

# The Effect of Online Service Quality, Social Media, and Price on Consumer Purchase Intention of Lenka Sandal

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## Abstract

*The research was conducted to answer the following questions: (1) What factors influence consumer buying interest in Lenka Sandal products? (2) What indicators measure service quality, social media, price and consumer buying interest? and (3) Do service quality factors, social media, price partially or simultaneously affect consumer buying interest in Lenka Sandal products? The sample in this study are individuals who are active in social media and transacting in e-commerce. The research data collection was carried out by giving questionnaires to 100 respondents spread throughout Indonesia. All returned questionnaires were eligible for use in the study. The results showed that service quality, social media, and price have a positive and significant effect on consumer buying interest*

**Keywords:** service quality, social media, and price, consumer purchase intention.

## Introduction

The benefits of online shops to consumers are that they provide convenience in ordering a product by not having to drive and search for a location. In addition, other advantages are wide market reach, and easy promotion. Based on the many benefits of online business, this certainly encourages marketers to prefer selling online rather than face-to-face or conventional. As a result, there are many competitors who market their business through this online shop. Therefore, in order for sellers to compete with other competitors, a good and appropriate marketing strategy is needed. Starting from competitive product quality factors, giving consumer confidence to consumer satisfaction with a business on offer and others.

Customer-centric companies must consider what customers want, need, and like in terms of services, because this will be an influence on them in making decisions to buy company products that customers need. Consumer buying interest is an important process to influence buyers through marketing strategies. To create consumer buying interest, a successful marketing strategy requires an understanding of customer behavior, because customer actions have an influence on the sustainability of the company, which is an organization to try to meet customer wants and needs. Another factor that influences consumer buying interest is Service Quality or service quality. Service quality (servqual) is the extent to which the

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company's ability (ability) to provide everything that buyers expect to fulfill their needs.

In addition, to face highly competitive business competition, pricing strategy is also a very important element, because all companies that produce products or services must set prices for consumer products and services. Price is the amount of money consumers have to pay to get a product (Kotler and Armstrong, 2008). According to Lamb et.al., (2001), if a price is set too high, the perceived value of consumers will be less than the cost and sales opportunities will be lost. Conversely, if a price is set too low, the product may be perceived as a great value to consumers, but the company will lose revenue that it could have earned.

In addition, nowadays all companies are trying to adapt society to technological developments. With the development of the increasingly advanced internet world, new media was born that made creative innovations in creating a site called social media. Social media is a medium for socializing with each other which is done online and allows humans to interact with each other without being limited by space and time. The use of social media is no longer just a medium of communication, but also an integral part of the world of business, industry, education, and social interaction. Access to social media has become a primary need of every human being, due to the need for information, entertainment, education, and access to knowledge. So it is not unusual in this era that many online business systems have sprung up. The use of advertising is also one of the growing aspects of marketing in today's social media era.

Therefore, this research was conducted to answer the following questions: (1) What factors influence consumer buying interest in Lenka Sandal products? (2) What indicators measure service quality, social media, price and consumer buying interest? and (3) Do service quality factors, social media, price partially or simultaneously affect consumer buying interest in Lenka Sandal products?

## **Literature Review**

### ***Service Quality***

In fulfilling customer satisfaction, the company really pays attention to what is an important factor that the company really pays attention to, namely the concept of service quality that realizes customer satisfaction within the company because the various indicators that exist in the quality of service may be factors that can affect the form of customer satisfaction to be realized. Service quality is considered one of the components that need to be realized by the company because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. with more competitors, there will be more choices for consumers to make choices (Parasuraman, 2006).

### ***Social Media***

One of the processes that consumers go through before reaching consumer purchase interest is the search for information about the brands and products needed. Companies can utilize social media networks such as YouTube, Twitter, Facebook, Instagram, TikTok, and others to share information about their brands and products. With easy access to brands and products on social media, it will facilitate the information search process carried out by consumers. In Khatib's research (2016)

consumers directly seek information through social media rather than waiting for companies to send messages to them. With social media, it allows a marketer to interact with customers using two-way communication to share valuable information and insights quickly and at a lower cost (Hanaysha, 2018). Increased use of social media, resulting in real-time marketing, where marketers can create and join consumer conversations around events and trends that occur. So that marketers can create appropriate advertising content (Kotler & Armstrong, 2018).

### **Price**

In terms of consumer buying interest, consumers do not only consider only product quality, but there are other factors such as service quality and price (Anggita & Ali, 2017). In the research of Albari & Safitri (2018) the price is divided into three parts of the item which are used as price indicators, namely fair price, fixed price, and relative price. Meanwhile, research conducted by Djatmiko & Pradana (2016) has one additional indicator item, namely reliable prices. Fair price refers to offering the right combination of quality and good service (Kotler & Armstrong, 2018). Fixed price is the setting of one price for all buyers (Kotler & Armstrong, 2018). Relative price (relative) refers to offering goods and services to consumers with the quality that the seller is able to provide (Kotler & Armstrong, 2018). Reliable price refers to the amount of price that can be trusted and/or can be compared (Djatmiko & Pradana, 2016).

### **Consumer Purchase Intention**

Purchase interest is part of the behavioral component in the attitude to consume. According to Kinnear and Taylor in Tjiptono (2007), purchase interest is the stage of the respondent's tendency to act before the buying decision is actually carried out. According to Oliver (2006), the hierarchical effect of purchase intention is used to describe the sequence of the process of emerging beliefs. Attitudes and behavior cognitive knowledge that consumers have by linking attributes, benefits, and objects (by evaluating information), while attitudes refer to feelings or effective responses. Attitude acts as a reference that influences from its environment.

### **Hypothesis**

Based on the literature review, the hypotheses in this study are as follows:

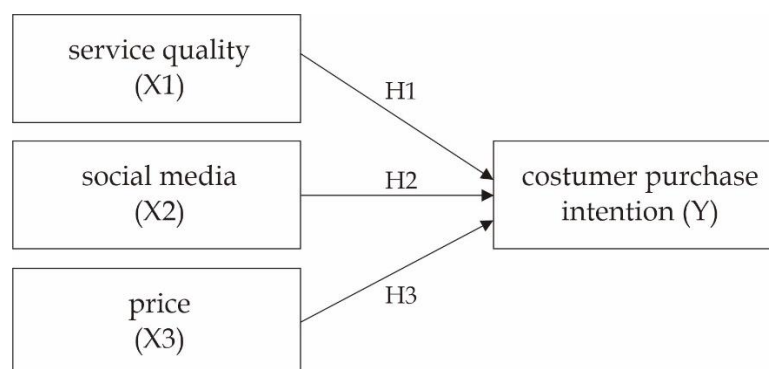


Figure 1. Research Model

**H1.** Service quality has a positive and significant effect on consumer purchase intention.

**H2.** Social media has a positive and significant effect on consumer purchase intention.

**H3.** Price has a positive and significant effect on consumer purchase intention.

## Methods

### *Sample and Procedures*

The sample in this study were 100 respondents who were active in social media and transacting in e-commerce especially at Lenka Sandal by online. The research data collection was carried out by giving questionnaires to 100 respondents throughout Indonesia.

### *Measures*

**Service quality** is measured using 5 statements. All the statements are valid, with the value of alpha is 0,900 (reliable).

**Social media** is measured using 5 statements. All the statements are valid, with the value of alpha is 0,896 (reliable).

**Price** is measured using 5 statements. All the statements are valid, with the value of alpha is 0,872 (reliable).

**Customer purchase intention** is measured using 5 statements. All the statements are valid, with the value of alpha is 0,913 (reliable).

### *Data Analysis*

Data is analyzed using multiple linear regression.

## Result and Discussion

### *Result*

#### **Goodness of Fit the Model**

##### *Coefficient of determination Test*

Table 1 shows the summary of the multiple linear regression, the coefficient of determination (R square) is 0.894 or  $0.894 \times 100 = 89.4\%$  which means that the effect of the independent variables (X1, X2 and X3) on the dependent variable (Y) is 89.4% and the remaining 10.6% is influenced by other factors that the researchers did not examine. So it can be concluded that the ability of the Service Quality, Social Media, and Price models to explain the Repurchase Intention is 89.4%, and the rest is influenced by other independent variables by 10.6%.

##### *F test*

Based on Table 1, the F value is 269.550 with significance level of 0.000. So it can be

Table 1. Result of Multiple Linear Regression

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig	
	B	Std. Error	Beta			
Constant	-.607	.725		-.837	.405	
Online Service Quality	.458	.083	.459	5.494	.000	
Social Media	.245	.090	.242	2.734	.007	
Price	.332	.057	.309	5.825	.000	
R Square					.894	
F					269.550	.000

Dependent variable: Customer Purchase Intention

concluded that the model is fit. There is a significant influence between Online Service Quality, Social Media, and Price on Purchase Intention simultaneously.

### **Hypothesis Test**

Based on Table 1, the t value of Online Service Quality (X1) is 5.494 with significance level of 0.000. So, it can be interpreted that there is a significant influence between Online Service Quality on Purchase Intention. So, Online Service Quality plays an important role in affecting consumers' intention to purchase. It means that an improvement in Online Service Quality will directly increase the likelihood of consumers making a purchase. Online Service Quality covers various aspects such as ease of access, speed of service, and customer satisfaction, that will give positive impact on consumers' purchase decisions.

The t value of the Social Media variable (X2) is 2.734 with significance level of 0.007. So, it can be interpreted that there is a significant influence between Social Media on Purchase Intention. So, Social Media can be considered as an effective tool to enhance consumers' intention to buy products or services. Social Media serves a platform for companies to interact directly with consumers, build brand awareness, and promote products more effectively. The existence of strong Social Media can help companies create closer relationships with consumers, which in turn can increase their purchase intentions.

The t value of the Price variable (X3) is 5.825 with significance level of 0.000. So, it can be interpreted that there is a significant influence between Price on Purchase Intention. So, Price plays an important role in determining whether consumers will make a purchase. Consumers are more likely to be interested in buying products or services that they think have a fair and reasonable price relative to the value they receive. Therefore, an effective pricing strategy will enhance consumers' purchase intentions significantly. Competitive and transparent pricing will help attract more consumers and encourage them to make purchases.

### **Discussion**

#### **Service quality affects consumer purchase intention**

Service quality is essentially a consumer assessment of the overall reliability and excellence of service (Chaniago & Khare, 2021). This covers various dimensions,

including responsiveness, assurance, empathy, and tangibles, that will contribute to how consumers perceive the value they receive. Online service quality, that is mediated by means such as social media and e-commerce platforms, plays an important role in shaping consumer perceptions and experiences. In general, consumers compare what they will pay and what they will get. Based on the results of the analysis, it can be seen that the average respondent's assessment of the online service quality variable is in the high category. The statement item that has the highest score is "I feel that the Lenka Sandal team or admin provides clear information about its products" with an average score of 4.14, which indicates that the item is categorized into the excellent category. The results of this study indicate that online service quality has a positive and significant influence on buying interest in Lenka Sandal products. This is according to the research result where t value is 5.494 with significance level of 0.000. The results of this study are in line with previous research conducted by Azrullah (2020), which shows that service quality variables have a significant effect on customer buying interest, where the t value is 4.009 with significance level of 0.000. This illustrates that online service quality is believed to be able to provide fast, precise, and informative service to potential customers and consumers. So from the explanation above, it can be concluded that Online Service Quality has a significant effect on Buying Interest in Lenka Sandal products online. Companies that invest in increasing their service quality are likely to see increased customer engagement and sales.

### **Social media affects consumer purchase intention**

Based on the results of the analysis, it can be seen that the average respondent's assessment of social media variables is in the high category. This shows that consumers find social media platforms is an effective and reliable sources of information and engagement. The statement item that has the highest score is "The information I get using social media networks is useful for knowledge about Lenka Sandal products" with an average score of 4.32, which indicates that the item is categorized into the excellent category. This shows that consumers value the accessibility and relevance of the information shared on social media, which aids in their decision-making process. The results of this study indicate that social media has a positive and significant influence on buying interest in Lenka Sandal products. This is according to the research result where t value is 2.734 with significance level of 0.000, showing the effectiveness of social media marketing strategies in enhancing consumer interest. The results of this study are in line with previous research conducted by Gitty Anisa Putri, et al. (2023) in their research entitled "The Effect of Social Media and Price on Consumer Purchase Interest (Consumer Study of Instagram Users in Pekanbaru)", which shows that social media variables have a significant effect on consumer buying interest, where the t value is 13.936 with significance level of 0.000. This illustrates that social media is believed to be able to provide attractiveness to consumers and potential consumers, as well as being an informative medium or means for consumers to find out product details to arrive at the ordering process. Social media platforms make brands can engage with their audience in a more interactive and personalized manner, which will lead to higher levels of interest and engagement. So from the explanation above, it can be concluded that social media has a significant effect on buying interest in Lenka Sandal products online. Effective social media strategies that focus on providing valuable content and engaging with the audience will boost purchase intentions significantly.

### **Price affects consumer purchase interest**

Based on the results of the analysis, it can be seen that the average respondent's assessment of the price variable is in the high category. This shows that consumers perceive the pricing of Lenka Sandal products is fair and reflective of the value offered. The statement item that has the highest score is "I feel that the better the quality and shape of the product, the higher the price" with an average score of 4.36, which indicates that this item is categorized into the excellent category. This shows consumers' recognition of the relationship between price and perceived quality, where higher prices are often related with superior product attributes. The results of this study indicate that price has a positive and significant effect on buying interest in Lenka Sandal products. This is according to the research result where t value is 5.825 with significance level of 0.000, underlining the impact of competitive pricing on consumer purchase decisions. The results of this study are in line with previous research conducted by Azrullah (2020), which shows that the price variable has a significant effect on customer buying interest, where the t value is 3.502 with significance level of 0.010. This illustrates that the price offered by Lenka Sandal is believed to be able to provide an affordable price and in accordance with product quality. . Affordable pricing that relate with the perceived value of the product can enhance customer satisfaction and drive sales. So from the explanation above, it can be concluded that price has a significant effect on buying interest in Lenka Sandal products online. By setting prices strategically that reflect both the quality of the product and the expectations of the target market, companies will attract and retain more customers.

### **Conclusion**

Based on the analysis and discussion that has been carried out, the following conclusions can be drawn:

- ☑ The results of the study concluded that service quality has a positive and significant effect on consumer buying interest.
- ☑ The results of the study concluded that social media has a positive and significant effect on consumer buying interest.
- ☑ The results concluded that price has a positive and significant effect on consumer buying interest.

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