundamental alignment in marketing management is the effort to achieve the organization's mission through efficient and effective management of marketing activities.

Purchasing Decision

According to Kotler et al., (2022), the purchasing decision is a stage that consumers go through when considering their needs, preferences, and the information they have obtained to ensure the best choice in line with their desires and budget, thereby resulting in consumer satisfaction after the transaction. Purchasing decisions are often found in every preparation and problem in every company, so companies are required to be able to control consumer behavior. This necessitates companies to take swift and appropriate actions when consumers alter their decision-making behavior. Consumer purchasing decisions are influenced by their habits, including when purchases are made, how they are executed, and where the purchases take place. This constitutes a behavior frequently exhibited by consumers when making purchasing decisions. Therefore, purchasing decisions are the most important aspect for every individual consumer. Thus, companies must be able to understand the behavior of each consumer to ensure they continue to make purchasing decisions for the company's products.

The Influence of Brand Image on Purchasing Decisions

Brand image is the image or perception that consumers have of a brand. For companies, building a strong brand image is crucial for instilling positive impressions and trust in customers. This image arises from the accumulation of information, experiences, and beliefs that influence consumers' attitudes toward the brand (Keller & Swaminathan, 2020). Within the scope of food delivery platforms like Shopee Food, a strong and positive brand image can increase the likelihood of consumers choosing Shopee Food over competitors. A study (Dewi & Susila, 2023) found that brand image has a positive influence on purchasing decisions. However, a poor brand image makes consumers less interested in the product, thereby creating a negative impression and affecting consumers' purchasing decisions. This aligns with the study by Azahari & Hakim (2021), which found that brand image has a negative influence on purchasing decisions. Therefore, a good brand image can create a positive impression and generate interest in the product from that brand. A positive brand image in consumers' minds

can also increase the level of their purchasing decisions. Based on the above description, the following hypothesis can be proposed brand image has a positive and significant influence on purchasing decisions regarding Shopee Food.

The Influence of Product Quality on Purchasing Decisions

In the online food delivery platform, product quality is very important, where product quality includes taste, cleanliness, portion size, as well as delivery speed and accuracy. Product quality is a factor that must be maintained to gain consumer value and trust. Product quality is how far a product or service meets or exceeds consumer expectations (Tjiptono, 2020). A positive overall experience with product quality enhances customer satisfaction, encourages repeat purchases, and prompts customers to recommend the product to others. Research findings (Liunokas et al., 2024) indicate that product quality significantly influences purchasing decisions. If a product is of poor quality, it may deter customers from purchasing it. This aligns with the study by Farhanah & Marzuqi (2021), which found that product quality does not have a significant influence on purchasing decisions. Therefore, when a product has good quality, it can be said that the product meets or exceeds consumer expectations, so that products with quality will influence consumers who wish to decide on the product they will purchase. Based on the above description, the following hypothesis can be proposed product quality has a positive and significant influence on purchasing decisions on Shopee Food.

The Influence of Marketing Strategies on Purchasing Decisions

In the online food delivery sector, effective marketing strategies are often associated with attractive discounts, flash sales, free shipping, item availability, and ease of ordering, all of which play a significant role in encouraging consumers to make purchases. Marketing strategies involve various efforts undertaken by companies to attract, retain, and increase the number of consumers (Kotler et al., 2023). Additionally, expanding partnerships with various merchants, including SMEs and large food businesses, also serves as a unique attraction. The findings of the study (Novita et al., 2024) indicate that marketing strategies have a significant influence on purchasing decisions. Marketing strategies play a central role in the success of a company or business by influencing consumers' purchasing decisions. Effective marketing strategies have a positive impact, making consumers aware of, accept, and prefer the product. However, when marketing strategies are ineffective and poorly planned, consumers may lose interest and be unwilling to make a purchase. This aligns with the findings of the study (Darado et al., 2023), which indicate that marketing strategies do not have a significant influence on purchasing decisions. Therefore, when planning and developing marketing strategies, they

must be effective and aligned with market conditions to ensure consumers have an interest in making purchases of the marketed products. This will enable companies to increase consumer purchasing decisions. Based on the above description, the following hypothesis can be proposed marketing strategies have a positive and significant influence on purchasing decisions on Shopee Food.

The Influence of Brand Image, Product Quality, and Marketing Strategy on Purchasing Decisions

In purchasing decisions, consumers often consider many factors, a combination of various elements (Kotler et al., 2023). Broadly speaking, brand image encompasses all perceptions and impressions stored in consumers' memories about a brand. Brands with a positive image tend to significantly influence consumers' choices in purchasing those products (Dewi & Susila, 2023). Brand image is the public's perception of a company or its products. Companies with a good brand image can increase consumer trust. This can also create a positive perception among consumers (Nuryanti et al., 2024).

Product quality is the ability of a product to meet or exceed customer expectations. This includes various aspects such as performance, reliability, durability, compliance with specifications, features, and aesthetics (Liunokas et al., 2024). Product quality is a key positioning tool for marketers. Superior quality creates a positive perception in the eyes of consumers. Therefore, the higher the quality of the products offered by a company, the greater the likelihood that potential buyers will be interested and choose products from that company or store over competitors (Marpaung et al., 2021).

A marketing strategy is a series of structured steps aimed at designing, implementing, and monitoring activities to build mutually beneficial relationships with the target market in order to achieve organizational goals. (Novita et al., 2024). A marketing strategy is a comprehensive plan designed by a company to attract and retain customers by creating superior value, thereby achieving business objectives through mutually beneficial and sustainable relationships with the target market (Darado et al., 2023). Based on the above description, the following hypothesis can be proposed brand image, product quality, and marketing strategy simultaneously have a positive and significant influence on purchasing decisions on Shopee Food.

METHOD

This study uses a descriptive quantitative approach with an associative-causal research design. The reason for using this method is that the focus of the study is on testing the

relationship between variables. The associative-causal design is used to understand the extent to which changes in the independent variable affect the dependent variable (Sugiyono, 2023). The population of this study is all Shopee Food users in Pasar Kemis District, Tangerang Regency. This population definition refers to individuals who have used Shopee Food services and reside or actively conduct transactions in Pasar Kemis District, Tangerang Regency. This study uses a non-probability sampling technique. Non-probability sampling is a method of selecting samples where not all members of the population have an equal chance of being selected. This technique depends on the researcher's subjectivity, ease of access, or specific characteristics, rather than random selection.

In this study, the data collection method used a questionnaire with likert scale, which can be applied as a tool to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. Data analysis techniques use descriptive statistics, to describe and present the general characteristics of the respondents and the variables being studied or to provide an overview of the object being studied through sample or population data as it is. Next, inferential statistics are statistical methods used to process data from samples to draw conclusions that represent the population. Then, using multiple linear regression analysis, this analysis aims to assess the influence of the independent variables (X) together on the dependent variable (Y)

RESULTS AND DISCUSSION

Descriptive Statistical Analysis of Variables

This statistical processing needs to be carried out to understand the general picture of the minimum, maximum, average, and standard deviation values of each variable that has been compiled. Using descriptive statistical data analysis, the variables used in this study will be explained or described. These were calculated in advance using SPSS version 26. The results are as follows:

Table 1. Results of Descriptive Statistical Analysis of Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	97	14	25	20.97	2.804
Product Quality	97	12	25	17.40	2.680
Marketing Strategy	97	9	25	17.89	2.843
Purchase Decision	97	9	25	17.34	3.010
Valid N (listwise)	97				

Based on the data in Table 1 above, the number of observations (N) in this study reached 97. The maximum, minimum, mean, and standard deviation values that have been processed

using descriptive analysis are explained as follows: (1) Purchase Decision (Y) obtained a minimum score of 9, a maximum score of 25, an average score of 17.34, and a standard deviation of 3.010. (2) Brand Image (X1) has a minimum score of 14, a maximum score of 25, an average score of 20.97, and a standard deviation of 2.804. (3) Product Quality (X2) is described as having a minimum value of 12, a maximum value of 25, an average value of 17.89, and a standard deviation of 2.680. (4) Marketing Strategy Variable (X3), from the data it can be described that the minimum value is 9, while the maximum value is 25, then the average value is 17.34, and the standard deviation is 2.843. The standard deviation of the variables Purchase Decision, Brand Image, Purchase Decision, and Marketing Strategy is relatively higher than the mean, indicating a high variation between the maximum and minimum values.

Validity Test

Validity testing is conducted to assess the validity of a research instrument. In this test, the Pearson Correlation test is used. If the calculated r exceeds the table r , then the instrument can be considered valid. The validity test results that Brand Image, Product Quality, Marketing Strategy, and Purchase Decision demonstrate valid criteria for all items in the instrument based on a significance test of 0.1, with the calculated r value exceeding the table r value. This indicates that each item in the variables Brand Image, Product Quality, Marketing Strategy, and Purchase Decision can be relied upon and are suitable as instruments for this study.

Reliability Test

Reliability testing was conducted to assess the consistency of the assessment instrument. An assessment instrument can be considered reliable if the Cronbach Alpha value exceeds the threshold value of 0.60. The reliability test results that the Brand Image variable has a Cronbach's alpha value of 0.854, Product Quality has a value of 0.933, Marketing Strategy has a value of 0.871, and Purchase Decision has a value of 0.875. Since all four variables have Cronbach's alpha values exceeding the threshold of 0.60, it can be concluded that all variables are reliable and suitable for use in the research.

Testing the Coefficient of Determination (R^2)

The coefficient of determination (R^2) shows the existence of a significant influence between the independent variable and the dependent variable. When the coefficient of determination in a regression model gradually decreases or approaches zero, this indicates that the influence of all independent variables on the dependent variable is decreasing. If the R^2

score approaches 100%, it means that the influence of all independent variables on the dependent variable is increasing. The results of the coefficient of determination are:

Table 2. Results of the Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 ^a	.593	.580	1.951

Based on Table 5 of the coefficient of determination results above, the Adjusted R Square value reaches 0.580 or 58.0%. which indicates that the ability of the brand image variable (X1), product quality variable (X2), and marketing strategy variable (X3) to explain the purchase decision variable (Y) is 58.0%, with the remaining 42.0% explained by other variables not included in this study.

F-test (Simultaneous)

The F statistical test is used to understand the simultaneous influence of independent variables on the dependent variable. Does Purchase Decision Y relate to Brand Image X1, Product Quality X2, and Marketing Strategy X3 (Sugiyono, 2023:257)? The results of the simultaneous F test are:

Table 3. F-test results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	515.597	3	171.866	45.129	.000 ^b
	Residual	354.177	93	3.808		
	Total	869.773	96			

Based on Table 6, it can be seen that the F-table value is 2.702 and the F-calculated value reaches 45.129 ($F_{table} = df = (n-k-1) = 97-3-1 = 93 = 2.702$). Therefore, F_{hitung} exceeds F_{tabel} , i.e., $45.129 > 2.70$, and the significance value reaches $0.000 < 0.005$. Thus, simultaneously, brand image X1, product quality X2, and marketing strategy X3 have a significant influence on purchase decision Y.

RESULT AND DISCUSSIONS

Hypothesis testing is a statistical technique used to make decisions or inferences about a statement or hypothesis regarding the characteristics of a population based on collected sample data. The primary purpose of hypothesis testing is to determine whether the evidence found in the sample supports or rejects the proposed hypothesis regarding the population (Sugiyono, 2023:219). Hypothesis testing is conducted using the t-test.

t-Test (Partial)

The t-test is used to determine the level of significance between the influence of independent variables on dependent variables partially/individually (Sugiyono, 2023:248). The results of the t-test are:

Table 4. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.971	2.046		3.407	.001
	Brand Image	.292	.131	.291	2.225	.029
	Product Quality	.223	.133	.219	1.679	.096
	marketing strategy	.027	.136	.025	.198	.843

Based on the data in Table 7, it can be seen that, (1) The partial test of the Brand Image variable on Purchase Decision yielded a t-value greater than the critical t-value, i.e., $2.225 > 1.6614$, indicating that the Brand Image variable has a positive effect, with a significance level of $0.029 < 0.05$. This suggests that Brand Image has a positive and significant influence on Purchase Decision. (2) The partial test of the Product Quality variable on Purchase Decision yielded a t-calculated value greater than the t-table value, i.e., $1.679 > 1.6614$, indicating that the Product Quality variable has a positive effect, with a significance level of $0.096 > 0.05$. This suggests that Product Quality has a positive but non-significant effect on Purchase Decision. (3) The partial test of the Marketing Strategy variable on Purchase Decisions yielded a t-value smaller than the critical t-value, i.e., $0.198 < 1.6614$, indicating that the Marketing Strategy variable has no effect, with a significance level of $0.843 > 0.05$. This suggests that Marketing Strategy has no effect and is not significant on Purchase Decisions.

The Influence of Brand Image on Purchasing Decisions

The results of this study indicate that brand image has a positive and significant effect on purchasing decisions. This proves that tcount is greater than ttable $2.225 > 1.6614$ and the sig value is smaller than the significance value, indicating $0.029 < 0.05$, so the hypothesis is accepted. Thus, it shows that a positive brand image will influence consumers' purchasing decisions. This brand image influence on purchasing decisions can make consumers continue to remember the brand they have encountered in their minds.

According to Kotler et al. (2022), brand image is a series of beliefs, ideas, and impressions that exist in a person's mind about a brand. Therefore, it can be interpreted that continuous evaluation of brand image will increase purchasing decisions by retaining consumers' memories of the brand with a good image. This research is supported by a study

conducted by (Dewi & Susila, 2023), which shows that brand image has a positive and significant effect on purchasing decisions. However, this is contrary to the research conducted by (Azahari & Hakim, 2021), which shows that brand image has a negative and significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

The results of this study indicate that product quality has a positive but insignificant effect on purchasing decisions. This proves that t_{count} is greater than t_{table} $1.679 > 1.6614$ and the sig value is greater than the significance value, indicating $0.096 > 0.05$, so the hypothesis is accepted. Thus, despite the lack of statistical significance, the research results indicate a positive influence between the product quality variable and purchasing decisions, meaning that as product quality improves, there is a possibility that purchasing decisions will also increase. Looking at the regression coefficient, there is a positive trend with an increase of 22.3% in purchasing decisions for every one-unit increase. This may be due to other variables not included in the model that influence the results. The positive impact of high-quality products increases customer satisfaction and loyalty, leading them to make a purchase.

According to Kotler et al. (2023), product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. This means that functional aspects and additional attributes can increase the value of a product in the eyes of consumer. This research is supported by a study conducted by (Liunokas et al., 2024), which states that product quality significantly influences purchasing decisions. This is further supported by research conducted using Smartpls 3.0 software as a data analysis tool employing the SEM-PLS method by (Fadlilah & Muanas, 2025), which states that product quality has a positive and significant influence on purchasing decisions. However, this is not in line with research conducted by (Farhanah & Marzuqi, 2021), which shows that product quality does not significantly influence purchasing decisions.

The Influence of Marketing Strategies on Purchasing Decisions

The results of this study indicate that marketing strategies do not have a positive and significant effect on purchasing decisions. This proves that t_{count} is smaller than t_{table} $0.198 < 1.6614$ and the sig value is greater than the significance value, indicating $0.843 > 0.05$, so the hypothesis is rejected. This could serve as evidence that consumers are not particularly interested in marketing strategies and purchase products they like without considering the strategies employed by producers. Consequently, a lack of understanding of consumers' changing or dynamic preferences, coupled with the ineffectiveness of implemented marketing

strategies, will have a negative impact on achieving market targets. Thus, ineffective marketing strategies will affect the decline of all elements such as product, price, place/distribution, promotion, people, process, and physical evidence.

This is reinforced by the theory from (Kotler et al., 2022) in his book *Marketing Management*, “Marketing is satisfying needs and wants through an exchange process,” which means that marketing is satisfying needs and desires through an exchange process. This means that marketing must satisfy consumers' needs and desires, ensuring that their needs and desires are fulfilled without leaving them disappointed. (Kotler et al., 2022) also shares their perspective on holistic marketing, which they continue to develop in their books: “Holistic marketing is an approach to marketing that attempts to recognize and reconcile the scope and complexities of marketing activities.” This means that holistic marketing is an approach to marketing that seeks to recognize and reconcile the scope and complexities of marketing activities. In this context, it can be concluded that marketing activities must recognize and adapt to every activity performed by consumers, from the scope to the complexities involved in consumer behavior. Therefore, marketing strategies need to continuously conduct in-depth evaluations and monitor the situation both within and outside the market. This is reinforced by research conducted by Maulana et al. (2021), which states that it has a negative and insignificant effect on consumer purchasing decisions. This is further supported by research conducted by Syauqi et al. (2023), which states that marketing strategies have no effect and are insignificant on purchasing decisions.

The Influence of Brand Image, Product Quality, and Marketing Strategy on Purchasing Decisions

The results of this study indicate that brand image, product quality, and marketing strategy simultaneously have a positive and significant effect on purchasing decisions. This proves that t_{count} is greater than t_{table} $45.129 > 2.70$ and the sig value is smaller than the significance value, indicating $0.000 < 0.005$. The coefficient of determination, as seen from the Adjusted R Squared value, is 0.580, indicating that 58.0% of the variation in the cooperative member satisfaction variable can be explained by the three independent variables: brand image, product quality, and marketing strategy. Meanwhile, the remaining 42.0% is explained by other independent variables not included in this research model.

CONCLUSION

This study aims to determine the influence of Brand Image, Production Quality, and Marketing Strategy on Purchase Decisions on ShopeeFood. From the research results, the following conclusions can be drawn that brand image, production quality, and marketing

strategy, has a partial positive and significant influence on Purchase Decisions on ShopeeFood in Pasar Kemis Subdistrict, Tangerang Regency. And simultaneously have also a positive and significant influence on Purchase Decisions on ShopeeFood in Pasarkemis Subdistrict, Tangerang Regency. Based on the conclusions presented above, here are some suggestions that researchers can offer to ShopeeFood. And for future research use the same method, increase the sample size, and extend the research duration. Additionally, it is suggested to add independent variables such as service quality, product innovation, and customer loyalty to reduce the 42.0% contribution influencing purchasing decisions.

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