

Analysis of the Effect of Marketing Mix (4p) on Purchase Decisions Fashion Products on Shopee's E-commerce (Case study on the Z Generation of the City of Surakarta)

Susi Anggi Purnama Sari¹, Kusdiyanto²

^{1,2}Faculty of Economics and Bussines, Universitas Muhammadiyah Surakarta, Indonesia

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ABSTRACT

This study examines the analysis of the influence of a marketing mix (4p) on the purchase decision of a fashion product on Shopee's E-commerce (a case study on the Z-generation of the city of Surakarta). Marketing mix (4P) is the Product, Price, Promotion, and Place. The study aims to analyze whether the marketing mix (4p) influences the purchase of fashion products on the e-commerce Shopee made by the Generation Z. In accordance with the phenomenon that we raise that fashion shopping phenomena in Generation Z are highly supported by the existing data. This study used a quantitative research method because the population of this study cannot be generalized with certainty, sampling using a non-probability sampler approach. The study uses a sample of 151 generations of Surakarta city Z that have been confirmed and are qualified for testing because they have passed the data verification phase. Where data is measured numerically and using Structural Equation Modeling (SEM) with Partial Least Square (PLS) via Smart-PLS 3.0 software. The result is Price, Promotion, and Places have a significant positive influence on Shopee's E-Commerce Fashion Product Purchase Decision. Whereas the Product significantly has a negative impact on the Shopee E-commerce Fashion Products Purchasing Decision. The conclusion of this study is that 3 variables are significantly influenced by the purchasing decision and 1 negative variable is not significant to the purchase decision so that it can be used as a basis for formulating the related strategy. This will have a greater impact on the sales and turnover of the company's profits.

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Corresponding Author:

Susi Anggi Purnama Sari

Faculty of Economics and Bussines, Universitas Muhammadiyah Surakarta,

A. Yani Street, Mendungan, Pabelan, Kartasura, Sukoharjo, Central Java, Indonesia

Email: b100200334@student.ums.ac.id

1. INTRODUCTION

In the 4.0 era, this has brought the advancement of the Internet into one of the most important needs of Indonesian society. One of the very fast developments in Indonesia is the development of the current technology as well as the Internet so that which makes it very easy for humans to access the Internet using smartphones either to search for information, to communicate to make transactions of sale and purchase or shopping. Increasing numbers of Internet users are becoming one of the factors in the value of the development of public information channels and the integration of multiple information channels into a single medium through the Internet. As per a

survey conducted by the Internet Service Maintenance Association of Indonesia (APJII) 2022-2023 of 210 million out of 215 million inhabitants or about 78.19% of the Indonesian population became Internet users [1].

On the development of such technology every year has experienced growth and development of one is e-commerce. Although the shopping sites that are in Indonesia have actually existed for a long time, but lately more and more e-commerce platforms have emerged that have an impact on the behavior of consumers. This involved changes in getting information and the need to act swiftly and without delay in choosing where and when to purchase and consume goods. Additionally, customer behavior tends to favor items that are useful and simple to purchase online. [2].

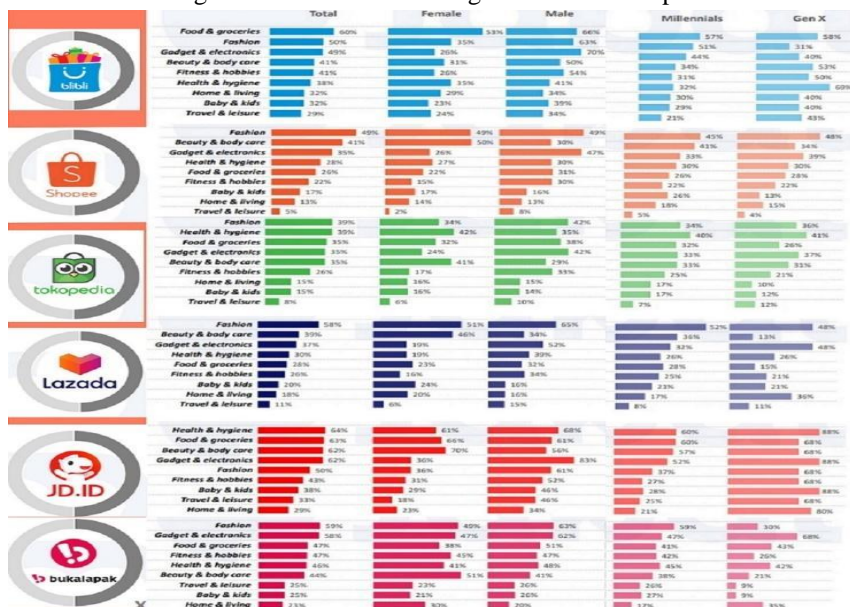
According to Statista Market Insight data, In Indonesia, the total number of e-commerce users has reached 178.94 million people by 2022. The number has experienced an increase of 12.79% compared to the previous year, which was 158.65 million users. Seeing the trend, e-commerce users in Indonesia are monitored continuously increasing. The revenue is estimated to reach 196,47 million users by 2023. The increasing trend experienced by the number of e-commerce users is expected to continue in the next few years. Bank of Indonesia (BI) noted the value of e-commerce transactions in Indonesia will about over Rs 476.3 trillion by 2022 and it is predicted that the bond will experience an increase [3].

Shopee is a consumer-to-consumer e-commerce company based in Indonesia, e-commerce Shopee is owned by PT. Shopee International Indonesia was first discovered in Singapore by Forrest Li in 2015 [4]. Shopee's presence in Indonesia brings a new shopping experience. Shopee provides seller facilities to conduct sales transactions easily and provides buyer facilities with a fast process and not forgetting with absolute security.

Indonesian consumers are dominated by Shopee's e-commerce market. Shopee is currently the leader of the e-commerce market in Indonesia by implementing rapidly moving the strategy of mass market targeting. Shopee, which offers shopeepay payment services, is dependent on an entire ecosystem. Users can transact more easily when they use digital wallets. Additionally, Shopee uses promotional tactics to draw customers. A promotion like a massive discount is a tactic to scratch a company's popularity. Online shopping companies provide a wide range of offers to their customers, such as cashback, free shipping, discount pricing, and product promotions. [5].

According to SimilarWeb data, Shopee is the e-commerce site of the marketplace that in the first quarter of 2023 had the highest numbers of visits in Indonesia. This figure far surpassed the number of visits of some other e-commerce such as Blibli, Lazada, Bukalapak and Tokopedia. As of June 2023, the total number of Shopee sites visits recorded experienced an increase of 1.5% compared to the beginning of last year [6].

Figure 1. List of Best Selling Products on Shopee



Source: Data Processed [7]

With the data above visitors on e-commerce Shopee is very many and there is also fashion becoming the best-selling product and demanded by customers because the fashion trends themselves are endless. Most customers are more interested in fashion because of the models that are always changing or varied, following the modern trends from everyday life to look attractive and fashionable. The need for fashion products as well as the lack of free time to make purchases directly to both offline stores and malls so making online shopping an

appropriate alternative. According to Jackpat's report, the products that are much sought and bought by the customers include shirts, t-shirts, shorts, jackets, bags, shoes, hats and so on with a range of 49%. The segments that shop both men and women are dominated, gene x and gene z [7].

The advancement of technology and the growing population of Internet users pose unique challenges in marketing products and services online in the digital age, especially with the evolving landscape of social media and e-commerce. As technology develops today, more and more companies have transformed their sales and marketing systems from traditional ways to modern ways as well as consumers more dominate shopping through modern ways. Digital marketing simplifies the process of monitoring and providing everything necessary for a potential customer (yosi,2021).

The consumer's own purchasing decisions are influenced by several factors, including the marketing mix, which is a marketing mix used as a tool to help a businessman plan what to offer and how to offer the products sold to consumers. Marketing mix is a primary objective of marketing management to set the objectives and size of the budget of marketing, the significance of each element relies not solely on the company and its operations but also on factors such as competition and the time investment in business activities. In doing marketing initiatives, companies have combined several ways to become one for what kind of marketing strategy will be used better known as mixed marketing. According to McCarthy in Kotler and Keller (2018, 23) he categorizes these marketing tools into four major groups, which he refers to as the 4P marketing as follows:

1. **Product:** Product refers to the combination of goods and services provided by a company to the target of its market.
2. **Price:** Price is the amount of money that consumers need to possess in order to get a product.
3. **Place:** Place involves the activities of companies to make products accessible to their intended consumers.
4. **Promotion:** Promotion involves the act of communicating the benefits of the product and convincing the prospective consumer to purchase it.

Then developed 3P people, process and physical evidence into marketing mix 7 (Mishbakhudin & [8]. The discussion of the phenomenon of online shopping in Indonesia has led to the selection of relevant research objects for further analysis. Researchers prefer fashion products that are on Shopee E-commerce as the object of this research because as a newcomer, Shopee is able to compete especially because it has a strong link with online shopping behavior trends especially on fashion products in Indonesia.

THEORY REVIEW

PURCHASE DECISIONS

According to Sudaryono in (Ilmiyah & Krishernawan, 2020), a purchase decision is to choose several available options when there are two or more than two. When making a decision, an individual needs to weigh one alternative against another. For instance, deciding to make a purchase is a form of decision-making when confronted with the option of buying or not buying. [5].

Purchasing decisions in this study are measured by indicators: product selection decisions, brand selection decisions, decisions when to buy, and payment method decisions [9]. Every choice consumers make aims to address the challenges they encounter, such as purchasing a product to fulfill their needs. Consumer decision-making involves obtaining information, and individuals make specific efforts in this process. The amount of information sought varies for each decision, ranging from high to low along a continuum.

The process of consumer decision-making can be defined as the stages that consumers go through while making an ultimate purchase decision. Purchasing decisions encompass a series of selections made by consumers prior to buying a product, which starts once the customer expresses a desire to fulfill a particular need. [10].

PRODUCT

According to Candra (2019), a product is something that can be presented by producers to get attention, be sought after, purchased, and used to fulfill the needs and desires concerned. Meanwhile, Abubakar (2018: 32) states that product mix is the set of all products and product items, such as type of product, quality of product, characteristics of product, brand of product, design of product, packaging of product, size of product, service, warranty, and returns, along with other attributes that the seller offers specifically to the buyer. [2].

Products may take the shape of tangible goods, representing something physical derived from a production process within an organization or company. Furthermore, products can also encompass services, denoting non-physical or intangible offerings. Products play a crucial role in executing the marketing mix because of other products that the company sells to the market. The products offered to the market should align with marketing, production, and financial capabilities, with a primary emphasis on the demand for these products, which must be sufficient. A product is created or produced by a company in the form of goods or services to satisfy the wants and needs of consumers [11].

Products hold immense significance for a company because without products, the business would be rendered ineffective and unable to operate. Consumers will purchase a product if it aligns with their preferences. Therefore, the product must meet the wants and needs of consumers to generate interest and carry out successful marketing. So the product should be created in accordance with the desires and needs of consumers [12].

PRICE

Prices according to Islam are in accordance with Maqasid As-Shari'ah involves ensuring security and safeguarding the interests of society. While the seller has the discretion to set the price, it is important not to seek excessive profits, as per Islamic principles, where fairness is paramount. This approach aims to prevent any unfairness or loss between the traders and buyers. [13].

Price formation is the outcome of a mutual agreement between the seller and the buyer in evaluating a product. Consequently, pricing becomes the primary focus for the seller when attempting to market the product. Meanwhile, from the buyer's perspective, the price is a crucial factor influencing their choice to fulfill their needs. [14].

Pricing role is very important, particularly in sustaining and advancing the company's position within the market, as evidenced by its target market. Essentially, pricing influences the company's competitiveness and its capacity to cater to consumers [15]. Price has consistently been acknowledged as a crucial factor in influencing consumer buying decisions, whether in online or offline settings [16].

In this case, the product's price aligns with its quality. Lower prices often serve as a significant source of satisfaction for cost-conscious customers, as they receive substantial value for their money. Pricing plays a pivotal role in delivering value to consumers and shaping the product's image, consequently impacting purchasing decisions. [17].

In online environment, prices are generally lower due to reduced storage expenses and the absence of the need for physical storefronts. Consequently, price stands out as a primary advantage in the online environment. The "price" component in e-commerce involves a comparative evaluation of product prices offered by different sellers, the temporal dynamics of price fluctuations, as well as information on delivery methods and associated costs [18].

PLACE

Place includes the actions undertaken by a company to ensure products are available to customers. It is the operational space where minimarkets conduct activities to produce goods or services, enhancing their economic aspects. The location is perceived as a business space that significantly influences consumers' desire to visit and shop [17].

Kotler and Armstrong (2010) define place as a marketing or distribution channel, denoting a network of interconnected organizations facilitating the availability of a product or service for consumers or industrial users. The place component of the marketing mix includes mobile applications for online shopping platforms. Enhancing the efficiency of distribution channels is a crucial element within the place aspect [19].

As a variable within the marketing mix, location or distribution holds significant importance in aiding companies in ensuring their products. The primary goal of distribution is to provide consumers with the goods and services they anticipate, precisely at the right time and location.

PROMOTION

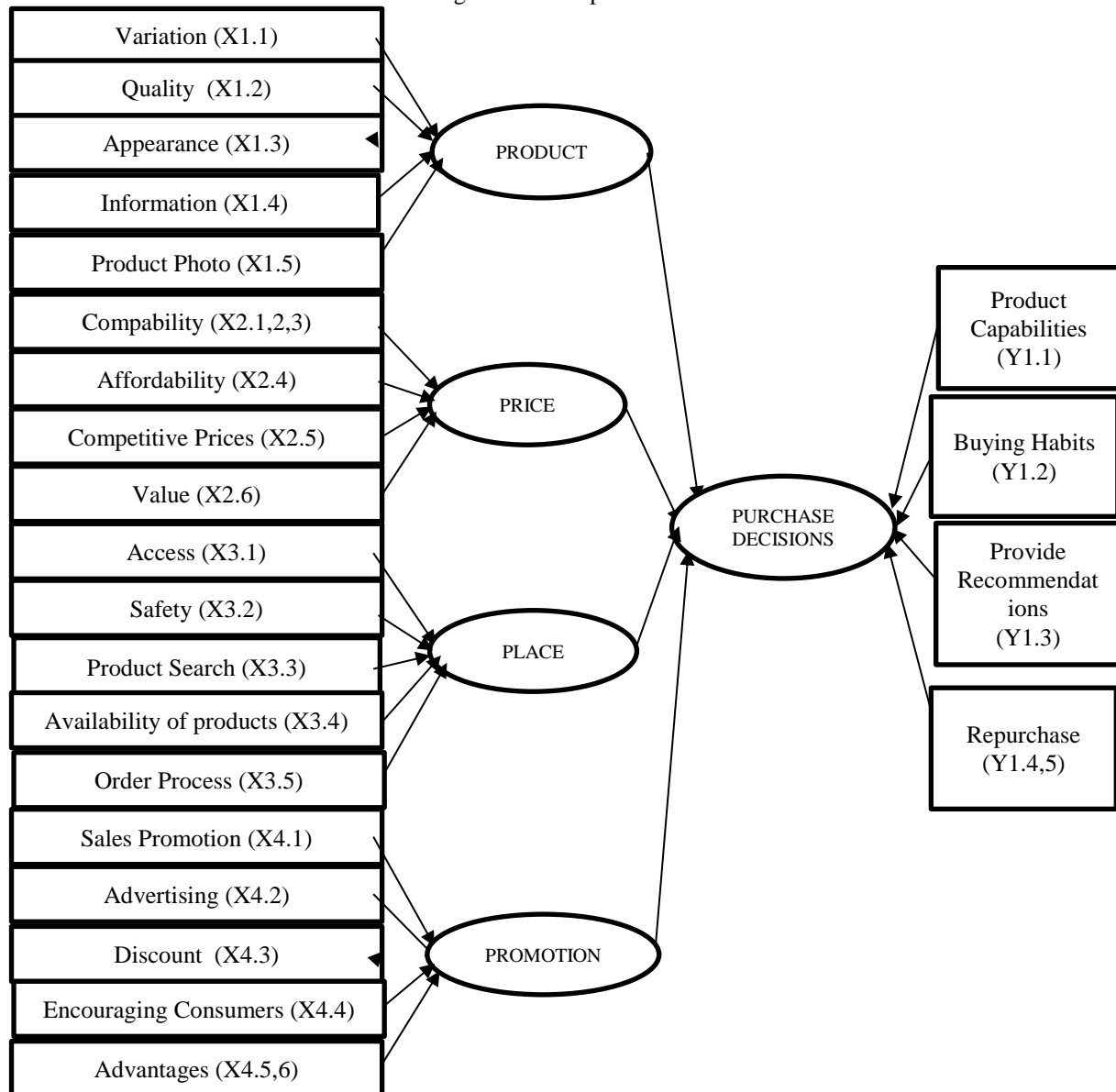
Promotional activities are integral for a company to introduce its products and are crucial for the company's survival. Promotion is closely tied to customers and holds greater importance than any other business function. [20]. (Yuliyanto, 2020) Promotion is a marketing effort to inform and influence people or other parties to be interested in making transactions or exchanging marketed products or services.

Promotion means an activity that conveys product advantages and convince consumers to purchase the offered products. Essentially, promotion encompasses all activities geared towards communicating tea products to the target market, delivering information about the product to consumers, and, most importantly, creating awareness to change attitudes or motivate individuals to take action, specifically making a purchase. [21].

Advancements in technology have resulted in shifts in consumer behavior, particularly with the increased adoption rates driven by the internet and mobile phones and driven product growth to various segments of society using technology [22]. Promotional activities are carried out to spread information, attract attention, generate and enhance desires, and foster consumer interest in visiting, purchasing, and using the products being offered.

ANALYSIS MODEL

Figure 2. Conceptual Framework

**RESEARCH HYPOTHESIS****The Effect of Products on Purchasing Decisions**

Products describe the creation and promotion of new products, including decisions regarding the product life cycle, such as upgrades, enhancements, or discontinuations. The internet facilitates the transformation of products into digital formats. Thus, as an integral component of a successful marketing strategy, companies must design or enhance products to align with customer preferences and needs. Products include everything that producers can offer to capture attention, generate demand, encourage exploration, facilitate purchase, and fulfill usage or consumption by the market, addressing market needs or desires in the forms of both goods and services [23]. Based on this rationale, the hypothesis is articulated as follows:

Hypothesis 1: Products have a positive and notable impact on Purchasing Decisions made on the Shopee platform.

The Effect of Price on Purchasing Decisions

The role of price is a crucial factor in societal contexts, influencing purchasing decisions. This implies that consumers are inclined to assess the comparison between price and quality when making purchasing choices. Empirical studies have generally revealed that competitive and discounted prices stimulate food purchases at retail stores [24]. According to the research conducted by Triandi (2020), it can be concluded that the price variable has a positive and substantial impact on repurchase decisions. Price stands out as a pivotal factor for a product. The

more fitting the offered price, the greater the likelihood of a decision to repurchase. Shopee's pricing is notably budget-friendly, aligning with the quality of the products offered, and it falls below the purchasing capacity of consumers, influencing repurchase decisions through Shopee [25]. Based on this rationale, the hypothesis is articulated as follows:

Hypothesis 2: Price has a positive and notable impact on Purchasing Decisions made on the Shopee platform.

The Effect of Place on Purchasing Decisions

Place refers to the location where the selling and buying of products, encompassing both goods and services, occurs [26]. Place encompasses distribution channels, shelving, grouping, location, storage, and transportation. Distribution represents a space where various activities are undertaken by the company to ensure its products are readily accessible and available to the intended consumers. In location selection decisions related to long-term involvement in aspects that are capital intensive, the company really has to consider and select locations that can be reached by the public, because choosing a good and strategic place is one of the good roles in doing business. Based on this rationale, the hypothesis is articulated as follows:

Hypothesis 3: Place has a positive and notable impact on Purchasing Decisions made on the Shopee platform.

The Effect of Promotion on Purchasing Decisions

To successfully introduce new products for sale, companies often integrate various promotional strategies. Marketing activities employed by retail stores play a crucial role in communicating offers to consumers. Specifically, promotions contribute to increased sales by diverting sales from other stores and enhancing the consumption of existing customers. The suggested four fundamental types of promotion include advertising, sales promotion, publicity, and personal selling [24]. The variety of promotions undertaken by companies, such as cashback and discounts, can serve as a special attraction for consumers. This becomes a significant factor for individuals to consider before making a purchase decision, highlighting the considerable impact of promotions on purchasing decisions. [27]. Based on this rationale, the hypothesis is articulated as follows:

Hypothesis 4: Promotion has a positive and notable impact on Purchasing Decisions made on the Shopee platform.

2. RESEARCH METHOD

The method that was used in this research was quantitative methods. Quantitative research is a research method of gathering data that involves obtaining numerical information. This method relies on primary data, which is collected through a pre-prepared questionnaire. The questionnaire that has been made distributed to respondents must be filled in with consistent answers. This quantitative research aims to develop a theory related to current phenomena [28].

Research will be conducted on consumers, especially generation Z, who have experience shopping for fashion products at E-commerce Shopee. This study's population is gen-Z in Surakarta city who has the Shopee application. Surakarta city has a large enough number of gen-Z, so that it represents the respondents in this study. The Lemeshow formula was utilized in taking the sample of this study. According to Riyanto and Hermawan (2020: 13-14) sample calculations with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty. With 95% of confidence level, the required sample size for the study is 151. The reason researchers use the Lemeshow formula (1997) is because the target population is too large or many with varying amounts [29].

This study used Nonprobability sampling as the sampling technique with purposive sampling method which is the selection of samples according to predetermined criteria or characteristics [30]. The data of this study used primary data. This study used field survey as the data collection method, using a questionnaire distributed to consumers with gen-Z status in Surakarta. In this study, a five-point Likert Scale was utilized to measure each variable item (1 = strongly disagree to 5 = strongly agree). The employed method is Structural Equation Modeling (SEM) - Partial Least Square (PLS), and the analysis was conducted using SmartPLS 3.0 software. [31].

3. RESULT AND DISCUSSIONS

3.1. Characteristics of Respondents

Table1. Results of Shopee Generation Z Consumer Respondents

Characteristics of Respondents	Frekuensi	Presentase
Gender		
Male	48	32%
Fimale	103	68%
Umur		
12-15 Years	0	0
16-18 Years	6	4%

Characteristics of Respondents	Frekuensi	Presentase
19-22 Years	116	77%
23-26 Years	29	19%
Education		
Junior High School	1	1%
Senior High School	118	78%
Diploma (D1-D4)	6	4%
Bachelor (S1)	26	17%
Master's Degree (S2)	0	0
Job		
Student	115	76%
Entrepreneur	10	7%
PNS/TNI/POLRI	0	0
Private Employee	24	16%
Others	2	1%
Purchase on Shopee E-commer		
Yes	151	100%
No	0	0
Income Per Month		
< Rp 1.000.000	49	33%
Rp 1.000.000 - Rp 3.000.000	64	42%
Rp 3.000.000 - Rp 5.000.000	30	20%
Rp 5.000.000 - Rp 10.000.000	5	3%
> Rp 10.000.000	3	2%

Source: Data Processed (2023)

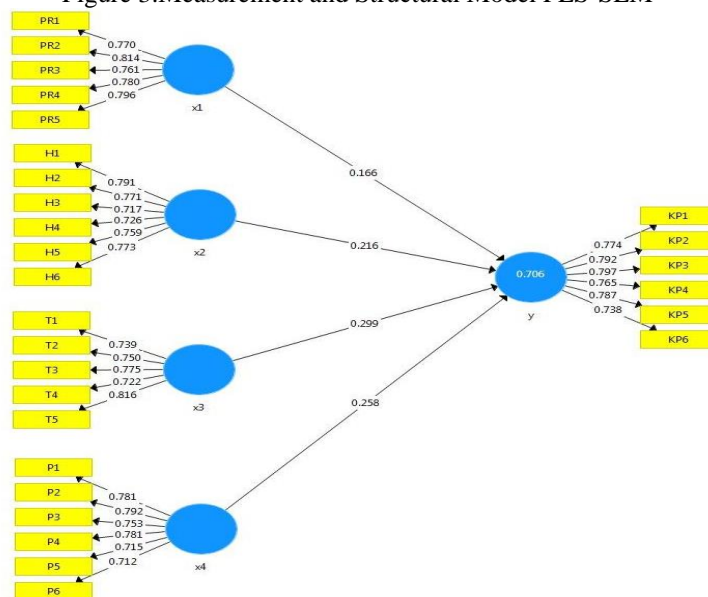
Descriptive respondents provide an understanding of the majority of profiles that influence purchasing behavior in online stores in Shopee e-commerce. The results of the respondent profile presented in the table include gender, age, education, education, occupation, whether or not they have made purchases in shopee e-commerce and monthly income.

3.2. Data Analysis

3.2.1 PLS Program Scheme

In this study, it was made complete with indicators and hypothesis testing utilizing the Partial Least Square (PLS) data analysis technique through the SmartPLS 3.0 program. The model scheme tested in the PLS program is as follows:

Figure 3.Measurement and Structural Model PLS-SEM



Source: Data Processed (2023)

3.2.2 Outer Model Analysis

1. Convergen Validity

Factor Loading

An indicator is declared to fulfill convergent validity in a good category if the outer loading value exceeds 0.7. The subsequent values represent the outer loading of each indicator on the research variables:

Tabel 2: Outer Loading Value

Variabels	Indicator	Outer Loading	Model Evaluation
Product (X1)	PR.1	0,770	Good
	PR.2	0,814	Good
	PR.3	0,761	Good
	PR.4	0,780	Good
	PR.5	0,796	Good
Price (X2)	H.1	0,791	Good
	H.2	0,771	Good
	H.3	0,717	Good
	H.4	0,726	Good
	H.5	0,759	Good
	H.6	0,773	Good
Place (X3)	T.1	0,739	Good
	T.2	0,750	Good
	T.3	0,775	Good
	T.4	0,722	Good
	T.5	0,816	Good
Promotion (X4)	P.1	0,781	Good
	P.2	0,792	Good
	P.3	0,753	Good
	P.4	0,781	Good
	P.5	0,715	Good
	P.6	0,712	Good
Purchase Decisions (Y)	KP.1	0,774	Good
	KP.2	0,792	Good
	KP.3	0,797	Good
	KP.4	0,765	Good
	KP.5	0,787	Good
	KP.6	0,738	Good

Source: Data Processed (2023)

Average Variance Extracted (AVE)

The AVE value of each variable will be declared to be good or valid if > 0.5 , this indicates that the indicators used have a high correlation.

Tabel 3. Average Variance Extracted Value

Variabels	AVE	Model Evaluation
Product (X1)	0,615	Valid
Price (X2)	0,573	Valid
Place (X3)	0,579	Valid
Promotion (X4)	0,572	Valid
Purchase Decisions (Y)	0,602	Valid

Source: Data Processed (2023)

2. Discriminant Validity

The discriminant validity test utilizes cross-loading values. The outcomes are considered good if they have the cross-loading value on the measured construct compared to the loading value on other constructs.

Tabel 3. Cross Loading

	X1	X2	X3	X4	Y
H1	0,660	0,791	0,573	0,528	0,521
H2	0,528	0,771	0,509	0,546	0,510
H3	0,579	0,717	0,524	0,540	0,504
H4	0,549	0,726	0,497	0,538	0,597
H5	0,522	0,759	0,545	0,535	0,613
H6	0,528	0,773	0,579	0,597	0,586
KP1	0,564	0,562	0,602	0,679	0,774
KP2	0,575	0,573	0,600	0,668	0,792
KP3	0,524	0,526	0,605	0,556	0,797
KP4	0,581	0,599	0,594	0,536	0,765
KP5	0,648	0,632	0,582	0,587	0,787
KP6	0,394	0,540	0,603	0,529	0,738
P1	0,561	0,590	0,653	0,781	0,662
P2	0,523	0,575	0,640	0,792	0,641
P3	0,548	0,560	0,555	0,753	0,533
P4	0,508	0,527	0,583	0,781	0,589
P5	0,504	0,479	0,546	0,715	0,535
P6	0,522	0,557	0,593	0,712	0,487
PR1	0,770	0,584	0,532	0,516	0,605
PR2	0,814	0,638	0,543	0,552	0,578
PR3	0,761	0,523	0,455	0,520	0,538
PR4	0,780	0,619	0,621	0,605	0,539
PR5	0,796	0,527	0,533	0,540	0,513
T1	0,457	0,526	0,739	0,555	0,520
T2	0,505	0,464	0,750	0,622	0,573
T3	0,582	0,596	0,775	0,618	0,622
T4	0,594	0,575	0,722	0,558	0,550
T5	0,464	0,549	0,816	0,641	0,652

Source: Data Processed (2023)

3. Reliability Test

The reliability test shows the degree of consistency and stability of the measuring instrument or research tool in gauging a concept or construct. In this study, reliability testing utilizes Composite Reliability and Cronbach's Alpha. A variable is considered to meet reliability criteria if its Composite Reliability value is greater than 0.7, while for Cronbach's Alpha, a value exceeding 0.6 is deemed reliable.

Tabel 4. Reliability Test

Variabels	Composite Reability	Cronbach Alpha
Produk (X1)	0,889	0,844
Harga (X2)	0,889	0,851
Tempat (X3)	0,873	0,818
Promosi (X4)	0,889	0,850
Keputusan Pembelian (Y)	0,901	0,868

Source: Data Processed (2023)

Based on the findings presented in the above table, it can be inferred that overall both the Composite Reability and Cronbach Alpha values of the variables can be declared fulfilling or reliable.

3.2.3. Inner Model Analysis

1. Goodness of Fit

R² (R-Square)

Tabel 5. R-Square Value

	R-Square	R-Square Adjusted
Purchase Decisions (Y)	0,706	0,698

Source: Data Processed (2023)

With an R-Square value of 0.706, it is indicated that the exogenous latent variables examined in this study collectively influence the Purchasing Decision variable by 70.6%. Thus, it can be inferred that the R-Square for Purchase Decision is strong.

Q² (Q-Square)

The following outcomes are the results of the calculated Q-Square value:

$$\begin{aligned} \text{Q-Square} &= 1 - [(1 - R^2)] \\ &= 1 - [(1 - 0,706)] \\ &= 1 - 0,294 \\ &= 0,706 \end{aligned}$$

Derived from the above research findings, the Q-Square value is 0.706. This value explains that 70.6% of the variability in the research data can be explained by the research model, leaving the remaining 29.4% explained by factors beyond this research model. Therefore, based on these results, it can be asserted that this research model exhibits a good goodness of fit.

2. F² (F-Square) Value

Tabel 6. F-Square Value

	Purchase Decisions (Y)
Product (X1)	0,036
Price (X2)	0,055
Place (X3)	0,099
Promotion (X4)	0,070

Source: Data Processed (2023)

According to the outcomes presented in the table above, it is evident that the predictive capability of product value for purchasing decisions, with a value of 0.036, is relatively small. The relationship between price and purchasing decisions, indicated by a value of 0.55, is considered moderate. Similarly, the connection between place and purchasing decisions, with a value of 0.099, is also categorized as moderate. The value of promotion to purchasing decisions of 0.70 is classified as medium.

3.2.4. Hypothesis

Tabel 7. Path Coefisien Direct Effect

	Hypothesis	Original Sample	t-Statistics	P Value	Description
Product (X1) -> Purchase Decisions (Y)	H1	0,166	1,562	0,119	Not Significant
Price (X2) -> Purchase Decisions (Y)	H2	0,216	2,006	0,045	Significant
Place (X3) -> Purchase Decisions (Y)	H3	0,299	2,843	0,005	Significant
Promotion (X4) -> Purchase Decisions (Y)	H4	0,258	2,829	0,005	Significant

Source: Data Processed (2023)

According to the results presented in the table above, the interpretation is as follows:

The product variable exhibits a t-statistic value $< t$ -table, which is $0.562 < 1.96$ and a p-value < 0.05 , which is 0.119 . Consequently, it can be deduced that the product variable has a negative and insignificant impact on purchasing decisions. Therefore, hypothesis 1 (H1), asserting that the product (X1) has no effect on purchasing decisions (Y), is supported. This study [32] also yields similar results to the findings of the product hypothesis in the present study.

The Price variable displays a t-statistic value $> t$ -table, which is $2.006 < 1.96$ and a p-value < 0.05 , which is 0.045 . Therefore, it can be concluded that price has a positive and significant impact on purchasing decisions. Consequently, hypothesis 2 (H2), stating that price (X2) affects purchasing decisions (Y), is supported.

The Place variable demonstrates a t-statistic value $> t$ -table, which is $2.843 < 1.96$ and a p-value < 0.05 , which is 0.005 . Consequently, it can be inferred that place has a positive and significant impact on purchasing decisions. Thus, hypothesis 3 (H3), which states that place (X3) influences purchasing decisions (Y), is supported.

The Promotion variable exhibits a t-statistic value $> t$ -table, which is $2.829 < 1.96$ and a p-value < 0.05 , which is 0.005 . Hence, it can be concluded that promotion has a positive and significant impact on purchasing decisions. Therefore, hypothesis 4 (H4), proposing that promotion (X4) affects purchasing decisions (Y), is supported.

3.2.5. Research Questionnaires

Tabel 8. Research Questionnaires

VARIABEL	QUESTION ITEM	REFERENCE
Product	1.I feel that E-commerce Shopee offers fashion products with various kinds of uniqueness and shapes. 2. I feel that E-commerce Shopee offers good quality fashion products. 3. I feel that E-commerce Shopee has a good and attractive fashion product display. 4. I feel that E-commerce Shopee provides detailed information and specifications about fashion products. 5. I feel that the product images displayed on E-commerce Shopee have clear image details.	[33], [34], [18]
Price	1.I feel that E-commerce Shopee offers prices according to the quality of fashion products. 2.I feel that the price offered by E-commerce Shopee is in accordance with the benefits felt by consumers. 3.I feel that the price of the products sold by E-commerce Shopee is in accordance with my expectations. 4.I feel that E-commerce Shopee offers affordable prices for its consumers. 5.I feel that the price at E-commerce Shopee is able to compete with other competitors or similar applications. 6.I feel that I can find cheap fashion products if I shop online using the Shopee application.	[33], [2], [12]
Place	1.I feel that Shopee E-commerce features have access that is easy to reach or use by consumers. 2.I feel that the security that E-commerce Shopee has can be trusted. 3.I feel that using E-commerce Shopee can make it easier to find products. 4.I feel that the product stock at E-commerce Shopee is abundant. 5.I feel that when using E-commerce Shopee the product transaction process becomes more practical.	[33], [35], [36]
Promotion	1.I feel that the promotion of fashion products on E-commerce Shopee attracts consumers to buy.	[33], [37], [2]

VARIABEL	QUESTION ITEM	REFERENCE
	<p>2.I feel that advertisements on social media make consumers interested in knowing more about fashion products at E-commerce Shopee.</p> <p>3.I feel that E-commerce Shopee often provides discount vouchers to consumers.</p> <p>4.I feel that coin redemption promotions that can be used for further purchases can attract consumers.</p> <p>5.I feel that payment through paylater makes it easier for consumers to make transactions.</p> <p>6.I feel that payment through COD makes it easier for consumers to make transactions.</p>	
Purchase Decisions	<p>1.I feel interested and decide to buy fashion products at E-commerce Shopee.</p> <p>2.I feel that I will decide to buy fashion products at E-commerce Shopee based on the experience of others.</p> <p>3.I feel that I will recommend to others for fashion products at E-commerce Shopee.</p> <p>4.I feel that I will make purchases of fashion products repeatedly in the future at E-commerce Shopee.</p> <p>5.I feel satisfied overall with the services and products that I have purchased on E-commerce Shopee.</p> <p>6.I feel that the Shopee E-commerce payment system makes it easy for consumers to shop.</p>	[33], [34], [10]

4. CONCLUSION AND RECOMMENDATION

4.1 Conclusion

Following the completion of this research utilizing Structural Equation Modeling (SEM) - Partial Least Squares (PLS) through the SmartPLS 3.0 software, analyzing the impact of the marketing mix (4P) on purchasing decisions for fashion products on the Shopee e-commerce platform (a case study on Generation Z in Surakarta city), several conclusions can be drawn: (a) The product variable (X1) has a non-significant and insignificant effect on purchasing decisions (Y). (b) The price variable (X2) has a positive and significant effect on purchasing decisions (Y). (c) The place variable (X3) has a positive and significant effect on purchasing decisions (Y). (d) The promotion variable (X4) has a positive and significant effect on purchasing decisions (Y). These findings serve as valuable input for Shopee e-commerce management in decision-making processes related to the development of marketing strategies, as they are poised to impact the company's future sales and profit turnover.

4.2 Limitations

The limitations and shortcomings of this study are evidence for developing future research models, especially in Indonesia. This study has research limitations including research conducted in the city of Surakarta, more precisely on generation Z e-commerce shopee consumers who were sampled as many as 151 respondents. This study has limited variables which were originally Marketing Mix (7P) and taken Marketing Mix (4P) due to the limitations of researchers in conducting research. With the limitations and shortcomings in this study, it is hoped that it can be taken into consideration and evaluated in future research so that better results can be obtained.

4.3 Recommendation

4.2.1. From Shopee Ecommerce

There are findings in terms of products, the suggestion is to conduct a review or be selective about the products traded on Shopee e-commerce so that it can record what goods are of quality, and authenticity whether they match or not with the description included.

4.2.2. For Future Researcher

The number of consumer data samples, especially in generation Z e-commerce shopee, can be more and more diverse than this research. By using a larger sample, it will provide accurate research results.

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