How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta

by Wilson Rajagukguk

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Abstract

Marketplace competition in Indonesia has shifted in the 3rd quarter of 2020. Shopee shifted Tokopedia's position at the top of customer visits on the website. It causes sales growth at Shopee to increase sharply. The role of brand image is one of the highlights expected to encourage customers and potential customers to buy products through Shopee. Research on Jakarta workers is interesting to observe, especially millennial generation workers and some generation Z. One hundred twenty urban workers were selected by the purposive sampling method. SEM implement to test the role of brand image in mediating price and sales promotion to purchase decision.

This study concludes: First, One of the seven hypotheses to be proven. The effect of price on purchasing decisions is insignificant. Shopee marketplace prices are uncompetitive compared with the other marketplace, which induces consumers to buy a product. Second, the other six hypotheses show an influence on purchasing decisions. Sales promotion and brand image have a positive effect on purchasing decisions. Price and sales promotion also affect brand image. Third, the brand image becomes a partial mediation for the impact of sales promotion and a complete mediation of price variables on Jakarta's urban workers' purchasing decisions.

Keywords
Brand Image, Sales Promotion, Price, Consumer Decision, Urban Worker

1. Introduction

The development of technology in the digital business world has made significant progress. The presence of the marketplace is proof of this technological development. The marketplace is part of e-commerce (Chaffey, 2009). Direct involvement of sellers with targeted buyers and the customer community is directly responded to, as direct marketing in the digital era (Kotler and Armstrong, 2018). The presence of a marketplace makes transactions more accessible, shorter and more effective.

The presence of a marketplace will open up business opportunities for the community. The ease and speed of requirements to become partners or partners in the marketplace have created many new people in business. Ease of use, it easier for marketplace partners to carry out promotions and transactions with buyers. However, then it is following buyer expectations (Phillip Kotler and Armstrong, 2018).

The number of partners or partners in the marketplace also gave birth to many marketplace companies and e_business ((Purba J. T., Budiono, Rajagukguk, Samosir, & Adirinekso, 2020) financial technology such as pay later (Adirinekso, Purba, & Budiono, 2020) with some benefit for the customer and the business itself. Marketplace companies applied marketing strategies to attract consumers, marketplace business partners, and maintain their brand image. The strategy aims to attract consumer attention and enable consumers to decide to shop or make shopping decisions.

In Q4 2019, Shopee shifted Tokopedia's position, which since Q3 2017 has become the most visited marketplace. Based on data (www.iprice.co.id 2020), Shopee has succeeded in attracting 72,973,300 web visitors per year, while Tokopedia has 67,900,000. Survey during Ramadan (2020), out of 1000 respondents, 82% of consumers prefer Shopee as a place to shop online. It goes hand in hand with the Q1 2020 survey results, with Shopee's results being the most visited marketplace

The competition between these marketplaces is related to competitive marketing strategies and brand image as determinants of company success. For example, the competitive marketing strategy (Kotler and Armstrong, 2018) implemented by Shopee has attracted consumers' attention and encouraged them to make purchases at Shopee. Purchasing decisions related to how individuals, groups and organizations choose, buy, use and how products, ideas, services and experiences are in order to satisfy their needs and want (Kotler and Armstrong, 2018). The purchasing decision is the final decision in purchasing after going through certain stages (Kalangi et al., 2019), including considering various factors, such as sales promotions and prices.

Brand image can mediate sales promotion and price factors for consumer purchasing decisions (Armayani and Jatra, 2019). Shopee uses brand ambassadors Christiano Ronaldo in its application to increase brand image. It turned out to further encourage Shopee's existence as the most existing marketplace during the Covid 19 pandemic in Indonesia. MarkPlus Inc survey shows the E-Commerce Competition Map in Indonesia. In Q3, 2020, 71% of respondents made Shopee a top of mind brand. While 90% of respondents during July-September 2020 choose Shopee as the most used e-commerce. Another reason is that campaign and promotion programs are considered superior to other e-commerce sites. Shopee is also a consumer favourite because it is active in TV advertising with 83%, 73% on social media and 70% on Youtube, in attracting consumer awareness.
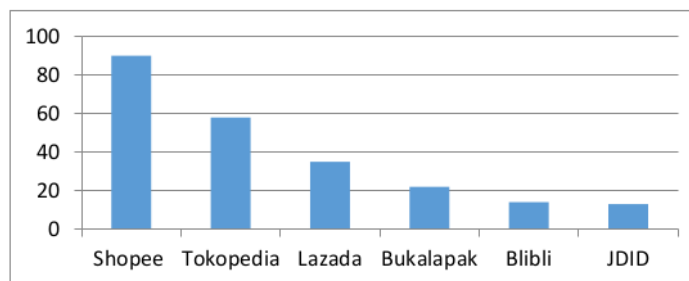

Figure 1. Indonesia's Marketplace Position on Q3, 2020
Source: www.marketeers.com, 2020.

Shopee also implements pricing strategies, such as guaranteed lowest prices, flash sale programs integrated with sales promotions such as Harbolnas (National Online Shopping Day). In addition, promotions such as cashback, discounts and vouchers, free shipping, and bonus packs are pricing strategies.

Kotler and Armstrong (2018) explain that sales promotion means a group of tools used by sellers and specialized companies in the short term to stimulate consumers to make purchases. Research conducted by Shamout (2016) states that promotional tools such as giving samples, discounts, buy one get one free have a significant effect on purchasing decisions. Sales promotion as a tool plays an essential role in stimulating buyers to buy products during the promotional period. As a result, it increases dealer and retailer profits and market share. It supports by Sihabudin (2016), Felita, P and Oktivera, E (2019), Leksono and Herwin (2017), which shows that an influence from sales promotions to purchasing decision through price discounts, bonus packs (buy one get one), free shipping. Meanwhile, in research conducted by Parlina and Madiawati (2016), Prabarini et al. (2018) found that sales promotion does not

affect consumers' purchasing decisions. In different studies, Purnamasari and Murwatiningsih (2015) and Armayani and Jatra (2019) said that sales promotion positively affects purchasing decisions through a brand image.

Furthermore, in a separate study, Tulangow et al. (2019) argued that price is one element that can influence consumers in making purchase decisions and sales promotion. Their result supported by Purnamasari and Murwatiningsih (2015), Armayani and Jatra (2019). Furthermore, based on the results of the study conducted by Leksono and Herwin (2017), Febriani and Khairusy (2020), Rizki et al. (2017), Hidayati (2018), and Ilmiyah and Krishernawan (2020) also found that price has a significant effect on purchasing decisions. However, in research conducted by Apriliani (2014), Andriani and Nuryati (2020), the price does not influence purchase decisions. Furthermore in the research of Purnamasari and Murwatiningsih (2015), Armayani and Jatra (2019) the brand image mediating effect of price on purchasing decisions.

1.1 Objectives

Based on the introduction background, this study aims to determine sales promotion and price and brand image in mediating the impact of price and sales promotion on Jakarta workers' purchasing decisions.

2. Literature Review

Sales promotion is a way for sellers to attract consumer's attention to encourage consumers to purchase a product and service with a short grace period and increase sales. Meanwhile, according to Belch & Belch, 2015 in Patricia Felita and Oktivera (2019), consumer-oriented sales promotions, namely: giving samples, giving coupons, giving free products after purchase, allowing consumers to win prizes through competitions, games, or sweepstakes, rebates, giving bonus packs, discounted prices, loyalty programs, and marketing events.

Study results by Sihabudin (2016) prove that sales promotion variables with indicators in discount guarantee cards, giving samples, and gifts influence consumer decisions. Likewise, Felita and Oktivera (2019), Leksono and Herwin (2017) use the discount indicator to influence purchasing decisions. In contrast, sales promotion has no significant effect on purchasing decisions (Parlina and Madiawati, 2016) and Prabarini et al. (2018).

Price determines the value of a good and service that positions the product or service level of a product or company. Based on consumer perceptions, price measurement is ascertained at the class because of different individual abilities. For example, consumers consider prices according to product quality, affordable prices according to consumers' perceptions, and lower prices after purchasing products. These consumer considerations can influence product purchase decisions.

Leksono and Herwin (2017) support the theory above. The more affordable and reasonable price, the higher incentive for consumers to make purchases. Furthermore, Febriani and Khairusy (2020), and Ilmiyah and Krishernawan (2020), found that prices that match product quality, affordable prices, and discounted prices affect the decision to purchase products the Shopee marketplace. The price according to product quality is the primary consideration for consumers in making a purchase decision (Rizki et al, 2017). Meanwhile, affordable prices, price comparisons, and price compatibility with a product's quality affect purchasing decisions (Hidayati, 2018). However, price does not influence consumers in making purchasing decisions (Apriliani, 2014) (Andriani and Nuryati 2020).

Kotler and Armstrong (2018) believe that competitive prices are essential in influencing consumers to make purchasing decisions. Before deciding on a purchase, in general, consumers will evaluate several things: 1). affordability or comparability with the goods and services to be chosen; 2). choosing and comparing the prices of competitors' products, and 3). Decide if the price is lower and includes shipping costs (sales promotion).

According to Purnamasari and Murwatiningsih (2015), price affordability, price elasticity, and competitor price comparisons influence consumers in making purchasing decisions. Meanwhile, Achidah et al. (2016) mentioned affordability of product prices, price suitability with product quality, price competitiveness, and perceived benefits in Wahyuni and Rahanatha (2020).

At the processes of consumer purchases, the consumer has decided to choose a product or service. As a result, a consumer can increase their sales and company revenue. In general, consumers will be interested in a product offered at a lower price, combined with sales promotion and brand image as considerations. According to Kotler and Armstrong (2018), purchasing decisions are part of consumer behaviour as the final stage of buyer behaviour in determining which brands and products to buy.

However, two factors influence the interest and change the buyer's decision, namely (1). the influence attitudes of those around which are considered essential; (2)—unexpected situations, such as a highly discounted price from a company going bankrupt.

Brand image is the image, estimate, view, memory, the image of consumers about a company. Brand image is a consumer evaluation of everything related to the brand that can affect the buying process and consumer

consumption. The brand image will describe and explain a company brand captured by the individual's mind. The right brand image can increase sales through purchasing decisions after consumers consider prices through sales promotions. It is known that brand image helps consumers recognize their needs and differentiate a brand from its competitors. For the brand image to be embedded in the consumer's memory, the consumer must have a brand shape in the consumer's memory regarding how information is associated with the brand. A brand has characteristics that make the products produced by the brand different and recognized by other products.

Brand image is a schematic memory of a brand that contains a target market, interpretation of product attributes, benefits, usage situations, and marketer characteristics. In other words, brand image means a description of what consumers think and feel when they hear the name of a brand (Hawkins and Mothersbaugh, 2016). According to Kotler and Keller (2012), brand image describes the extrinsic nature of a product or service, including how the brand tries to meet customers' psychological or social needs. According to Kotler and Keller (2009: 403) in Rizki et al. (2017), brand image is the opinion and belief held by consumers, reflecting institutions embedded in consumers' memories, which consumers remember when they first hear the slogan and embedded in the minds of consumers.

According to Rizki et al. (2017), brand image plays an essential role in consumers' growth and trust in brands to guide consumers in using products and services. Brand image is often used as a guide for consumers to purchase products and services. Meanwhile, Schiffman and Wisenblit (2015), brand image results from placing pictures based on a brand's work in consumers' minds. They also say that brand image can be seen as the perception of all components of a product, service, brand, symbol, value, and quality of products the way marketers offer. Purnamasari and Murwatiningsih (2015) argue that brand image is an essential element in marketing products where the overall consumer perception results from evaluations of the brand or product. It reminds consumers of the brand. Consumer evaluation results will become the basis for consumer thinking in following up on the product.

3. Methods

Sekaran and Bougie explained (2016) that basic research can produce a body of knowledge by understanding how organizations' problems can be resolved. The model used in this research is Structural Equation Modeling (SEM) to determine the Effect of Sales Promotion and Price on Purchasing Decisions with Brand Image as a Mediation Variable for Shopee Marketplace Customers. SEM enables researchers to include unobservable variables measured indirectly by indicator variables (Hair et al., 2017). At the same time, the techniques used in this research are quantitative techniques to ensure that the data collected is accurate, complete, and appropriate to calculate and display basic descriptive statistics (Sekaran and Bougie, 2016).

The conceptual framework in Fig.2 shows two independent variables, one mediating variable and one dependent variable. Those variables are Sales Promotion (X1) and Price (X2) as an exogenous variable, and Brand Image (Z) as a mediating variable, Purchase Decision (Y1).
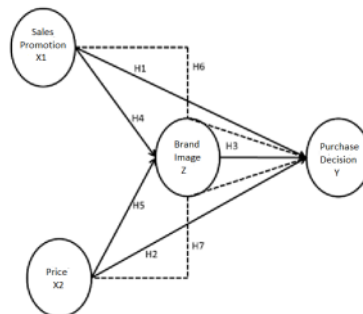

Figure 2. A Conceptual Framework

Purchase Decision

Based on Schiffman and Wisenblit's (2015) conclusions, nine out of ten consumers make purchases intending to save expenses and supported by Kotler and Armstrong (2018). For example, in unexpected situations, consumers are attracted to purchase if there is an attractive promotion without planning. The indicators of purchasing decisions are a. Practical loyalty, b. Purchase at the lowest price, c. Good luck in exchanging specific coupons or discounts; d. Bidding hunter (ongoing sales promotion).

Sales Promotion

Based on Kotler and Armstrong (2018), sales promotion includes tools such as coupons, sweepstakes, discounts, premiums, each of which has unique qualities. Patricia Felita and Oktivera (2019) related to the diversity of types of sales promotions conducted by Shopee. Coupon, price-off deals, bonus packs, free premium, and loyalty programs in the form of free of charge are the indicators of Sales Promotion in this study.

Price

Price is the amount of money charged to consumers. It is exchanged for products and services considered to be of the same value (Wahyuni and Rahanatha, 2020). The consumer will evaluate the price and variation of price. Consumers can think that high prices guarantee a product's quality, but consumers also believe that prices are too high for specific products. There are four price indicators in this study, namely: a. Product price affordability, b. Price compatibility with product quality, c. The price competitiveness and d. Price match with perceived benefits

Brand Image

Purnamasari and Murwatiningsih (2015) argue that brand image is an essential element in marketing products where the overall consumer perception. The brand image is consumers' evaluations of the brand or product, which then reminds consumers of the brand. Consumer evaluation results will become the basis for consumer thinking in following up on the product. In this study, we use three indicators for brand image: a. Quality, b. awareness, c. reputation.

This study has 14 indicators, so that the required number of respondents is a minimum of 40 to 120 respondents. The questionnaire relates to endogenous, exogenous, and mediating variables where all operational variables are measured by measuring instruments with a Likert scale. Smart PLS processes the data analysis method used to test the hypothesis by performing two tests. The tests are Evaluation of Outer Measurement Model and Evaluation of Inner Structural Model.

4. Data Collection

This study uses primary data and secondary data. According to Sekaran and Bougie (2016), primary data collects data directly from the source done through four methods: interviews, observation, questionnaires, and experiments. In answering questions, respondents can determine the choice of answers based on a Likert scale with five selection levels: strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaire was distributed personally, electronically, or emailed to respondents. Meanwhile, secondary data is data obtained by researchers indirectly where information is available and not collected by researchers, for example, data from www.Markplusinc.com, www.iprice.co.id, www.seagroup.com, and www.topbrand-awards.com.

The population in this study are all customers at Shopee. Sekaran and Bougie (2016) define a population as the entire group or collection of people, events, and objects interested in researching. This study was conducted on Shopee's customer who lives in DKI Jakarta, which is a worker. Jakarta is one of the metropolitan cities with the most prominent e-commerce user in Indonesia compared to other regions. Shopee customers in the DKI Jakarta region cannot count with certainty or infinite (Snapcart, 2018)

The sample is a small part of the population where the researcher uses the subgroup to conclude the population's interest (Sekaran and Bougie (2016). The sample collects using nonprobability sampling. Purposive sampling is limited to certain types of respondents who can provide the research information (Sekaran and Bougie, 2016). They know because their characteristics match the researcher's criteria. Respondent in this study is customer Shopee. The determination of a good sample is ten multiplied by the number of indicators in the survey, 120 respondents.

5. Results and Discussion

5.1 Numerical Results

After ensuring that the statement items in questionnaires are valid and reliable, the data is used to evaluate the research model's quality. The two evaluations are the Outer Measurement Model and Inner Structural Model using Smart PLS 3.3.

5.1.1. Outer Measurement Model

Tabel 1. Summary of Reflective Measurement Model

	Indicator	Convergent Validity	Internal Consistency Reliability	Discriminant Validity

		Outer Loading	AVE	Composite Reliability	Rho_A	
		>0.50	>0.50	0.60 – 0.90	>0.5	HTMT
Brand Image	CM1	0.84	0.64	0.900	0.87	Yes
	CM2	0.85				
	CM3	0.83				
	CM4	0.76				
	CM5	0.72				
Price	H1	0.75	0.58	0.80	0.67	Yes
	H2	0.69				
	H4	0.84				
Sales Promotion	PP1	0.81	0.58	0.87	0.81	Yes
	PP2	0.85				
	PP3	0.75				
	PP4	0.75				
Purchase Decision	KP1	0.76	0.62	0.85	0.76	Yes
	KP2	0.72				
	KP3	0.82				
	KP4	0.74				

Source: author, 2020.

From the previous test, the results of AVE value for indicator price (H3) and Sales Promotion (PP5) are still below the conditions suggested by Hair et al. (2017), where the excellent AVE and outer loading values minimum 0.50, and if the value below criteria must be a write-off. Researchers consider eliminating the value of H3 and PP5 to get a better deal on the test.

In the second test in table 1, both the data processing results on convergent validity, namely AVE and outer loading, showed values above 0.50. In each construct's outer loading test, the Brand Image's value, Purchase Decision and Sales Promotion variable is the value whose indicator gets the highest value. The five indicators get the expected value, which is above the value of 0.70.

For Reliability or Internal Consistency testing, when the composite reliability value is 0.60 to 0.70, exploratory research can be accepted. Simultaneously, in further study, a value between 0.70 and 0.90 can be considered satisfactory. In the composite reliability, the price variable produces the lowest value, namely 0.80, and the highest value is the Brand Image variable, namely 0.90, with a good understanding. The discriminant validity test through Cross Loading and Fornell-Larcker Criterion data processing indicates that each of these constructs is unique and captures phenomena that are not represented by other constructs in the model.

Table 2. Fornel-Larcker Criteria

Construct Variable	Brand Image	Price	Sales Promotion	Purchase Decision	AVE
Brand Image	0.803				0.644
Price	0.354	0.761			0.580
Sales Promotion	0.340	0.178	0.790		0.624
Purchase Decision	0.650	0.259	0.566	0.793	0.582

Source: author, 2020.

5.1.2. Evaluation of Inner Structural Model

After carrying out the validity, reliability, and discriminant validation tests, the research continued by conducting further tests, namely testing the inner structure model, measuring the value on R^2, and measuring effect size f^2. The R-square means measuring the model's predictive power and is calculated as the squared correlation between the actual and predicted values of the endogenous construct representing the combined effect of the exogenous latent variable on the endogenous latent variable. The R^2 value shows a higher level of accounting label. According to Hair et al. (2017), the value of R^2 if 0.75 is considered significant, 0.50 is moderate, and 0.26 means weak. In this model, Price and sales promotion variables affect the Brand Image by 20% from the tests carried out,

and the other 80% influenced by variables not included in the study. It means, price and sales promotion variation has a weak explanation brand image.

In contrast, Price, Sales Promotion, and Brand Image variables affect the Purchasing Decision variable by 56%, and another 44% influenced by other variables not included in the study. The price, sales promotion, and brand image variation explained the variation of purchasing decisions moderately.

The measurement of $f2$, which produces a particular value, illustrates the degree of influence of the construct latent exogenous variables on the construct latent endogenous defined as a strong effect (0.35), moderate effect (0.15), and weak effect (0.02) (Hair et al., 2017). From the results of $f2$ data management, the two variables of Sales Promotion and Price as exogenous variables have a moderate effect on the Brand Image construct with values of 0.100 and 0.112, respectively. Meanwhile, the results prove that the brand image has the most significant influence of 0.474 on purchasing decisions. Sales Promotion on Purchasing Decisions also has a strong effect, in contrast to price's impact on Purchasing Decisions with a value of 0.302. Compared to the effect of other variables in the study, the price does not affect purchasing decisions.

Table 3. Path Coefficient and t Statistic

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)
Sales Promotion ->Purchasing Decisions (H1)	0.390	0.401	0.080	4.872
Price ->Purchasing Decisions (H2)	0.008	-0.002	0.086	0.095
Brand Image ->Purchasing Decisions (H3)	0.514	0.510	0.087	5.937
Sales Promotion -> Brand Image (H4)	0.286	0.296	0.073	3.903
Price Brand Image (H5)	0.303	0.313	0.084	3.626
Sales Promotion->Brand Image ->Purchasing Decision (H6)	0.147	0.401	0.044	3.311
Price ->Brand Image ->Purchasing Decision (H7)	0.156	0.157	0.044	3.539

Source: Author Calculation, 2020.

For hypothesis testing, the path coefficient has an expected value between negative one and positive one. The t statistic evaluates the relationship between the variables in the hypothesis with the provisions > 1.96, which means significant.

This study's results are in line with Kotler and Armstrong's (2018) conclusions that sales promotion includes tools such as coupons, sweepstakes, discounts, premiums, each of which has unique qualities. The results of the study are also the same as the results of research by Leksono and Herwin (2017), Patricia Felita and Oktivera (2019) and Sihabudin, (2016) that sales promotion has a positive and significant effect on purchasing decisions. In research conducted by Leksono and Herwin (2017) found that the more promotions carried out, the higher the level of consumer purchasing decisions. Patricia Felita and Oktivera (2019) also concluded that Shopee Indonesia's sales promotion affected Impulsive buying. Furthermore, they are also supported by Sihabudin (2016) findings that provide an excellent response to producers' advertisements to consumers.

In the form of free delivery, sales promotion is considered by respondents as the most influencing factor in purchasing decisions with the highest percentage, namely 84% feeling strongly agree and agree. Respondents also approved other indicators such as giving discounts, giving free premium products, bonus packs, and offering coupons to make product purchase decisions. The percentage of respondents agreeing to be 73% to 79%. It shows that sales promotions can influence consumers in deciding to purchase products.

Price has a positive but not significant effect on buying decisions. The results of this study contradict research conducted by Leksono and Herwin (2017), Febriani and Khairusy (2020), Rizki et al. (2017), Hidayati (2018), and Ilmiyah and Krishernawan (2020). In these studies, it is explained that the more affordable the price is following the quality of the product, the discounted price can have an influence on consumer decisions in purchasing products on the Shopee marketplace.

In table 3, it is known that the results of data processing with Smart PLS version 3 show that the sample value is 0.008, which means positive. Nevertheless, in the t-statistical test results, data processing results show a value of 0.095 <1.96, which means it is not significant. It is supported by Apriliani (2014) and Andriani and Nuryati (2020), which found that prices do not influence consumers in making purchasing decisions.

Several things explain the rejection of this hypothesis. Consumers will prefer to shop if the price offered is lower or higher if the quality aspect of the product is adequate. The competitive price indicator explains that Shopee must compete with product prices offered in other e-commerce. Aprilia's findings (2014) states that there are many

shopping deposit services from abroad. Easy access to international markets such as America and Japan are also factors that cause the price offered by Shopee to compete with competitors. Likewise, price suitability related to product durability and consumer satisfaction must be following the price showed. In this case, many sites offering homemade products that guarantee durability and customer satisfaction are believed to be one aspect that can influence consumer purchasing decisions.

Brand Image has a positive and significant effect on Purchasing Decisions. The data processing results in table 4.10 show that the original sample value (O) is positive with a value of 0.514, and the t-statistic is 5.937> 1.96, which means significant. Moreover, compared with the value of the processing results among other variables on purchasing decisions, the brand image variable has the highest or dominant value. The company must have exceptional attention to its image in the minds of consumers.

This study's results align with Leksono and Herwin's (2017) research that the higher a brand image can influence consumers to make purchases. Ramadhani and Maskur (2020) also said that Shopee has a brand image as an active company in the promotion. It has an influence on consumer decisions in making purchases. Supported by Febriani and Khairusy (2020) findings, a brand that can be trusted, has a good reputation, has characteristics, and has quality products can influence consumers in purchasing products.

In this finding, 84% of respondents described that indicators that influence consumers' purchasing decisions are the fourth indicator of the guarantee of transaction security at Shopee to make consumers dare to shop online. Meanwhile, two other indicators, such as Shopee's quality in consumers' minds and Shopee's current reputation, influence consumers by 13% to make a purchase decision.

Sales promotion has a positive and significant effect on Brand Image. The data processing results in table 4:10 show that the original sample value (O) is positive with a value of 0.286, and the t-statistic is 3.903> 1.96, which means significant.

This study's results align with research conducted by Sihabudin (2016) and Leksono Herwin (2017). Leksono Herwin (2017) found that the higher the sales promotion, the higher the brand image and the brand image. Moreover, they are supported by Sihabudin (2016), who said that the intensity and form of promotions carried out by companies could influence consumers in remembering the company's brand image. Schiffman and Wisenblit (2015, p. 133) say that brand image can be seen as the perception of all components of a product, service, brand, symbol, value, and quality of the way marketers offer.

In this finding, sales promotion in giving discounts, shopping coupons, bonus packs, buy one get one, offering premium products for shopping bonuses, and eliminating shipping costs can form a positive brand image in the minds of consumers. They were supported by Ramadhani and Maskur (2020), who found that the intensity of sales promotions made the brand image of the product and company easy for consumers to remember. When Shopee's popularity, reputation, quality, and safety can convince consumers, a brand image will be formed and influence Shopee's brands or products' evaluation results (Purnamasari and Murwatiningsih, (2015). Price has a positive and significant effect on brand image. Brand image affects consumers in the burden paid in exchange for the benefits of a product or service. 80% of respondents think that 13 agree and strongly agree that the prices of products offered by Shopee are competitive with other marketplaces. In line with the results of research conducted by Leksono and Herwin (2017), it is found that the higher the company's brand image is in the eyes of consumers, and Saraswati and Rahyuda (2017) find that high product prices can encourage the company's brand image to be positive.

Price has a positive and significant effect on brand image. Data processing results show that the original sample value (O) is positive with a value of 0.303, and the t-statistic is 3.626> 1.96, which means it is significant. In line with the results of research conducted by Leksono and Herwin (2017), it was found that the more affordable the price, the higher the company's brand image in the eyes of consumers. Saraswati and Rahyuda (2017) also found that high product prices can encourage its brand image to be positive.

Schiffman and Wisenblit (2015) say that brand image can be seen as the perception of all components of a product, service, brand, symbol, value, and quality of the way marketers offer. From this conclusion, it is explained that brand image affects consumers in the burden that must be paid in exchange for the benefits of a product or service. So it is known that prices that consumers can reach, comparison of product quality with prices, price competition for the same product from other competitors, and product benefits from a company can form a positive brand image.

There is an effect called the perfect mediation effect and the partial mediation effect in the mediation effect. Perfect mediation applies if the mediating variable changes the shape of the influence of exogenous variables on endogenous variables, and partial mediation is formed if exogenous variables are deemed to still affect endogenous variables through mediating variables, Sekaran and Bougie, (2016).

Sales promotion has a positive and significant effect on purchasing decisions through brand image. In the first hypothesis, it is known that there is an effect of sales promotion on purchasing decisions. After going through the

brand image, the effect of sales promotions on purchasing decisions does not change. So it can be concluded that the effect of brand image mediation is partial mediation.

The results of this study are in line with the results of research conducted by Purnamasari and Murwatiningsih (2015), explaining that it is a pathway to improve purchasing decisions on the effect of promotion on purchasing decisions. Findings from Leksono and Herwin (2017) that the higher the sales promotion, the higher the brand image and the purchasing decision. Supported by Armayani and Jatra (2019), it is found that promotions owned by-products or companies can strengthen the influence of product brand image on product purchase decisions. Research by Armayani and Jatra (2019), Leksono and Herwin (2017), as well as Purnamasari and Murwatiningsih (2015) concluded that brand image could mediate sales promotion on purchasing decisions.

Brand image mediates the effect of price positively and significantly on purchasing decisions. Due to the significance of the price variable, there is a positive and significant influence on consumer decisions through the brand image. The mediating effect of brand image is perfect mediation. The perfect mediation effect occurs when comparing the results of the second hypothesis, namely that price does not affect purchasing decisions, and there is a price influence on purchasing decisions through brand image.

The results of this study are in line with the results of research conducted by Armayani and Jatra (2019), Leksono and Herwin (2017), as well as Purnamasari and Murwatiningsih (2015), which concluded that brand image could mediate price on purchasing decisions.

Armayani and Jatra (2019) said that the price owned by a product or company strengthens the brand and company image towards product purchase decisions. Leksono and Herwin (2017) also argue that the higher the price, the higher the brand image and the purchasing decision. Furthermore, it is supported by the findings of Purnamasari and Murwatiningsih (2015), which concluded that brand image is a way to improve purchasing decisions on the effect of price on purchasing decisions. So that purchasing decisions and brand image can be enhanced through an appropriate pricing strategy.

6. Conclusion

This study concludes several things: First, One of the seven hypotheses to be proven, and only one hypothesis is not accepted. The hypothesis is the effect of price on purchasing decisions. It is understandable because the Price in the Shopee marketplace uncompetitive compares with the other marketplace, which induces consumers to buy a product. Second, the other six hypotheses show an influence on purchasing decisions. Sales promotion and brand image have a positive effect on purchasing decisions. Price and sales promotion also affect brand image. Third, the brand image becomes a partial mediation for the effect of sales promotion and a complete mediation of price variables on the purchasing decisions of urban workers in Jakarta.

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