

# Impact Of Product Quality And Price On Online Marketplace Consumer Purchase Decisions

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## Abstract

**Purpose Study:** Purpose of this study is to examine how price and product quality influence Indonesian consumers' choices to buy in Qatar.

**Methodology/approach:** Type of study was a quantitative approach with using survey technique. The sample includes 100 Indonesian respondents in Qatar. The data collected with a questionnaire, and data analysis used the PLS-Structural Equation Modeling.

**Results/findings:** The study findings showed that, both individually and in combination, product quality and price significantly and positively influence consumer choices to buy ( $P < 0.05$ ). Product quality is the most dominant factor, with a greater contribution than price.

**Conclusion:** This study concludes that product quality and price significantly and positively influence the purchasing decisions of Indonesian consumers in Qatar on the Ourshopee.com platform. Product quality is the most dominant factor, indicating that reliability, suitability, and durability play a greater role than price in cross-border online shopping decisions.

**Limitations:** First, the most of respondents were women aged 41–50 years who work as housewives, with nationality of Indonesian residency in Qatar. Second, data collection was conducted on only one e-commerce platform, Ourshopee.com, which does not fully represent consumer behavior across other online shopping platforms.

**Contribution:** Within of improving product quality and setting competitive prices will be attract to customers. For further research, it is recommended to explore additional variables such as promotions and consumer trust, as well as testing on other e-commerce platforms to increase the generalizability of the results.

**Keywords:** *Price of Product, Purchase Decision, Quality of Product.*

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## 1. Introduction

Qatar's economy has experienced rapid growth, including in the e-commerce sector. This development is characterized by several key points. With an annual growth rate of 8.07%, Qatar's e-commerce industry is projected to reach approximately USD 3.72 billion by 2025. Qatar has also made substantial investments in digital infrastructure, including high-speed Internet networks and online payment technologies, which have become major drivers of e-commerce growth. Consumers in Qatar increasingly value the convenience and efficiency of online shopping, particularly for products such as electronics, fashion, and household goods (*Research and Studies Department, 2021*). The global diffusion of social media platforms, combined with increasing technology adoption, has significantly accelerated the emergence of social commerce, representing one of the most notable advancements in Qatar's e-commerce landscape (Kubaisi and Shanab, 2022).

OurShopee.com is a website that offers a wide range of products to explore, experience, gift, and purchase in Qatar. The philosophy of OurShopee.com is simple: treating customers as the company would like to be treated. OurShopee.com enables consumers to purchase products and services online from anywhere in the country. As one of the e-commerce platforms operating in Qatar, OurShopee.com, recognized as a trusted shopping site based in the UAE, Oman, and Qatar, was launched in Qatar in the first week of November 2017. OurShopee.com assures customers of the authenticity of its products by providing a 100% guarantee that shopping on the platform ensures an authentic experience.

E-commerce marketplaces have revolutionized shopping. With just a few clicks, consumers can obtain a wide variety of products without leaving their homes (Sasabone et al., 2023) (Niu & Zhao, 2023). An e-commerce marketplace is an online platform that facilitates the exchange of goods and services between sellers and buyers. In Indonesia, 88% of the population uses online platforms for shopping (Syarif et al., 2023); (Attar et al., 2022) (Helmy et al., 2023). The presence of e-commerce marketplaces has significantly transformed modern consumer shopping behaviors. Through easy access and digital interfaces, consumers can acquire products efficiently, while marketplaces function as digital intermediaries connecting sellers and buyers in transactions involving goods and services.

When consumers consider purchasing a product, perceived quality plays an important role in influencing their decision-making. Products that are perceived as attractive and of good quality are more likely to encourage purchase intentions (Cesariana et al., 2022); (Komari, 2023); (Lbn. Raja ( al., 2023) and (Naini ( al., 2022). In addition, the pricing and promotional strategies applied to electronic products also influence consumer choices and purchase interest, particularly since gadget purchases are generally categorized as tertiary needs (Abdul Kohar Septyadi et al., 2022); (Isojärvi & Aspara, 2023); (Isojärvi & Aspara, 2023); (Fedoseeva & Herrmann, 2023); (Qin & Liu, 2022); (Rusniati & Haq, 2023); (Ginting et al., 2023). They found a strong association between product quality and customer satisfaction ( $r = 0.85$ ) (Hsu et al., 2024).

Meanwhile, purchase decisions are not determined solely by product quality but are also influenced by other factors such as consumer behavior, perceptions of the product, promotional activities conducted by sellers, and subjective evaluations of the offered products (Diarti & Hesniati, 2024). In the context of consumer behavior, product quality is an important factor in shaping purchase decisions. Products that are perceived as good, attractive, and suitable for consumers' needs tend to capture consumer attention more easily. Consumers also consider competitive pricing and promotional strategies offered by sellers before making purchasing decisions. More broadly, numerous studies have emphasized that consumer purchase decisions are simultaneously influenced by price, promotion, and product quality.

Consumer purchase decisions are affected by price, promotion, and product quality (Lystia et al., 2022); (Najwah & Chasanah, 2023); (Appolloni et al., 2023); (Bo et al., 2023); (Roy et al., 2023); (Li et al., 2023) (Al Hamli & Sobaih, 2023). The combination of these three factors determines product attractiveness, consumer preferences, and the effectiveness of marketing strategies in digital markets. Other studies indicate that purchase decisions are also influenced by information quality and credibility ( et al., 2023). In addition, consumer purchasing behavior is driven by two key factors: social pressure and halal certification of the offered products (Syaefulloh et al., 2025).

Most prior studies have focused on examining the influence of specific variables in isolation, such as price or product quality, on consumer purchase decisions. However, relatively few studies have explicitly analyzed whether these variables have a significant relationship with consumer behavior in conducting transactions in online marketplaces when examined simultaneously. This highlights a research gap that requires further investigation to provide a more comprehensive understanding of the factors influencing purchase decisions in the digital age.

Therefore, it is important to simultaneously test the effects of price and product quality on consumers' purchase decisions. This approach is expected to provide a more holistic understanding of how these variables interact to shape consumer shopping behavior in online marketplaces. The findings of this

study will enrich the academic literature and offer practical benefits for online business practitioners in designing more effective and targeted marketing strategies.

Based on interviews with Indonesian residents living in Qatar, it was concluded that the most frequently purchased items through online platforms such as Shopee include fashion products such as clothing (28%), perfumes or cosmetics (23%), and mobile phone or laptop accessories (18%). This study is important for addressing these differences by identifying the specific elements that influence the purchasing habits of Indonesians living in Qatar. Furthermore, the findings have the potential to assist OurShopee.com in developing promotional strategies and product updates that better align with the needs of the Indonesian diaspora in the Gulf region. The interview results also revealed that respondents did not explicitly state that product quality and price were the primary determinants of purchase decisions, as the main reasons for engaging in online transactions were transaction convenience and product selection based on digital information presented by online marketplaces.

Accordingly, the research questions of this study are formulated as follows: (1) Does product quality influence consumers' purchase decisions in online marketplaces? (2) Does product price influence consumer purchasing decisions in online marketplaces? (3) Do product quality and price simultaneously influence consumer purchase decisions in online marketplaces? Based on these research questions, this study aims to analyze whether product quality and price jointly affect consumers' purchase decisions in online marketplaces. The main objectives of this study are as follows: (1) to identify the influence of product quality on purchase decisions among Indonesians using the OurShopee.com marketplace in Qatar; (2) to examine the influence of price on purchase decisions among Indonesians using the OurShopee.com marketplace in Qatar; and (3) to evaluate the simultaneous effect of product quality and price on purchase decisions among Indonesians using the OurShopee.com marketplace in Qatar.

## **2. Literature Review and Hypothesis Development**

### **2.1 E-Commerce**

#### *2.1.1 Definition e-commerce*

- a. According to the Merriam-Webster Dictionary, the term “e-commerce” is defined as a verb referring to commercial activities conducted via the internet (E-commerce Definition & Meaning Merriam-Webster). Meanwhile, Susanti (2022) explains that “e-commerce can be understood as buying and selling activities conducted electronically through internet-based platforms.” Based on these definitions, e-commerce can be interpreted as a business process that utilizes digital media to facilitate online transactions among companies, consumers, and the wider community (Susanti 2022). In general, e-commerce is understood as trading activity conducted through the Internet. While the Merriam-Webster definition emphasizes internet-based trade in a relatively simple sense, it expands the definition by highlighting e-commerce as a digital business process that enables transactions among companies, consumers, and society at large.
- b. Zhang and Ma, (2022) define e-commerce as “a new channel that enables suppliers to gain pricing power and establish direct contact with consumers.” This statement indicates that e-commerce provides suppliers with opportunities to control product pricing and interact directly with consumers through electronic media (Zhang and Ma, 2022). Meanwhile, Gusti et al. (2024) define e-marketing as “an innovative marketing campaign that utilizes digital technologies, application platforms, and business models to connect companies, customers, and specific communities.” From this definition, it can be concluded that e-marketing functions as an adaptive marketing tool that leverages various technologies and applications to build relationships between companies, consumers, and targeted social groups (Gusti et al. 2024). E-commerce is considered more critical in this context because it highlights a strategic dimension: how e-commerce enables suppliers to gain pricing control and establish direct interactions with consumers. This demonstrates that e-commerce is not merely a transactional medium but also a mechanism for strengthening suppliers' positions in the digital value chain. Although the concept of e-marketing is closely related to e-commerce, it differs in its primary focus. While e-commerce emphasizes buying and selling transactions, e-marketing focuses on digital marketing strategies that employ technology, applications, and communities to foster relationships between companies and consumers. In other

words, e-marketing serves as an essential instrument supporting e-commerce by creating attraction and sustaining long-term consumer relationship.

Critically, it can be concluded that commerce and e-marketing are complementary concepts. E-commerce provides a digital transaction channel, while e-marketing offers adaptive marketing strategies to ensure the success of these transactions. However, an important gap should be noted: the Merriam-Webster definition remains relatively general and does not sufficiently emphasize strategic aspects, whereas other definitions add depth by incorporating business processes, market power, and marketing approaches into the definition. Therefore, a comprehensive understanding of e-commerce should encompass technological, business, and strategic dimensions to fully explain the phenomenon of digital commerce.

### 2.1.2 Types of E-Commerce

#### a. Business-to-Business (B2B)

Business-to-business (B2B) refers to commercial activities conducted between companies, in which firms market goods or services to other business networks through electronic media. Shankar (2022) states that B2B e-commerce places “digital marketing issues at the center, with a scope that includes B2B goods and services.” This indicates that electronic transactions between companies generally involve large-scale exchanges of goods and services (Shankar 2022). Various e-commerce models illustrate the diversity of interaction patterns among businesses, consumers, and governments. B2B emphasizes inter-firm transactions with high volumes, where digital marketing strategies and supply chain efficiency are central concerns.

#### b. Business-to-Consumer (B2C)

The term business-to-consumer (B2C) is used when businesses market goods or services directly to consumers through electronic media. In this model, consumers engage in direct transactions with the business entities. Xiahou & Harada, (2022) emphasized that consumers are the primary target of electronic commerce conducted by businesses (Xiahou & Harada, 2022). B2C is directly consumer-oriented, with the customer experience serving as the main focus of digital transactions.

#### c. Consumer-to-Consumer (C2C)

Consumer-to-consumer (C2C) refers to online buying and selling transactions conducted between individual consumers. Wilson, (2021) explains that “C2C related to brand image, website quality, and trust enhances customer loyalty in C2C e-commerce businesses.” This suggests that consumer-to-consumer electronic commerce can operate effectively when attention is given to product image, platform quality, and trust building among users (Wilson, 2021). C2C creates opportunities for peer-to-peer transactions via online platforms, where trust, brand image, and website quality are the key success factors.

#### d. Consumer-to-Business (C2B)

This model is applied when consumers sell products or services to businesses. Consumer-to-business (C2B) is a business model in which individual consumers provide goods, services, or value to companies, reversing the traditional business-to-consumer (B2C) paradigm. In C2B arrangements, businesses benefit from the products, services, or data offered by individuals. C2B has become increasingly popular with the rise of the gig economy, social media, and digital marketplaces (Sajja 2022). C2B represents a relatively new model that shifts traditional roles by enabling consumers to offer products, services, or data to firms, a phenomenon driven by digital platforms and freelance-based economies.

#### e. Business-to-Administration (B2A)

Business-to-administration (B2A) e-commerce involves electronic interactions between business entities and government institutions. At a glance, this model resembles business-to-government transactions; however, the parties involved are private enterprises and the public authorities. When conducting electronic business with private firms, public authorities must be managed in a manner similar to private companies (Kregel et al., 2021). B2A highlights digital interactions between

businesses and government bodies, such as the provision of technological services or administrative solutions, requiring governments to adopt adaptive, private-sector-like practices.

f. *Consumer-to-Administration (C2A)*

Consumer-to-administration (C2A) is an e-commerce model similar to C2B, in which transactions occur directly between individual consumers and government agencies. Business relationships between consumers and public administrations include consumer protection, public policy implementation, and the role of consumers as citizens (Ramadhani 2023). C2A reflects the role of consumers as citizens engaging digitally with government institutions, for example, in administrative processes, consumer protection services, or public service delivery.

Critically, these six models demonstrate that e-commerce is no longer limited to conventional buying and selling relationships but has evolved into a complex ecosystem of digital interactions. B2B and B2C emphasize market-based economic dimensions, C2C and C2B highlight more active consumer participation, and B2A and C2A extend e-commerce into the domains of governance and public policy. Therefore, a comprehensive understanding of e-commerce must encompass the shifting roles of consumers, businesses and governments within an interdependent digital network.

## **2.2 Product Quality**

- a. Product quality refers to consumer expectations of a product, which may vary and are related to factors such as labor, task execution, and the surrounding environment, all of which contribute to meeting consumer expectations (Hardana et al. 2022). Fundamentally, product quality denotes the extent to which a product can fulfill its intended functions, standards, and consumer expectations.
- b. A quality product is characterized by specific attributes that enable it to meet consumer standards and expectations across multiple dimensions, including durability, functionality, aesthetics, and quality. In an online marketplace, product quality substantially influences consumer purchase decisions (Kotler & Keller, 2024). In this context, product quality is not limited to physical attributes and directly affects consumer decision-making.
- c. “High product quality fulfills consumer expectations of a product,” meaning that the offered goods must be relevant to customers’ needs and preferences (Kumrotin and Susanti, 2021). This perspective adds a differentiation dimension to product value, where quality serves as a key factor distinguishing one product from another with similar characteristics.
- d. According to Kumrotin & Susanti (2021), “Product quality is a way of understanding the value of a product, allowing it to be distinguished from similar products”. This perspective adds a differentiation dimension to product value, where quality serves as a key factor distinguishing one product from another with similar characteristics.
- e. Product quality refers to expertise, comprehensive specifications, and product services and features related to a product’s ability to deliver satisfaction and meet consumer expectations as intended by the company (Cannon et al., 2023). Thus, product quality represents a product’s capability to fulfill consumer expectations, in line with organizational objectives.
- f. Product quality is a determinant of a product’s value, indicating whether it falls below, meets, or exceeds standard norms (Putu Silvia Marcelina et al., 2023). This view links quality to normative standards, enabling the objective evaluation of products as below, at, or above expected benchmarks.

Critically, it can be concluded that product quality is not merely a technical measure but rather a combination of product capabilities, value standards, and consumer experience. Therefore, companies must ensure comprehensive product quality through effective quality control, continuous innovation, and adaptation to evolving consumer expectations.

### **2.3 Product Price**

- a. According to Kotler & Keller (2024), “Price refers to the amount of money required to obtain a product or service, reflecting consumers’ perceptions of the value of that product.” This definition explains that price refers to the monetary amount that consumers must pay to purchase a product or service. In addition, price indicates the extent to which consumers value the products or services offered. In other words, price is not merely a numerical figure but also represents how valuable or worthwhile a product or service is in the eyes of consumers (Kotler & Keller, 2024). In general, product price is understood as the amount of money that consumers must spend to obtain goods and services. It does not solely represent a nominal figure but also reflects consumers’ perceived value of a product or service.
- b. According to Mankiw (2021), “Price refers to the monetary value associated with a good or service, influenced by factors such as demand, competition, and production costs.” This explanation states that price is the monetary value set for a specific product or service. This value is not fixed and may change depending on various factors. The elements that influence price include demand, competition, and production costs. Overall, this statement emphasizes that price is the result of interactions among various market forces and reflects the value attributed to products or services. In other words, price serves a dual function: as a transaction tool and as an indicator of the value of a product in the eyes of consumers. Price is viewed as an outcome of market interactions, influenced by demand, competition, and production costs. This definition shows that price is dynamic and flexible, depending on economic conditions and the market structure.
- c. “Price is the amount of money that is anticipated, required, or exchanged as payment for a particular good or service, and it plays an important role in determining consumer choices and market behavior” (Chen 2024). This statement explains that price represents the amount of money expected, needed, or exchanged as a form of payment for a product or service. Furthermore, price significantly influences consumers’ decision-making processes and overall market dynamics. In other words, price not only determines how much money must be paid, but also affects how consumers choose products and how the market operates. This underscores the strategic role of price in shaping consumer choices and market behavior, indicating that price is not merely a cost factor but also a psychological element that influences purchase decisions.
- d. Price is the cost that consumers must bear to purchase goods or use certain services. In this study, price also includes consumers’ perceptions of product value relative to the price. Competitive pricing significantly impacts consumer purchasing decisions (Kotler & Keller, 2024). This view adds the dimension of consumer perception when comparing product value with the price offered. Here, the concept of competitive pricing emerges as a key determinant of product attractiveness and a factor that strongly influences purchase decisions.

Critically, it can be concluded that price has three main dimensions: (1) nominal, which refers to the amount of money that consumers must pay (the basic function of price); (2) market-economic, which represents the outcome of interactions among demand, supply, production costs, and competition (the price adjustment function); and (3) psychological-perceptual, which reflects value representation and exerts a significant influence on purchasing decisions (the strategic function of price). Thus, price is not merely a monetary instrument but also a marketing strategy that can influence competitiveness, value perception, and consumer behavior in modern markets, particularly in the context of e-commerce.

### **2.4 Purchasing Decision**

- a. The purchasing decision is a process that begins with identifying customer needs, followed by information searching, evaluating information, and finally making a choice after the purchase (Kotler & Keller, 2024). Based on this definition, purchasing decisions can be explained as a process in which customers make choices to obtain a particular product or brand. This process starts with the identification of needs, where customers become aware of what they need or desire to purchase. Next, customers search for information about products or brands that match their needs and preferences. After gathering information, they evaluate the available options by analyzing the

strengths and weaknesses of each product. Finally, after considering all the information and evaluations conducted, customers decide to purchase.

- b. According to (Setyawati, 2021) the purchasing decision process requires the use of knowledge to assess several courses of action and make the best possible decision. This process involves integration, in which various forms of knowledge and information are combined to evaluate two or more alternative behaviors. In this context, individuals or groups assess each option by considering various factors, such as the impact, benefits, and risks associated with each behavior. After conducting an in-depth evaluation, they select the alternative that is considered most appropriate for achieving their goals or fulfilling their needs.
- c. Nugroho & Soliha (2024) state that purchasing decisions involve customer considerations driven by factors such as financial, economic, cultural, technological, product-related, political, location, price, promotion, people, process, and physical evidence (Nugroho & Soliha, 2024). The statement above explains that a purchasing decision refers to the choice made by customers when deciding to purchase a specific product or service. This decision is not made randomly but is influenced by several factors that shape consumer actions and preferences. These factors include process, people, physical evidence, promotion, location, price, product, culture, politics, technology, finance, and economics. Overall, this explanation emphasizes that purchasing decisions are formed through complex interactions among various factors that affect consumers' choices of products and services.
- d. The purchasing decision process occurs when an individual decides to buy a product after evaluating various aspects that influence their choices. According to Firdaus & Haryanti (2023), this process includes problem identification, information search, analysis of alternatives, and post-purchase evaluation (Firdaus & Haryanti, 2023). This perspective reinforces the importance of using knowledge and information to evaluate alternative choices. Purchasing decisions are viewed as an integrative process in which individuals or groups consider the benefits, impacts, and risks of each alternative before selecting the one that best aligns with their objectives.

Critically, based on these definitions, it can be concluded that purchasing decisions comprise three main dimensions: (1) decision-making stages, including need recognition, information search, evaluation, purchase, and post-purchase evaluation; (2) integration of knowledge and evaluation of alternatives, highlighting the role of information and consumer analysis in product selection; and (3) influence of internal and external factors, indicating that consumer decisions are shaped by personal, psychological, economic, social, and cultural variables. Thus, a purchasing decision is not merely an act of buying but a multidimensional process influenced by the interaction between consumer needs, information availability, and various environmental factors that shape consumer preferences and behavior.

## **2.5 Hypotheses**

1. **H1:** Product quality significantly affects the purchasing decisions of Indonesian consumers shopping on the OurShopee.com marketplace in Qatar.
2. **H2:** Product price significantly affects the purchasing decisions of Indonesian consumers shopping on OurShopee.com in Qatar.
3. **H3:** Product quality and product price simultaneously have a significant effect on the purchasing decisions of Indonesian consumers shopping on the OurShopee.com marketplace in Qatar.

## **3. Research Methodology**

### **3.1 Type of Research**

This study employs a quantitative research approach to analyze the relationship between product quality and product price as independent variables and purchasing decisions as the dependent variable.

### **3.2 Research Design**

The research design adopted a quantitative associative approach. This design was used because the study examines the relationships among variables, namely product quality, product price, and purchasing decisions.

### **3.3 Research Variables**

The variables in this study consist of three main variables: (a) product quality, (b) product price, and (c) purchasing decision.

### **3.4 Population and Sample**

#### **3.4.1 Population**

The population of this study consisted of Indonesian residents living in Qatar who conducted transactions on the OurShopee.com marketplace. According to the Indonesian Embassy (KBRI), in 2024, the number of Indonesians residing in Qatar was estimated to be approximately 23,551. These individuals work in sectors such as oil and gas, petrochemicals, healthcare services, hospitality, and tourism, and are distributed across several areas, including Doha, Wakra, Al Khor, and Dukhan.

#### **3.4.2 Sample**

The sample size was determined using the Slovin formula, where the population size was 23,551 Indonesian residents in Qatar, with an acceptable margin of error of  $e^2 = 0,1^2$ .

$$n = \frac{N}{1 + Ne^2} = \frac{23.551}{1 + 23.551 \times 0.1^2} = 99,58$$

Therefore, the total number of respondents in this study was 100 Indonesian residents living in Qatar. The inclusion criteria for the sample were Indonesian adults residing in Qatar who had previously conducted transactions on the OurShopee.com online marketplace.

### **3.5 Research Location and Time**

#### **3.5.1 Research Location**

Qatar was selected as the research location because it has a relatively large Indonesian population compared with other Gulf countries. This population consists of professional workers, skilled laborers, students, and housewives who actively use online marketplaces such as OurShopee.com. The Indonesian community in Qatar is easily accessible through organizations such as PPNI Qatar and women's religious study groups, which facilitated data collection.

#### **3.5.2 Research Time**

The study was conducted from March 2025 to June 2025. The four-month research period provided sufficient time for each research stage, from planning to report.

### **3.6 Data Collection Procedure**

The data collection technique used in this study was simple random sampling method. Simple random sampling is a sampling technique in which each member of the population has an equal opportunity to be selected. With a population of 23,551 Indonesians in Qatar and a sample size of 100 respondents, each individual had a probability of  $100/23,551 = 0.004$  of being selected, meaning that approximately one out of every 235 individuals was chosen as a respondent. The data collection procedure involved distributing questionnaires to Indonesian adults with prior experience with online shopping. The questionnaires were distributed through Indonesian community groups in Qatar, and a total of 100 respondents were obtained.

### **3.7 Research Instrument**

This study utilized a structured questionnaire as the primary data collection method, consisting of systematically arranged questions, including the following:

1. Demographic Questions: To identify participant characteristics, such as gender, age, occupation, and purchase frequency.
2. Statements on product quality, price, and purchasing decisions: Respondents' perceptions of product quality, price, and purchasing decisions were measured using a Likert scale.



### **3.8 Data Analysis Techniques**

#### **3.8.1 Descriptive Analysis**

Descriptive analyses were conducted using SPSS software version 24. This analysis was used to understand the basic characteristics of the data before proceeding to more advanced analyses.

#### **3.8.2 Measurement and Structural Model Evaluation**

The data analysis technique employed SMART-PLS software version 4 to evaluate both the measurement and structural models. SMART-PLS was used because the dependent variable data were not normally distributed. The main reasons for using SMART-PLS are as follows: (1) suitability for small sample sizes; (2) no requirement for normally distributed data; (3) ability to handle complex models; (4) emphasis on prediction; and (5) applicability to both formative and reflective models (Edeh et al., 2023); (Ringle et al., 2023) (Kono & Sato, 2023). The SMART-PLS analysis was conducted in two main stages.

##### **a) Measurement Model Evaluation (Outer Model)**

This stage aimed to test the validity and reliability of the constructs, including the following:

- 1) Convergent Validity was assessed using loading factor values ( $> 0.7$ ) and Average Variance Extracted ( $AVE > 0.5$ ).
- 2) Discriminant Validity, which measures the distinctiveness among constructs, is commonly evaluated using Cross Loadings or the Heterotrait-Monotrait (HTMT) ratio.
- 3) Construct Reliability was assessed using Composite Reliability ( $> 0.7$ ) and Cronbach's alpha ( $> 0.6$ ).

##### **b) Structural Model Evaluation (Inner Model)**

This stage was used to test the relationships among latent variables (hypotheses), including the following:

- 1) Coefficient of Determination ( $R^2$ ), which measures the extent to which independent variables explain the dependent variable.
- 2) t-statistics and p-values were used to test the significance of the relationships among the variables ( $t > 1.96$ ;  $p < 0.05$ ).

## **4. Results and Discussion**

### **4.1 Overview of the Research Background**

This study was conducted on Indonesian citizens residing in Qatar. By the end of 2024, approximately 23,551 Indonesian citizens were recorded as living in Qatar, according to data from the Embassy of the Republic of Indonesia (KBRI) in Doha. Based on the demographic distribution, the majority of respondents were female, accounting for 66%, while male respondents comprised 34%. In terms of age categories, the survey results show that 49 respondents, representing the majority (49%), were aged between 41 and 50 years old. Furthermore, 27 respondents (27%) were aged 31–40 years, followed by 13 respondents (13%) in the 20–30 years age group, and the remaining 11 respondents (11%) were aged above 51 years. From an occupational perspective, most participants were housewives, totaling 46 respondents (46%), followed by respondents working in the private sector with 43 respondents (43%), and the remaining 11 respondents (11%) were self-employed.

In addition to demographic characteristics, this study examined the frequency of online transactions conducted by respondents within a certain period as part of their digital shopping behavior. The analysis results indicate that the majority of respondents, namely 58 individuals (58%), conducted online transactions 1–5 times, followed by 29 respondents (29%) who made 6–10 transactions, and 13 respondents (13%) who conducted more than 11 transactions. Based on Table 1, it can be observed that the minimum score for product quality was 12, while the maximum score was 20, with an average score of 17.31 and a standard deviation (SD) of 2.76. The categorization results show that 46 respondents (46%) perceived product quality as poor, whereas 54 respondents (54%) perceived product quality as good. Thus, the majority of respondents' perceptions of product quality tended to be positive, although the difference was not particularly substantial. These results indicate that most consumers perceive the products offered as having adequate quality; however, nearly half of the respondents believe that product quality requires improvement.

Table 1. Frequency Distribution of Perceived Product Quality

Min.	Mak.	Average	SD	Category	Frequency	Percentage
12	20	17.31	2.76	Poor	46	46
				Good	54	54
				Total	100	100

Source: Data processed using SPSS version 24.

Based on Table 2, it can be understood that the minimum score for product price was 15, while the maximum score was 25, with an average score of 21.21 and a standard deviation (SD) of 3.27. The categorization results indicate that 49 respondents (49%) perceived the product price as affordable, whereas 51 respondents (51%) perceived the product price as expensive. Therefore, respondents' perceptions of product price in this study tended to be relatively balanced, although slightly more respondents perceived the price as expensive. This finding suggests variations in consumer perceptions of the prices offered, which may be influenced by purchasing power, perceived value, and expectations of product quality.

Table 2. Frequency Distribution of Perceived Product Price

Min.	Mak.	Average	SD	Category	Frequency	Percentage
15.00	25.00	21.21	3.27	Affordable	49	49
				Expensive	51	51
				Total	100	100

Source: Data processed using SPSS version 24.

Based on Table 3, the minimum score for purchasing decisions was 12, while the maximum score was 20, with an average score of 17.31 and a standard deviation (SD) of 2.74. The respondent categorization shows that 43 respondents (43%) were classified in the not purchasing category, while 57 respondents (57%) were categorized as having purchased. These findings indicate that the majority of respondents made purchasing decisions, meaning that more than half of the respondents were interested in purchasing the product. However, the relatively high percentage of respondents in the not purchasing category suggests that further efforts are still needed to convince hesitant consumers to make purchasing decisions.

Table 3. Frequency Distribution of Perceived Purchasing Decision

Min.	Mak.	Average	SD	Category	Frequency	Percentage
12	20	17.31	2.74	Not Purchasing	43	43
				Purchasing	57	57
				Total	100	100

Source: Data processed using SPSS version 24.

#### 4.2 Results of Data Analysis

Figure 1 presents the constructs of the variables examined in this study. Purchasing decision serves as the dependent variable, whereas product quality and product price function as independent variables. The product quality construct consists of five indicators: X1, X2, X3, X4, and X5. The product price construct comprises four indicators: X6, X7, X8 and X9. The purchasing decision construct consists of four indicators: Y1, Y2, Y3, and Y4.

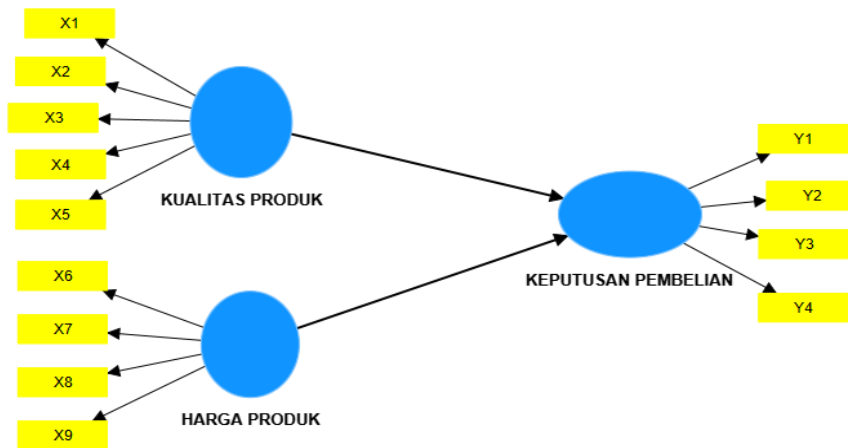


Figure 1. Variable Constructs  
 Source: Data processed using SMART-PLS software version 4

#### 4.2.1 Validity and Reliability Testing

Based on the results of the SMART-PLS analysis shown in Figure 2, the factor loading results indicate that all indicators have values above 0.70, which means that they are valid for measuring their respective constructs. The Product Quality variable was measured using five indicators (X1–X5), with loading values ranging from 0.711 to 0.853, indicating significant contributions to the construct. The Product Price variable consists of four indicators (X6–X9) with very high loading values (0.865–0.900), suggesting that price perceptions strongly influence this construct. Meanwhile, the Purchasing Decision variable is measured by four indicators (Y1–Y4), which also exhibit high loading values (0.849–0.896), reflecting that consumers’ purchasing decisions are highly consistent with the indicators used.

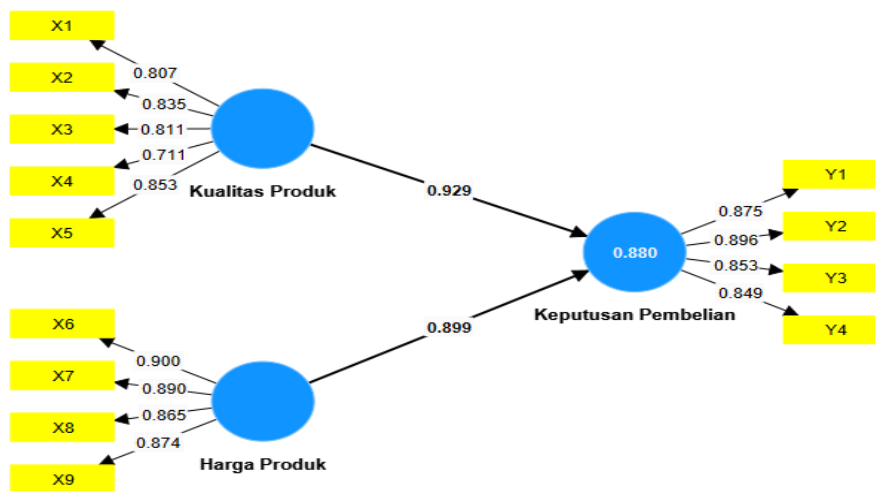


Figure 2. Results of Validity Testing (Factor Loadings)  
 Source: Data processed using SMART-PLS software, version 4.

Reliability testing was conducted to determine the extent to which the research instrument was consistent and stable in measuring a construct or variable. Reliability testing using SMART-PLS software employs Cronbach’s alpha, where values  $\geq 0.70$  are considered reliable; the higher the value, the better the internal consistency. Another reliability measure used is Composite Reliability (CR), which is commonly applied in SEM/PLS analysis. A value of  $\geq 0.70$  indicates that the instrument is reliable. Composite Reliability is preferred over Cronbach’s Alpha in PLS models because it accounts for variations in indicator loadings. The Fornell–Larcker Criterion was used to evaluate the extent to which a construct (latent variable) in the model was empirically distinct from other constructs. In other

words, this method tests whether each construct is better able to explain its indicators than the indicators belonging to other constructs.

Table 4. Results of Validity and Reliability Testing

	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>Composite reliability</b>	<b>Average variance extracted</b>	<b>Reliability Status</b>
Product Price	0,905	0,907	0,934	0,779	Reliable
Product Quality	0,864	0,875	0,902	0,648	Reliable
Purchasing Decision	0,891	0,893	0,924	0,754	Reliable

Source: Data processed using SMART-PLS software, version 4.

Table 5 presents the results of discriminant validity testing using the Fornell–Larcker criterion, which indicates that the square root values of the Average Variance Extracted (AVE) for each construct are higher than the correlations with other constructs. Specifically, the square root of the AVE for Product Quality, Purchasing Decision is 0.868, and Product Price were 0.910, 0.868, and 0.883, respectively. These values were greater than the inter-construct correlation values, which ranged from 0.805 to 0.929. This finding demonstrates strong discriminant validity for each component in the model, as each construct shows a higher correlation with its indicators than with the indicators of other constructs. Therefore, the model satisfies the discriminant validity criteria based on the Fornell–Larcker approach.

Table 5. Fornell–Larcker Test Results

	<b>Product Price</b>	<b>Purchasing Decision</b>	<b>Product Quality</b>
Product Quality	0,910	0,929	0,805
Purchasing Decision	0,899	0,868	
Product Price	0,883		

Source: Data processed using SMART-PLS software, version 4.

#### 4.2.2 Prerequisite Testing

Based on Table 6, the Variance Inflation Factor (VIF) values for all indicators are below the commonly accepted threshold of 5, and many studies recommend a stricter maximum limit of 3.3 for PLS-SEM-based models. The highest VIF value is observed for indicator X6 (2.958), while the lowest value is found for X4 (1.589). These results indicate that all VIF values are below 3.3; therefore, it can be concluded that the model does not suffer from multicollinearity among the indicators. This means that each indicator does not exhibit excessively high correlations with other indicators and is still able to provide a unique contribution to the construct being measured. Accordingly, the model satisfies the assumption of being free from multicollinearity, which is essential for ensuring stable and valid parameter estimation.

Table 6. VIF Values

<b>Indicator Variable</b>	<b>VIF</b>
X1	2,266
X2	2,298
X3	2,069
X4	1,589
X5	2,356
X6	2,958
X7	2,949
X8	2,418
X9	2,742
Y1	2,536

Y2	2,768
Y3	2,202
Y4	2,163

Source: Data processed using SMART-PLS software, version 4.

Based on the results of the model fit test presented in Table 6, the following interpretations can be made. The Standardized Root Mean Square Residual (SRMR) values for both the saturated and estimated models were 0.071, which is below the recommended maximum threshold of 0.08. This indicates a good fit between the proposed model and empirical data. In addition, the  $d_{ULS}$  (0.453) and  $d_G$  (0.54) values were used as indicators of model fit in PLS-SEM. Although these indices do not have universal cutoff values, lower values generally indicate a better model fit, suggesting satisfactory model alignment. The chi-square value of 266.857 and the Normed Fit Index (NFI) of 0.789 indicate that the model demonstrates an acceptable level of goodness of fit. Although the NFI value has not yet reached the ideal threshold of  $\geq 0.90$ , values close to 0.80 are still considered acceptable in exploratory models. Therefore, it can be concluded that the model is appropriate and suitable for further analysis in explaining the relationships among the constructs in this study.

Table 6. Model Fit

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0,071	0,071
$d_{ULS}$	0,453	0,453
$d_G$	0,54	0,54
Chi-square	266,857	266,857
NFI	0,789	0,789

Source: Data processed using SMART-PLS software, version 4.

#### 4.2.3 Results of Data Analysis

Based on the structural model shown in Figure 3 and the statistical results indicating that the p-values for the effect of product quality on purchasing decisions are  $< 0.005$ , as well as the p-values for the effect of product price on purchasing decisions are also  $< 0.005$ , it can be concluded that purchasing decisions are significantly influenced by both product quality and product price. This means that the better the product quality and the more appropriate the price offered, the more likely consumers are to purchase. P-values smaller than 0.005 indicate that, at a 0.5% significance level, these relationships are statistically significant. Therefore, it can be concluded that both variables play a significant role in influencing consumers' evaluations of the products they purchase.

As shown in Figure 3, the R-squared ( $R^2$ ) value of 0.880 indicates that 88% of the variability in purchasing decisions (the dependent variable) can be explained by the independent variables in the model, namely product quality and product price. This is a very high value, demonstrating that the model has a strong predictive power. In other words, most variations in purchasing decisions can be predicted based on product quality and price. The remaining 12% of the variance was explained by other factors outside the model that were not examined in this analysis.

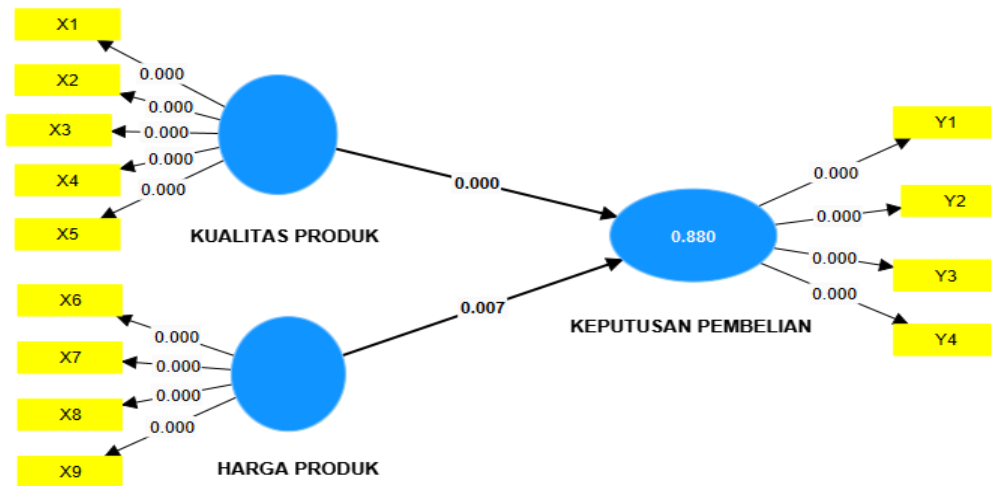


Figure 3. P-Value and R-Square Results  
 Source: Data processed using SMART-PLS software, version 4.

Based on the results of the structural model path analysis presented in Table 7, the following interpretations can be drawn.

1. The effect of product quality on purchasing decisions shows a path coefficient of 0.642, with a t-statistic of 5.645 and a p-value of 0.000. This indicates a positive and statistically significant effect. Product quality has a stronger influence on purchasing decisions than product price; therefore, the higher the perceived product quality, the greater the likelihood that consumers will purchase it.
2. The effect of product price on purchasing decisions has a path coefficient of 0.315, a T-statistic of 2.688, and a p-value of 0.007. As the p-value was less than 0.05, this effect was statistically significant. This finding implies that the product price offered has a positive and significant influence on consumers' purchasing decisions. Consumers are more likely to make purchases when prices are perceived as competitive or reasonable.
3. Both product quality and price significantly affect purchasing decisions. However, product quality is the most dominant factor influencing purchasing decisions, as indicated by its higher path coefficient (0.642) and larger t-statistic.

Table 7. T-Statistics and P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/Sd )	P-values
Product Quality → Purchasing Decision	0,642	0,627	0,114	5,645	0,00
Product Price → Purchasing Decision	0,315	0,333	0,117	2,688	0,007

Source: Data processed using SMART-PLS software, version 4.

#### 4.2.4 Hypothesis Testing

**Hypothesis 1:** Product quality significantly affects the purchasing decisions of Indonesian consumers shopping on OurShopee. com in Qatar.

The analysis results show that purchasing decisions are positively and significantly influenced by product quality, as indicated by a t-statistic value of 5.645 with a p-value < 0.05. This means that consumers tend to purchase a product when they are confident that it is of superior quality. Product advantages, reflected in positive performance, durability, design, and conformity with consumer expectations, are important factors in building trust and loyalty. Therefore, Hypothesis 1 was accepted.

**Hypothesis 2:** Product price significantly affects the purchasing decisions of Indonesian consumers when shopping on OurShopee. com in Qatar.

The product price variable also has a positive and significant effect on purchasing decisions, with a t-statistic value of 2.68 and a p-value  $< 0.05$ . This indicates that prices perceived as appropriate to the product's value encourage consumers to make purchase decisions. Consumers often view price as an indicator of product value and product superiority. Therefore, Hypothesis 2 is accepted.

**Hypothesis 3:** Product quality and product price simultaneously affect the purchasing decisions of Indonesian consumers shopping on OurShopee.com in Qatar.

Both product quality and price significantly influence purchasing decisions. Together, these variables form key dimensions in shaping purchasing decisions on the OurShopee.com online marketplace. However, product quality is the most dominant factor influencing purchasing decisions, as indicated by its higher path coefficient (0.642) and larger t-statistic value. Therefore, Hypothesis 3 is accepted.

### **4.3 Discussion**

This study aimed to examine how product quality and product price influence purchasing decisions on the OurShopee.com e-commerce platform. The results of the analysis using SMART-PLS software showed that both independent variables product quality and product price contribute significantly to purchasing decisions, both simultaneously and partially. Theoretically, these findings are consistent with consumer behavior theory, which posits that purchasing decisions are influenced by perceptions of quality and prices. Consumers tend to evaluate whether the quality of a product is commensurate with the price offered to them. This perception forms a comprehensive evaluation prior to making a purchase decision, particularly in highly competitive online marketplaces. According to Kotler & Keller (2024), products with specific characteristics that meet consumer standards and expectations in various aspects, such as durability, functionality, aesthetics, and material quality, are more likely to be selected. In online marketplace environments, consumers' purchasing decisions are strongly influenced by the quality of the products offered and competitive pricing. Purchasing decisions are also shaped by factors such as affordable prices, shopping convenience, and technological availability (Nugroho and Soliha, 2024).

The results of this study indicate that product quality has a significant effect on purchasing decisions, as shown by a path coefficient of 0.642, T-statistic of 5.645, and p-value of 0.000. This finding is consistent with that of Lestari and Widjanarko (2023), who found that product quality significantly influences purchasing decisions. However, another study found that price perception had no partial effect (Pradana, 2022). Product quality recorded high loading values and had strong contributions. Susanti and Rohima (2023) further demonstrated that quality has a substantial impact on consumers.

Product quality must meet the functional requirements, standards, and consumer expectations (Hardana et al., 2022). In the context of online marketplaces, product quality is not only related to physical attributes but also directly influences consumers' purchasing decisions (Kotler and Keller, 2024). Product quality represents consumer expectations (Kumrotin & Susanti, 2021). Product quality is used to assess and differentiate a product from similar alternatives. Product quality also serves as a determinant of a product's value (Putu Silvia Marcelina et al., 2023).

The results of the analysis regarding the effect of product price on purchasing decisions show a path coefficient of 0.315, T-statistic of 2.688, and p-value of 0.007. As the p-value was less than 0.05, this effect was statistically significant. This demonstrates the consistency between perceived economic value and digital consumer purchasing behavior. Affordable product prices also influence consumers' product choices (Chen, 2024). Competitively priced products significantly affect consumers' purchasing decisions (Kotler & Keller, 2024). Furthermore, pricing strategy, product quality, place of sale, and product costs have been found to affect consumer purchasing decisions (Abdallah Mohamed et al., 2021).

## **5. Conclusion**

### **5.1 Conclusion**

This study aimed to examine how product quality and price influence the purchasing decisions of Indonesian consumers residing in Qatar on the OurShopee.com e-commerce platform. Based on the

results of data analysis using the SMART-PLS method, it was found that product quality and product price have a positive and significant effect on consumers' purchasing decisions, both partially and simultaneously. Product quality is the most dominant variable, with a path coefficient of 0.642 and a t-statistic of 5.645 ( $p < 0.05$ ), indicating that perceptions of product reliability, durability, and suitability strongly influence purchasing decisions. Product price also has a significant effect, with a coefficient of 0.315 and a t-statistic of 2.688 ( $p < 0.05$ ), demonstrating that consumers tend to make purchases when the price is perceived as appropriate relative to the benefits of the product. Together, product quality and product price jointly contribute to the purchasing decisions of Indonesian consumers living in Qatar when deciding to purchase products offered through the OurShopee.com e-commerce platform. The higher coefficient of product quality (0.642) than product price (0.315) indicates that product quality has a more dominant influence on the purchasing decisions of Indonesian consumers residing in Qatar on the OurShopee.com platform.

These findings support the hypotheses proposed in this study and are consistent with consumer behavior theories and previous research. The theoretical implications of this study extend the understanding of diaspora consumer behavior in the context of cross-border e-commerce. The results contribute to the theory by deepening insights into how diaspora consumers engage in international online shopping activities. The study indicates that before making online purchases, consumers tend to first evaluate product quality through visual representations, such as images and product descriptions, while also considering the suitability of prices in relation to their purchasing power and expectations. Therefore, this study enriches the consumer behavior literature by emphasizing the role of product quality and price as key factors influencing the purchasing decisions of diaspora consumers in international marketplaces.

Practical implications for e-commerce practitioners (such as platform managers of OurShopee.com or online sellers):

1. Focus on improving product quality.  
As product quality is proven to be the most dominant factor influencing purchasing decisions, e-commerce practitioners should ensure that the products offered meet high-quality standards, are consistent with descriptions, and are durable. Transparency regarding product quality enhances trust among diaspora consumers.
2. Optimizing visual product presentation.  
Consumers pay close attention to product images and descriptions before making a purchase. Therefore, sellers should use clear and attractive images and detailed descriptions that accurately reflect the actual condition of the product to minimize consumer uncertainty.
3. Implement competitive and fair pricing strategies.  
Price also significantly influences purchasing decisions; thus, pricing strategies should balance diaspora consumers' purchasing power with the product's perceived benefits. Promotions, discounts, and bundled packages can be used to stimulate purchase intentions.
4. Building trust among diaspora consumers.  
Because Indonesian consumers in Qatar tend to be cautious about cross-border transactions, e-commerce providers should guarantee product authenticity, clear return policies, and responsive customer service.
5. Combining quality and price as a competitive advantage.  
E-commerce practitioners should not compete solely on low prices but must balance high product quality with prices that reflect the value. This approach fosters long-term loyalty among diaspora consumers.

In conclusion, this study confirms that e-commerce strategies emphasizing high product quality, supported by competitive pricing and clear visual communication, are more effective in influencing the purchasing decisions of Indonesian diaspora consumers in Qatar.



## 5.2 Recommendations

For marketplace managers and business practitioners on OurShopee.com, the findings of this study indicate that product quality is critical. Therefore, the marketplace should (1) ensure consistency in product quality, (2) enhance after-sales service features, (3) offer competitive pricing, and (4) utilize consumer testimonials and reviews as promotional tools to demonstrate product quality and price transparency to potential buyers.

From an academic perspective, this study contributes to the digital marketing literature, particularly in the context of diaspora consumers and Indonesian consumer behavior. Future researchers are encouraged to: (1) incorporate additional variables into the research model, such as consumer trust, digital promotion, customer satisfaction, or brand image, to provide a more comprehensive understanding; (2) conduct comparative studies across different e-commerce platforms in Qatar or other Gulf countries to examine whether the influence patterns of product quality and price are consistent across platforms; and (3) apply a mixed-methods approach to explore qualitative dimensions of consumer purchasing experiences, such as in-depth interviews, to strengthen the quantitative findings.

To address the limitations of this study such as the dominance of respondents from the housewife group and the 41–50 age category, as well as the limited scope focusing on a single e-commerce platform the following recommendations are proposed: (1) expand the sample to include a wider range of ages, professions, and genders to improve the generalizability of the findings; (2) broaden the research object to include other e-commerce platforms, such as Amazon Qatar, Lulu Hypermarket, or Carrefour Online, which are also popular among Indonesian communities in Qatar; and (3) consider using more representative sampling techniques, such as stratified random sampling, to achieve a more balanced respondent distribution.

## Limitations and Future Research

However, this study had several limitations. First, the majority of respondents were women aged 41–50 years who worked as housewives, which may limit the generalizability of the results to the entire Indonesian population in Qatar. Second, data collection was conducted on only one e-commerce platform, OurShopee.com, which may not fully represent the broader consumer behavior across various online shopping platforms. To overcome these limitations, future studies are recommended to: (1) expand the sample to include diverse age groups, occupations, and genders to enhance result generalizability; (2) extend the research scope to other e-commerce platforms, such as Amazon Qatar, Lulu Hypermarket, or Carrefour Online, which are widely used by Indonesian consumers in Qatar; and (3) apply more representative sampling techniques, such as stratified random sampling, to ensure a more balanced distribution of respondents.

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