

The Roles of Prices, Promotions, Service Quality in Enhancing Consumers' Purchase Decision Making on ShopeeFood with e-WOM as Intervening Variable

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Abstract

This study aims to investigate the roles of price, promotion and service quality in enhancing customers' online purchasing decision making at Shopee Food with electronic word of mouth as an intervening variable. The research method used is an associative descriptive quantitative method. The sampling technique adopted in this research is probability sampling with purposive sampling technique. The number of samples in this study was 100 respondents who purchased online food at Shopee Food. The data analysis technique uses PLS (partial Least Squares). The results of this research show that price has a positive and significant effect on purchasing decisions, then price has a positive and significant effect on purchasing decisions mediated by electronic word of mouth, then promotion has no effect on purchasing decisions, then promotion has a positive and significant effect on purchasing decisions mediated by electronic word of mouth. Likewise, service quality has a positive and significant effect on purchasing decisions. Service quality has a positive and significant effect on purchasing decisions mediated by electronic word of mouth. Electronic word of mouth has a positive and significant effect on purchasing decisions.

Keywords: price, promotion, service quality, electronic word of mouth, and purchasing decisions.

1. Introduction

The *e-commerce industry* has grown rapidly due to technological advancements and internet connectivity. Therefore, consumers now have many options to buy products and services online. Shopee is one of the largest *e-commerce* platforms in Southeast Asia that continues to grow rapidly. Shopee is an online shopping platform that offers a variety of products for sale, ranging from electronics, home appliances, clothing, accessories to *fashion* (Meidita & Indah Rokhmawati, 2018). In addition, compared to other *e-commerce*, Shopee has a high number of visitors, as illustrated in the table below.

Table 1. Number of Vistors in 5 Big e-Commerce in Indonesia (Jan-Jun 2023)

NO	Month	Shopee	Tokopedia	Lazada	Blibli
1	January	171.300.000	128.100.000	91.200.000	28.600.000
2	February	143.600.000	108.100.000	74.200.000	23.200.000
3	March	159.000.000	114.900.000	84.300.000	24.500.000
4	April	165.800.000	109.200.000	82.500.000	33.000.000
5	May	161.200.000	106.400.000	70.700.000	24.400.000
6	June	173.900.000	106.000.000	70.400.000	23.900.000

Table 1 illustrates that the number of visitors to Shopee fluctuated. However, compared to other *e-commerce*, Shopee still excels in the number of visitors.

Tabel 2. Brand Comparison of Online Buying and Selling Sites (2020 – 2022)

Nama Brand	2021 (%)	2022 (%)	2023 (%)
Blibli.com	8.10	10.10	10.60
Bukalapak.com	9.50	8.10	4.70
Lazada.co.id	15.20	14.70	15.10
Shopee.co.id	41.80	43.70	45.80
Tokopedia.com	16.70	14.90	11.30

Source: Top Brand Award (www.topbrand-award.com)

Table 2 depicts that Shopee as one of the *e-commerce* in Indonesia proves that in the last 3 years it has increased compared to other *e-commerce* such as Lazada.co.id, Tokopedia.com, Blibli.com and Bukalapak.com.

Tabel 3. Online *Buying and Selling Sites*: Offline and Online *Categories*

BRAND	TBI 2023
Shopee.co.id	45.80% TOP
Lazada.co.id	15.10% TOP
Tokopedia.com	11.30% TOP
Blibli.com	10.60%
Bukalapak.com	4.70%

Source : Top Brand Index Fase 2 2023 (www.topbrand-award.com)

In table 3, based on the Top Brand Index Phase 2 of 2023, Shopee's *e-commerce* is in the top position rivaling Lazada.co.id, Tokopedia.com, Blibli.com and Bukalapak.com. In April 2020, Shopee launched a delivery service known as Shopee Food. One month before the emergence of Shopee Food Indonesia, it was affected by COVID-19 which had prompted changes in people's consumption patterns, including in terms of food consumption. One of these changes

is the increasing interest of people to buy food online. Therefore, online food delivery services are the right solution for people to meet their food consumption needs. This service allows people to order food online without having to leave the house and makes people feel comfortable until now to use the service.

Table 14. Gross Transaction Value of *Online Food Delivery* in 6 ASEAN Countries (2022)

NO	NAMA	NILAI / US\$ MILIAR
1	Indonesia	4,5
2	Thailand	3,6
3	Singapura	2,5
4	Filipina	2,4
5	Malaysia	2,2
6	Vietnam	1,1

Sumber : databoks (www.katadata.co.id)

Based on table 4, online food delivery services in Indonesia have experienced rapid development and are in first place, followed by Thailand, Singapore, the Philippines, Malaysia, and Vietnam. Shopee Food has the same features and goals as other food delivery services (Indrasena & Budiarti, 2022). *Shopee Food* is food and beverage ordering service provided by the Shopee company through a *driver* to deliver customers' purchases and desires to the destination, where payment can be made using online transaction based on their price of the food ordered and delivery costs (Aulia et al., 2023).

Table 5. Transaction Value of Indonesian Food Delivery Services (2022)

NO	NAMA	NILAI / Rp Triliun
1	<i>GoFood</i>	30,65
2	<i>ShopeeFood</i>	26,49
3	<i>GrabFood</i>	20,93

Source :databoks (www.katadata.co.id)

In table 5, it can be seen that *Shopee Food* ranks on the second after *GoFood* which has an impact on the tight competition between online food delivery services, such as *GoFood* and *GrabFood* which are the main players in the service. *Shopee Food* offers various attractive offers to attract customers, such as *food and beverage discount vouchers* and *free shipping vouchers, and others*.

Table 6 Number of Internet and Social Media Users in Indonesia (2022)

Population	Pengguna <i>Internet</i>	Pengguna Media Sosial
277,7 Million	204,7 million	191,4 million

Sumber : *wearesocial.com* (2022)

Referring to table 6 where the total number of social media users is 191.4 million users from the total population in Indonesia. This makes social media used as a means of communication through *electronic word of mouth*.

Electronic word of mouth (E-WOM) is widely used by consumers who seek product reviews or opinions through websites or online forums, due to different consumer tastes (Widyanto & Albetris, 2021). The relationship between E-WOM and purchase decisions, (Maulana et al., 2021) in his research stated that *electronic word of mouth* has an effect on purchase decisions. However, different results were obtained by (Amin & Yanti, 2021) who stated that E-WOM had no effect and was not significant on the customers purchase decision making. In addition, price is one of the important variables in marketing, where price can affect consumer decisions in buying a product (Abdul Kohar Septyadi et al., 2022). Consumers tend to look for the best value and compare prices between different *online food delivery service platforms*. Price has a significant effect on purchasing decisions on *Shopee Food* (Indrasena & Budiarti, 2022). In contrast to the research (Ernawati, 2021), price has no effect on purchase decisions.

Promotion is also one of the efforts in the purchase decision. Promotions on *Shopee Food* include various marketing strategies such as discounts, promotions, *free shipping vouchers* and other offers. Often consumers respond positively to attractive promotional offers and this can affect their decision to continue shopping at *Shopee Food*. The relationship between promotion and purchase decisions, (Astuti & Anggresta, 2022), in his research stated that there was a significant influence between promotion on consumer purchase decisions on *Shopee Food*. However, it is different from research. (Indraswara & Surianto, 2023) which states that promotions have no effect on purchase decisions. The obvious factor that influences the purchase decision is the quality of service. If the service received is in accordance with consumer expectations, then consumers will feel satisfied, on the other hand, if the service received is not in accordance with consumer expectations, this is one of the causes of consumers being disappointed and stopping using *Shopee Food services* (Indrasena & Budiarti, 2022).

The relationship between service quality and purchase decisions, (Primaputra & Sudaryanto, 2023) in his research states that service quality has a positive effect on purchase decisions. In contrast to (Baihaky et al., 2022) in his research stated that service quality does not have a significant influence on purchase decisions. Based on the phenomena described above and there are differences in research results. This motivates the authors to conduct a research which analyzes factors that can affect purchase decisions on online food. Hence, the purpose of this study is to investigate and analyze how price, service quality, promotion influence purchasing decisions with e-wom as an intervening variable.

2. Literature Review

In this section, the theories underlying the variables studied in this study will be explained, including purchase decisions, electronic word of mouth, price, promotion and service quality

2.1 Consumers' Purchase Decision Making

Consumer decision-making behavior is divided into three processes that begin with identifying needs, then seeking information, and then consumers evaluate alternatives to meet those needs (Tjiptono & Diana, 2016). According to (Kotler & Armstrong, 2017) a consumer's purchasing decision is to buy the most popular brand. The behavior of purchasing decisions towards a product occurs after consumers experience a series of thoughts in their minds that are manifested in consumer perceptions of the brand and the environment that affects it, which then leads to the behavior of choosing the brand (S. P. Sari, 2020). The buyer decision-making process consists of five stages according to the identification of needs (Kotler & Armstrong, 2017), namely: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Meanwhile, according to (Kotler & Keller, 2016) the purchasing process consists of eight stages called the purchase stage: problem identification, description of common needs, product specifications, supplier search, proposal creation, supplier selection, standard order specifications, and performance evaluation. Additionally, consumer behavior is the study of individuals, groups or organizations and the processes they use to select, acquire, use and dispose of products, services, experiences or ideas to satisfy the needs and effects of those processes on consumers and society (Tjiptono & Diana, 2016). Therefore, the behavior and process of purchasing decisions leads to specific purchasing decisions.

2.2 Electronic Word of Mouth

According to (Kotler & Keller, 2016) word of mouth finds a way to engage consumers so they choose to speak positively about products, services, and brands to others. The growing type of word of mouth is electronic word of mouth (eWOM), a fairly new market success that mainly concerns the electronic commerce (e-commerce) market, which is a growing part of a company's revenue (Porter, 2017). Electronic word of mouth is any informal communication addressed to consumers through internet technology about the use or characteristics of certain goods and services or their sellers (Ismagilova et al., 2017). Moreover, the e-WOM system is usually characterized by the following three main elements: (1) summary data (number of reviews, average user rating, distribution rating on the company's website), (2) full-text reviews, (3) additional information (such as reviewer status and profile, experience, as well as comments and ratings on the usefulness of the review (Hasna & Irwansyah, 2019). Meanwhile, (Minazzi, 2017) stated that electronic word of mouth communication can be analyzed in four basic elements of social communication, namely: message, communicator, and receiver.

2.3 Price

Price refers to the cost of purchasing or using a product or service, and also the amount of exchange that customers give for the advantage of ownership or use (Kotler & Armstrong, 2014). A flexible marketing mix involves prices that remain constant over a certain period but

can fluctuate for a while (Erinawati & Syafarudin, 2021). Price interacts with all other elements in the marketing mix to determine the effectiveness of each element as a whole (Sudaryono, 2014). In addition, according to (Sudaryono, 2014), price plays two main roles in the buyer's decision-making process, namely the allocative role and the informational role; The allocative role of price is a price function that helps buyers how to obtain the highest expected utility based on their purchasing power; The price information function is a price function in educating consumers about product factors such as quality. Based on this definition, it can be concluded that price is the amount of money or other exchange rates that consumers must pay to sellers to get goods or services. Prices can be fixed or fluctuate, depending on market conditions and the company's strategy. Pricing has an important role in a company (Tjiptono & Diana, 2016). The role of price is as follows: a) The price chosen directly affects demand and determines the level of activity. b) The selling price reflects the business profit directly. c) The price set by a company affects the overall perception of the product or brand and contributes to brand positioning. d) Price is a measure or direct instrument to compare competitors' products or brands. e) The pricing strategy must be coordinated with other elements of the marketing mix. Meanwhile, (Sudaryono, 2014) stated that pricing is based on new products and products that are already in circulation.

2.4 Promotion

Promotion refers to activities that communicate the benefits of a product and encourage target customers to buy the product (Kotler & Armstrong, 2017). According to (Tjiptono & Diana, 2016), promotion is a communication activity with consumers to inform, remind and/or persuade them to buy a product. In line with previous research, it is necessary to carry out periodic, systematic and intensive promotional activities both at the local, international and regional levels (Sudaryono, 2014). According to (Kotler & Keller, 2016) promotion has four indicators, including: 1. Promotion frequency, refers to the number of sales promotion activities carried out simultaneously by sales promotion tools. 2. Promotion quality, measuring how well sales promotions are implemented. 3. Promotional quantity, which is the value or number of promotional actions given by consumers. 4. Time, i.e. the length of promotional services carried out by the company, and the accuracy or importance of promotional objectives are factors necessary to achieve the company's desired goals.

2.5 Service Quality

Service quality is a general perception of whether a product or service is good or bad (Kotler & Keller, 2016). Whereas, according to Wijaya et al., (2022), the quality of service can be explained by the extent to which the website platform provides options to its customers from purchase to delivery and after-sales service efficiently and effectively. In addition, service quality is closely related to the purchase decision of every customer or consumer and is one of the factors that underlies the use or purchase of a product, and has a strong relationship with the company (Bekti et al., 2020). Service quality is influenced by two variables, namely perceived service and expected service (Tjiptono & Diana, 2016). There are 11 (eleven) dimensions in online services according to Zeithaml, Parasuraman, and Malhotra in (Tjiptono

& Diana, 2016), including accessibility, ease of navigation, efficiency, flexibility, reliability, personalization, security or privacy, responsiveness, guarantee or trust, website aesthetics, and pricing knowledge.

2.6 Price on Purchase Decision Making

Previous study conducted by Nasyidah et al., (2022) states that price has a positive effect on purchase decisions. However, it is inversely proportional to research (Ernawati, 2021) stating that price has no effect on purchase decisions. Therefore, the authors formulate the hypothesis as follows,

Ha₁: Harga berpengaruh positif dan signifikan terhadap keputusan pembelian pada Shopee Food

2.7 Price on Purchase Decision Making with e-Wom as intervening variable

Harisandi et al., (2023) states that price has an effect on the purchase decision mediated by the e-word of mouth. Hence, the authors formulate the second hypothesis as follow:

Ha₂: Price has a positive and significant effect on purchase decisions on Shopee Food with electronic word of mouth as an intervening variable.

2.8 Promotion on Purchase Decision Making

Promotion has a positive effect on purchase decisions (Marlius & Jovanka, 2023). However, research conducted by Indraswara & Surianto (2023) revealed that promotion does not have a significant effect on purchase decisions. Based on the explanations above, the authors formulate the third research hypothesis is as follows:

Ha₃: Promotions have a positive and significant effect on purchase decisions on Shopee Food.

2.9 Promotion on Purchase Decision Making mediated by E-Wom

Ulya & Rosyidi (2023) conducted a research on promotion via social media and using electronic word of mouth on purchase decision making, shows the result that there is a significant effect on customers' purchase decisions mediated by electronic word of mouth. Therefore, the authors formulate the fourth hypothesis as follows:

Ha₄: promotion has a positive and significant effect on purchase decisions on Shopee Food with electronic word of mouth is as an intervening variable.

2.10 Service Quality on Purchase Decision Making

Research conducted by Baihaky et al., (2022) shows that service quality has a significant effect on purchasing decisions. Hence, the authors formulate the fifth hypothesis as follow:

Ha₅: Service quality has a positive and significant effect on purchasing decisions on Shopee Food.

2.11 Service Quality on Purchase Decision Making mediated by e-WoM

Research conducted by Sutarjo & Widiarto (2023) indicated that word of mouth cannot mediate

the influence of service quality on purchase decisions. However, in this study the authors assume that service quality has significant effect on purchase decision making with e-wom as intervening variable. Therefore, the authors propose the sixth hypothesis research as below.

Ha₆: The quality of service has a positive and significant effect on purchasing decisions on Shopee Food mediated by electronic word of mouth.

2.12 E-Wom on Consumers' Purchase Decision Making

Rahayu & Kusnanto, (2023) stated that electronic word of mouth has a significant influence on purchase decisions. Meanwhile, Amin & Yanti (2021) pointed out that electronic word of mouth does not have a significant effect on purchase decisions. Hence, the authors propose for the seventh hypothesis is below.

Ha₇: electronic word of mouth berpengaruh positif dan signifikan terhadap keputusan pembelian.

3. Research Method

A quantitative research method with an associative descriptive approach was adopted in this study to describe and test the research hypothesis. The analysis unit of this research is individuals or consumers who decide to buy food online on Shopee Food. This research was conducted in January – March 2024. The sampling technique used in this study is probability sampling with purposive sampling. Purposive sampling is sampling using certain aspects to determine the number of samples according to the desired criteria (Sugiyono, 2018). The number of samples in this study was 100 respondents. The data collection method used in this study is the distribution of questionnaires using Google forms (Google Form) which facilitates the processing of response data from respondents. (Sekaran & Bougie, 2017) mentions that a questionnaire is a series of pre-designed written questions, and the questions are recorded by respondents, usually with relatively limited answer alternatives. The Likert scale is used as a measurement scale in this study. According to (Sugiyono, 2017) the Likert scale is to measure the attitudes, opinions and perceptions of a person or a group of people about social phenomena. The questionnaire distributed in this study uses a Likert scale. The score was then measured along with the choice of answers on a likert scale of 1-5.

The data analysis carried out in this study is a quantitative analysis with a descriptive analysis method using SPSS 25.0 to interpret the data graphically so that the meaning of this research can be easily understood and applied. The method used includes respondents' information, gender, age, education level, and occupation. In addition, using structural equation modeling (SEM) is a multivariate analysis method used to test the theory of the relationship between several variables simultaneously (Dachlan, 2014). Data analysis using SEM can support the analysis of relatively complex relationships between variables that cannot be solved by linear regression equations (Hair et al., 2021). Confirmatory factor analysis (CFA) and path analysis are two multivariate methods that make up SEM.

Conceptual Model of the Study. The research should have a logical and systematic explanation to combine the research variables based on previous research. Therefore, the author uses the

results of the frame of reference as the formulation of the research hypothesis. There are many factors that influence purchasing decisions at Shopee Food, but this study tried to investigate the roles of electronic word of mouth, price, promotion, and quality of service.

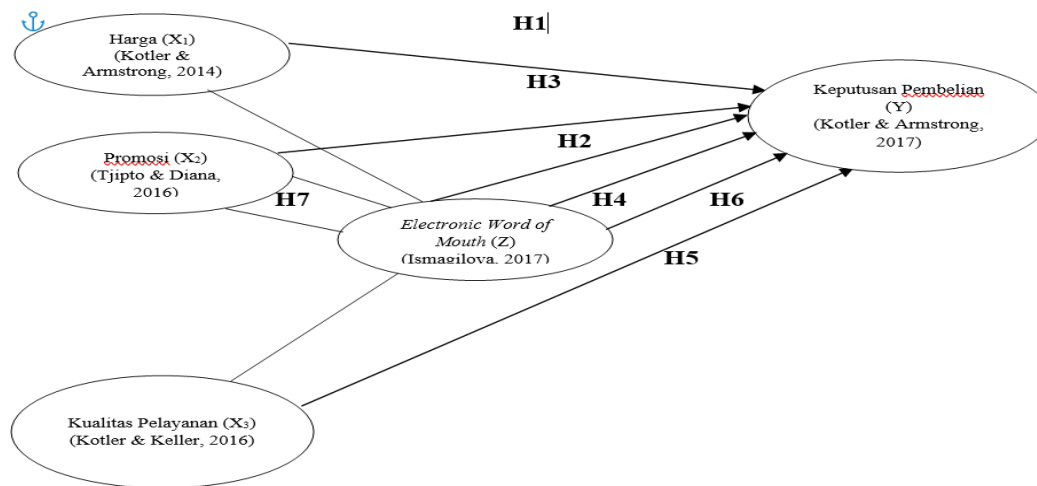


Figure 1. Conceptual Model of the Study

The conceptual model of the study shows the relationship between the dependent variable and the independent variable through the intervening variable. There are independent variables used in this study, namely price (X1), promotion (X2), service quality (X3). The dependent variable is the purchase decision (Y) and the intervening variable is the electronic word of mouth (Z).

4. Finding and Discussion

Shopee Food. Southeast Asia's leading online retailer, Shopee, was founded by Forrest Li in 2009 and is owned by Sea Limited Singapore (Sea). However, after a few years, namely in 2015, the Shopee application reached Singapore and expanded its market to neighboring countries such as Malaysia, Vietnam, the Philippines, Thailand, Taiwan and also Indonesia. In Indonesia, Shopee is operated by PT Internasional Shopee Indonesia which was established in 2015. Shopee, a mobile app for e-commerce, allows users to shop online without needing to access a computer. In 2020, precisely in October, Shopee launched the latest feature, namely Shopee Food as a food and beverage delivery service. This feature is still integrated into the Shopee application. The presence of Shopee Food then breaks the dominance of application-based food delivery services which have been dominated by two big players, namely Gojek and Grab. The launch of Shopee Food's new concept began with the acquisition of Foody Corporation in 2017 and was developed by its parent company, Shopee Sea Group. Foody Corporation is the company behind the highly successful "Now" delivery program in Vietnam.

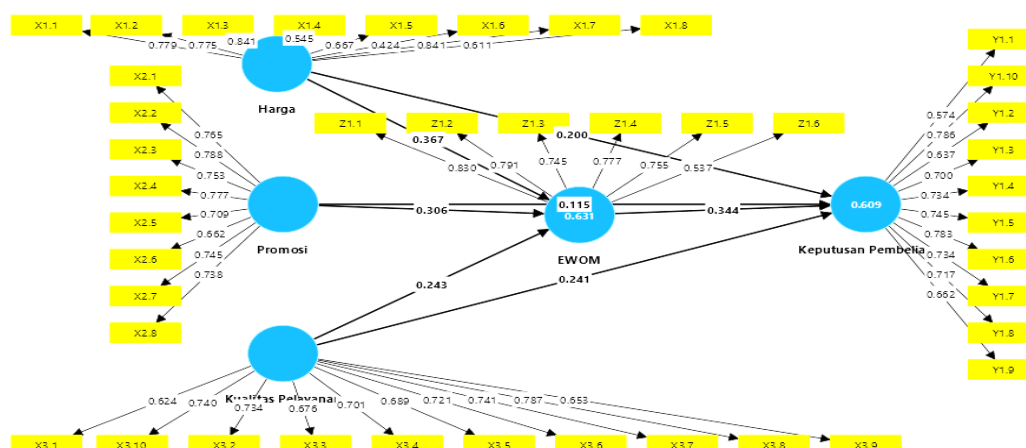
Below is the Respondents Profile.

Tabel 7. Respondents' Profile

Criteria	Description	Jumlah Responden	Persentase (%)
Sex	Male	18	18
	female	82	82
Age	14-19 years	4	4
	20-30 years	94	94
	31-40 years	1	1
	>41 years	1	1
Education Background	SMA/Senior High School	25	25
	S1/Bachelor degree	75	75
Occupation	Students	54	54
	Private Employee	18	18
	Government employee	1	1
	Entrepreneur	4	4
	Housewife	1	1
	others	22	22

Structural Model. This study has seven problem formulations that are described in seven hypotheses, namely hypothesis 1 (H1), hypothesis 2 (H2), hypothesis 3 (H3), hypothesis 4 (H4), hypothesis 5 (H5), hypothesis 6 (H6), and hypothesis 7 (H7). Below is the structural model of the research construct variables described in the SmartPLS version 4 program.

Figure 2. Model Structural Variable Construct



Analysis of Results. *Outer Loadings Results*

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Table 7. Outer Loadings

Variabel	<i>Outer Loading</i>	Keterangan
X1.1	0,793	Valid
X1.2	0,778	Valid
X1.3	0,884	Valid
X1.4	0,531	Valid
X1.5	0,680	Valid
X1.7	0,851	Valid
X1.8	0,600	Valid
X2.1	0,765	Valid
X2.2	0,788	Valid
X2.3	0,753	Valid
X2.4	0,777	Valid
X2.5	0,709	Valid
X2.6	0,662	Valid
X2.7	0,745	Valid
X2.8	0,738	Valid
X3.1	0,624	Valid
X3.2	0,734	Valid
X3.3	0,676	Valid
X3.4	0,701	Valid
X3.5	0,689	Valid
X3.6	0,721	Valid
X3.7	0,741	Valid
X3.8	0,787	Valid
X3.9	0,653	Valid
X3.10	0,740	Valid
Y.1	0,575	Valid
Y.2	0,636	Valid
Y.3	0,700	Valid
Y.4	0,734	Valid
Y.5	0,745	Valid
Y.6	0,783	Valid
Y.7	0,734	Valid
Y.8	0,717	Valid
Y.9	0,662	Valid
Y.10	0,786	Valid
Z.1	0,830	Valid
Z.2	0,791	Valid
Z.3	0,746	Valid

Z.4	0,777	Valid
Z.5	0,755	Valid
Z.6	0,536	Valid

Average Variance Extracted (AVE). The construct of convergent validity can also be known from the average variance extract (AVE) of the extracted variants, so the AVE value is considered valid if it exceeds 0.5 (Abdillah et al., 2022).

Tabel 8. Result of AVE

Variabel	<i>Average Variance Extracted (AVE)</i>	Keterangan
Price (X ₁)	0.539	Valid
Promotion (X ₂)	0.552	Valid
Service quality (X ₃)	0.501	Valid
<i>Electronic Word of Mouth (Z)</i>	0.555	Valid
Purchase Decision making (Y)	0.504	Valid

Based on the table above, the AVE value for price statistics is 0.539 which means that the data is declared valid because the AVE value > 0.5. The promotion variable with an AVE value of 0.552 which means that the data is declared valid because the AVE value > 0.5. The service quality variable with an AVE value of 0.501 which means that the data is declared valid because the AVE value > 0.5. Furthermore, for electronic word of mouth statistics with an AVE value of 0.555, which means that the data is declared valid because the AVE value > 0.5. Then, for the variable of purchase decision with an AVE value of 0.504, which means that the data is declared valid because the AVE value > 0.5.

Discriminant Validity with Cross Loading. According to Hair et al., (2016) discriminant validity implies that a variable has a higher value and is not represented by other variables. The cross loading value on each variable must have a value of at least 0.7.

Table 9. Results of Discriminant Validity with Cross Loading

Variabel	Harga (X ₁)	Promosi (X ₂)	Kualitas Pelayanan (X ₃)	Keputusan Pembelian (Y)	EWOM (Z)
X1.1	0.793	0.576	0.386	0.509	0.536
X1.2	0.778	0.554	0.408	0.558	0.646
X1.3	0.844	0.538	0.501	0.556	0.623
X1.4	0.531	0.264	0.260	0.320	0.295
X1.5	0.680	0.416	0.382	0.431	0.346
X1.7	0.851	0.536	0.520	0.579	0.589
X1.8	0.600	0.316	0.362	0.356	0.377
X2.1	0.447	0.765	0.430	0.441	0.468
X2.2	0.538	0.788	0.475	0.579	0.640
X2.3	0.671	0.753	0.529	0.492	0.576
X2.4	0.460	0.777	0.538	0.527	0.471

X2.5	0.416	0.709	0.434	0.386	0.389
X2.6	0.368	0.662	0.414	0.308	0.460
X2.7	0.431	0.745	0.497	0.469	0.493
X2.8	0.443	0.738	0.511	0.546	0.611
X3.1	0.462	0.454	0.624	0.531	0.427
X3.2	0.468	0.534	0.734	0.456	0.480
X3.3	0.270	0.321	0.676	0.420	0.308
X3.4	0.482	0.423	0.701	0.380	0.398
X3.5	0.353	0.319	0.689	0.415	0.425
X3.6	0.362	0.370	0.721	0.446	0.440
X3.7	0.400	0.474	0.741	0.484	0.448
X3.8	0.391	0.594	0.787	0.543	0.520
X3.9	0.317	0.505	0.653	0.444	0.555
X3.10	0.424	0.509	0.740	0.440	0.513
Y.1	0.440	0.372	0.338	0.575	0.487
Y.2	0.444	0.481	0.539	0.636	0.520
Y.3	0.368	0.318	0.408	0.700	0.516
Y.4	0.482	0.362	0.489	0.734	0.456
Y.5	0.370	0.482	0.465	0.745	0.615
Y.6	0.530	0.526	0.573	0.783	0.682
Y.7	0.583	0.466	0.408	0.734	0.432
Y.8	0.338	0.491	0.460	0.717	0.414
Y.9	0.544	0.463	0.376	0.662	0.373
Y.10	0.547	0.556	0.503	0.786	0.566
Z.1	0.682	0.590	0.555	0.649	0.830
Z.2	0.594	0.530	0.334	0.592	0.791
Z.3	0.564	0.507	0.355	0.486	0.746
Z.4	0.435	0.506	0.609	0.517	0.777
Z.5	0.533	0.573	0.463	0.541	0.755
Z.6	0.197	0.422	0.595	0.406	0.536

Table 9 shows that there are 12 indicators that show a correlation of less than 0.7, namely in the X1.4 indicator with a value of 0.531, then X1.5 with a value of 0.680, then X1.8 with a value of 0.591, then X2.6 with a value of 0.662, then X3.1 with a value of 0.624, then X3.3 with a value of 0.676, then X3.5 with a value of 0.689, then X3.9 with a value of 0.653, then Y.1 with a value of 0.575, then Y.2 with a value of 0.636, then Y.9 with a value of 0.662, then Z.6 with a value of 0.536, even though all indicators have a strong correlation with each variable.

Reliability Test. Reliability testing uses Cronbach's Alpha reliability values and composite reliability to examine whether these variables can be considered reliable or not in the context of this study. It is considered valid if the value obtained > 0.60 (Hair et al., 2016).

Table 10. Reliability Test Results

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Keterangan
Harga	0.853	0.889	Reliable
Promosi	0.884	0.908	Reliable
Kualitas Pelayanan	0.889	0.909	Reliable
<i>Electronic Word of Mouth (EWOM)</i>	0.835	0.881	Reliable
Keputusan Pembelian	0.889	0.910	Reliable

From the table above, it can be concluded that the Cronbach's Alpha value of the price variable is 0.853 and the Composite Reliability value is 0.889 which means that the value of the variable is reliable because the value is more than 0.6. Then, the Cronbach's Alpha value of the promotion variable is 0.884 and the Composite Reliability value is 0.908 which means that the value of the variable is reliable because the value is more than 0.6. Then, the Cronbach's Alpha value of the service quality variable is 0.889 and the Composite Reliability value is 0.909 which means that the value of the variable is reliable because the value is more than 0.6. Then, the Cronbach's Alpha value of the electronic word of mouth variable is 0.835 and the Composite Reliability value is 0.881 which means that the value of the variable is reliable because the value is more than 0.6. Furthermore, the Cronbach's Alpha value of the purchase variable is 0.889 and the Composite Reliability value is 0.910 which means that the value of the variable is reliable because the value is more than 0.6.

Analysis Test of Inner Model. Path Coefficients Test (Direct Effect Test)

Path coefficients are results that show a direct influence between latent variables. If the P value is less than 0.05 or the T variable is greater than 1.96, then the relationship is considered significant (Hair et al., 2017).

Table 11. Path Coefficient Results (Direct effect)

Variabel	<i>T Statistics</i>	<i>P Values</i>	Keterangan
Price (X ₁) -> Purchase decision making(Y)	2.361	0.020	Significant
Promotion(X ₂) -> Purchase Decision (Y)	0.966	0.336	Not Significant
Service Quality (X ₃) -> Purchase Decision (Y)	2.866	0.005	Significant
<i>Electronic word of mouth (Z) -> Keputusan pembelian (Y)</i>	2.865	0,005	Significant

From the table above, it shows that the results of the path coefficients test on the price variable on the purchase decision with a T value of 2.631 and a P value of 0.020 which means significant because the resulting T value is higher than 1.96 and the resulting P value is less than 0.05. Then, the promotional variable for the purchase decision with a T value of 0.966 and a P value

of 0.336 which means that it is not significant because the resulting T value is less than 1.96 and the resulting P value is higher than 0.05. Furthermore, the variable of service quality for purchase decisions with a T value of 2.866 and a P value of 0.005 which means significant because the resulting T value is higher than 1.96 and the resulting P value is less than 0.05. Then, the electronic word of mouth variable on the purchase decision with a T value of 2.865 and a P value of 0.005 which means significant because the resulting T value is higher than 1.96 and the resulting P value is less than 0.05.

Indirect Effect Test. The influence of indirect effect is the role of mediation variables in the research model. If the P value is less than 0.05 or the T statistic is higher than 1.96, then the relationship is considered significant (Hair et al., 2017).

Table 12. Results of Indirect Effect Test

Variabel	T Statistics	P Values	Keterangan
Price (X_1) -> <i>electronic word of mouth</i> (Z) -> Purchase Decision Making (Y)	2,071	0,041	Significant
Promotion (X_2) -> <i>electronic word of mouth</i> (Z) -> Purchase Decision making (Y)	2,005	0,048	Significant
Service Quality (X_3) -> <i>electronic word of mouth</i> (Z) -> Purchase decision making (Y)	2,095	0,039	Significant

Based on Table 12, the results of the indirect effect test for price variables on purchase decisions through electronic word of mouth are significant mediating variables, because the results of the T value are higher than 1.96 which is 2.071 and the P value is smaller than 0.05 which is 0.041. Then the promotion variable on the purchase decision through electronic word of mouth is a significant mediating variable, because the T value is higher than 1.96, which is 2.005, and the P value is smaller than 0.05, which is 0.048. As well as service quality variables on purchase decisions through electronic word of mouth as a significant intervening variable, because the result of the T value is higher than 1.96 which is 2.095 and the P value is less than 0.05 which is 0.039.

Coefficient Determinants (R square). The determination coefficient test is the measurement of an independent variable around the mean value explained by the bound variable or predictor variable. The results in Table 13 below show the R Square value for the electronic word of mouth variable of 0.624, which means that the variables of price, promotion, and service quality are able to explain the electronic word of mouth variable of 62.4%, while the remaining 37.6% is explained by other variables that are not included in the model. Based on the criteria (Hair et al., 2017), if the R-Square value < 0.75, it shows the results of the "moderate" category. The R-Square value for the purchase decision variable is 0.615 which means that price, promotion, service quality, and electronic word of mouth are able to explain the purchase decision by 61.5%, while the remaining 38.5% is explained by other variables that are not included in this model. The determination coefficient test is a measurement of an independent variable around the average value explained by the independent variable or predictor variable.

Table 13. Results of Coefficient Determinant Test (R Square)

Variabel	<i>R Square</i>	Presentase (%)
<i>Electronic Word of Mouth (Z)</i>	0,624	62,4
Keputusan Pembelian (Y)	0.615	61,5

Goones of Fit Model. The goodness of fit index category in this study is if the SRMR value < 0.10 and is declared very suitable if the value is < 0.08 (Purnami & Oka Suryawardani, 2018). The NFI value is said to be good if the value is higher than 0.5 so it is declared appropriate (Fitrianingsi et al., 2023).

Table 14. Results of Goodness of Fit Model test

NFI	SRMR	Kesimpulan
0,546	0,091	Kuat (<i>strong</i>)

The table above shows the results of the Goodness of Fit Model test using an NFI of 0.531, then in accordance with the criteria where the NFI value > 0.5 which means that the model is in the category of "strong" or "strong", then the SRMR value is 0.093, then in accordance with the criteria where the SRMR value < 0.10 which means that the model is in the category of "strong" or "strong".

From the results of the testing of the seven hypotheses, a discussion of the results of the research on the influence of price, promotion, and service quality on online food purchase decisions on Shopee Food mediated by electronic word of mouth, is obtained as follows:

The Effect of Price on Purchase Decisions. The results of the hypothesis test using SmartPLS are known that the p value of $0.020 < 0.05$ and the t value of $2.361 > 1.96$ for the price variable on the purchase decision which means that it has a significant influence. Thus, Hypothesis (Ha1) states that price variables have a positive and significant effect on purchasing decisions on Shopee Food. This is in line with research conducted on a study (Marlius & Jovanka, 2023) which examined the influence of price and promotions on Y.O.U consumers' purchase decisions at Hasanah Mart Air Haji and obtained results that price had a significant influence on purchase decisions. The results of this test explain that the prices offered are in accordance with product quality, affordable, competitive prices and prices according to benefits, so that it affects the decision to buy food online at Shopee Food.

The Effect of Price on Purchase Decisions through Electronic Word of Mouth as a Mediation Variable. The results of the test hypothesized using SmartPLS that the p value is $0.041 < 0.05$ and the t value is $2.071 > 1.96$ for the price variable on the purchase decision through electronic word of mouth, which means has a significant influence. With Hypothesis (Ha2) states that the price variable has a positive and significant effect on purchase decisions on Shopee Food through electronic word of mouth as a mediating variable. In accordance with a previous study conducted by Harisandi et al., (2023) which examined the role of price and brand image in mediating e-Word of Mouth to purchase decisions through the TikTok application, which obtained the result that price affects purchase decisions mediated by e-Word of Mouth. The

results of this test explain that buying food online on Shopee Food, if the electronic word of mouth conveyed is better, the price offered on Shopee Food will increase consumers' food purchase decisions at Shopee Food.

The Effect of Promotions on Purchase Decisions. The results of the hypothesis test using SmartPLS showed that the p value of $0.336 > 0.05$ and the t value of $0.966 < 1.96$ for the promotion variable on the purchase decision which means that it has no effect. Thus, the hypothesis (Ha3) that states that promotional variables have no effect on purchasing decisions on Shopee Food. This is in line with previous research conducted by Indraswara & Surianto (2023) regarding the influence of service quality, price, and promotion on Shopee Food purchase decisions, obtaining results that there is no significant influence of service quality on purchase decisions. The results of this test explain that the promotions carried out do not have the appropriate promotion frequency, promotion quality, promotion quantity, and time, so it does not affect the decision to buy food online on Shopee Food.

The Effect of Promotion on Purchase Decisions through Electronic Word of Mouth as an Intervening Variable. The results of the hypothesis test using SmartPLS are known that the p value of $0.048 < 0.05$ and the t value of $2.005 > 1.96$ for the promotion variable on the purchase decision through electronic word of mouth which means that it has a significant influence. Thus, Hypothesis (Ha4) states that the promotion variable has a positive and significant effect on purchase decisions on Shopee Food through electronic word of mouth as a mediating variable. This is in line with a previous study conducted by Ulya & Rosyidi, (2023) which tested promotion through electronic word-of-mouth-mediated social media on purchase decisions that obtained results that there was an influence on purchase decisions mediated by electronic word of mouth. The results of this test explain that Shopee Food conducts promotions that attract consumer attention because it affects purchase decisions, as well as the better consumer perception of the electronic word of mouth conveyed.

The Influence of Service Quality on Purchase Decisions. The results of the hypothesis test using SmartPLS were known that the p value of $0.005 < 0.05$ and the t value of $2.866 > 1.96$ for the service quality variable on the purchase decision which means that it has a significant influence. This is in line with previous research conducted by Dwiantari & Permanasari (2023) which examined the influence of product quality, promotion, and service quality, on purchase decisions using the Shopee Food application and obtained results that service quality have a positive and significant influence on purchase decisions. The results of this test explain that the services provided have tangible, reliability, responsiveness, empathy, and guarantee, so that it affects the decision to buy food online at Shopee Food.

The Effect of Service Quality on Purchase Decisions through Electronic Word of Mouth as an Intervening Variable. The results of the hypothesis test using SmartPLS are known that the p value of $0.039 < 0.05$ and the t value of $2.095 > 1.96$ for the variable of service quality on the purchase decision through electronic word of mouth which means that it has a significant influence. Thus, Hypothesis (Ha6) states that the service quality variable has a positive and significant effect on purchase decisions on Shopee Food through electronic word of mouth as a

mediating variable. This is in line with a previous study conducted by (Sutarjo & Widiarto, 2023) which examined the influence of service quality and brand image on purchase decisions on the Zalora Indonesia marketplace mediated by word of mouth which obtained the result that word of mouth mediated the relationship between service quality and purchase decisions positively and significantly. The results of this test explain that if the quality of service provided is getting better, then the electronic word of mouth given by consumers will be positive so that it will increase the decision to buy food online on Shopee Food.

The Influence of Electronic Word of Mouth on Purchase Decisions. The results of the hypothesis test using SmartPLS showed that the p value < 0.05 and the t value > 2.865 1.96 for the electronic word of mouth variable which means that it has a significant influence. Thus, Hypothesis (Ha7) states that the electronic word of mouth variable has a positive and significant effect on purchasing decisions on Shopee Food. This is in line with a previous study conducted by Rahayu & Kusnanto (2023) which tested the influence of service quality and electronic word of mouth on purchase decisions at Café Sintensis Coffee in Karawang Regency which obtained results that the influence of electronic word of mouth on purchase decisions was significant. The results of this test explain that electronic word of mouth is a consumer's perception of a brand, the more positive the electronic word of mouth, the higher the decision to buy food online on Shopee Food.

5. Conclusion

In this study, the author explained several conclusions, limitations and recommendations that can be taken based on the results of the research. This study uses primary data collected directly by distributing questionnaires to 100 respondents. This study was conducted to determine the influence of price on online food purchase decisions on Shopee Food mediated by electronic word of mouth as follows: Price has a positive and significant effect on online food purchase decisions on Shopee Food; Price affects the decision to buy food online on Shopee Food mediated by electronic word of mouth; Promotions have no effect on the decision to buy food online on Shopee Food; Promotion affects online food purchase decisions on Shopee Food mediated by electronic word of mouth; Service quality has a positive effect on the decision to buy food online on Shopee Food; Service quality affects the decision to buy food online on Shopee Food mediated by electronic word of mouth; Electronic word of mouth affects the decision to buy food online on Shopee Food.

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