
**THE EFFECT OF PRICE COMPETITION AND TRUST ON ELECTRONIC
PRODUCT PURCHASE DECISIONS ON OUTLET OFFLINE DAN ONLINE
RETAIL**

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KEYWORDS

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ABSTRACT

This study aims to examine the effect of price competition and trust on electronic product purchase decisions at offline and online retail outlets. This type of research is quantitative research, using the Partial Least Square Structural Equation Modeling method called PLS-SEM because it is one of the variant-based tools that simultaneously measure relationships between variables and test measurement models as well as structural model testing with the help of SmartPLS software. The method used in this study is the survey method, where the author distributes questionnaires for data collection. The population used is consumers who have purchased electronic products both offline and online, especially in the Tangerang Banten area, with a sample of 248 used. This study uses price and trust variables as independent variables, electronic product purchase decisions as dependent variables, and offline retail outlets and online retail outlets as intervening variables. The results of this study show that Price has a positive and significant effect on Electronic Product Purchase Decisions, Prices have a positive and significant effect on Offline and Online Retail Outlets, Trust has a positive and significant effect on Electronic Product Purchase Decisions, Trust has a positive and significant effect on Offline and Online Retail Outlets, Offline Outlets and Online Retail have a positive and significant effect on Electronic Product Purchase Decisions, Offline Retail Outlets have a non-positive and insignificant effect on mediating Prices on Electronic Product Purchase Decisions while Online Retail Outlets have a positive and significant effect on mediating Prices on Product Purchase Decisions Electronics, Offline Outlets and Online Retail have a positive and significant effect on mediating Trust in Electronic Product Purchasing Decisions.

INTRODUCTION

Technological developments have helped in several economic sectors such as retail trade such as e-commerce, transportation such as automated vehicles, educational fields such as open

online courses, health fields such as electronic records and online consultations, and in social interaction fields such as social networks (Kartajaya et al., 2019). In the progress of this technological development, of course, it has encouraged the development of the industrial revolution which has now entered industry 4.0 and is supported by the development of internet technology (internet of technology) and digital technology (digital technology).

In addition, the business world from time to time also continues to develop in line with the development of the industry. This is the impact of technological developments that have changed various aspects of life. Industrial development has changed the pattern and order of human life which is often known as the Industrial Revolution, and the fourth Industrial Revolution known as Industry 4.0 is an era that has given birth to digital business as a growing business in this century. Digital business has experienced rapid development, this is due to the development of the Internet and digital technology (Perdana et al., 2020).

Today's digital age is very different from before. Judging from the current structure of life experiencing drastic changes, such as the internet that brings connectivity and transparency to life is one of the shifts in life (Kartajaya et al., 2019). The results of the development of internet technology provide a new concept for people in transacting from offline shopping to online shopping. The transaction method in offline shopping indirectly requires consumers to come to meet and make buying and selling transactions with sellers. Now there has emerged a new transaction concept called online shopping, making transactions faster and easier and can be done anywhere only relying on the internet through these consumer gadgets (Suleman et al., 2019).

Business competition in this era has become more varied and each of the business actors from small to large ones are competing to do various business methods to attract as many consumers as possible. Digital marketing transformation also called online shopping is not intended to replace traditional marketing or offline shopping systems. However, the two now coexist. The following is an overview of the shifting role of traditional and digital marketing in building customer engagement and advocacy (Kartajaya et al., 2019).

Before making a purchase decision, there are several factors that are taken into consideration by consumers, including price and trust. Several previous studies by (Wang et al., 2021) prove that there is an influence of price in offline and online shopping. Nowadays consumers can easily compare prices offline and online, and can also be used as a reference before making a decision to purchase. In research, (Wang et al., 2021) said that online prices are reference prices and offline prices are reference prices. The reference price referred to here is a complex issue and has a different perspective. Evidence suggests that consumers may perceive average prices as reference prices.

While (Nosi et al., 2021) in their research looked at the influence of trust in offline and online shopping purchase decisions because most consumer buying interest is influenced by consumer confidence itself. His research highlights the trust mechanism of a brand or brand resulting from trust in various sources. Then (Nosi et al., 2021) also explained that trust covers various aspects, such as exploring the emotional side of brand trust and the influence of personal characteristics.

In everyday life, researchers unwittingly feel that technological developments have also influenced the development of household electronics and become one of the basic needs of a

household. This is realized by researchers ranging from the state of the family environment, colleagues to the community who almost entirely have used and relied on electronic products for their daily needs. According to (Zulaiha et al., 2021) that the increasing public demand for electronic goods, causes electronic businesses to be found in various places both offline outlets and online outlets. Starting from the smallest electronic products such as lamps, irons, rice cookers, microwaves, blenders, fans, televisions, to heavy products such as air conditioners, refrigerators, washing machines, and others. Some electronic products are used in accordance with the standards of people's needs, but many people also use them as a form of trend only.

According to data from the Central Statistics Agency (BPS), imports of computer products, electronic goods, and optics continue to increase from year to year. In 2015, imports of this commodity were still around USD 12.8 billion, but in 2018 it has reached USD 17.3 billion, although in 2019 it has decreased to USD 16.6 billion and in 2020 it fell again to USD 16.2 billion. Meanwhile, Indonesia's electronics exports look relatively stagnant. Exports in 2020 were only around USD 6.5 billion, not too much changed from the export value in 2015 which was around USD 6 billion. As a result, the electronic commerce transaction deficit (consisting of computers, electronic goods, and optics) continues to expand, from around USD 6.8 billion in 2015 to USD 11.1 billion in 2018, although in 2020 it fell to around USD 9.70 billion.

According to the Data and Information Center of the Ministry of Industry (2021), the electronic product industry in Indonesia will have quite a potential good opportunity and continue to grow in the future. This is because of the first few things, Indonesia has a large market with a population of more than 270 million people. Second, increasing domestic consumption of electronic products, including computers, as well as television in line with government programs that encourage migration to Digital TV. Third, the increasing foreign demand for Indonesian electronic products, which can be seen from the increase in exports of this industry. Fourth, the investment value of the electronics industry continues to increase from year to year. Some investments are aimed at the semiconductor and electronic component industries, household electrical appliances industry, computer industry, electronic goods, and optics, and engineering equipment industry. Fifth, based on the Making Indonesia 4.0 roadmap, the electronics industry will be a sector that receives development priorities from the government. Then the last, the implementation of the Domestic Component Level (TKDN) policy for electronic equipment in order to grow the domestic electronics industry from upstream to downstream.

Not only that, another factor that supports the increasing need for electronic products along with the increasing number of consumers and changes in people's behavior is the factor of the Covid-19 pandemic. Since the pandemic has caused changes in people's habits along with the implementation of mobility restriction policies, working from home (WFH) and online learning (online), resulting in an increase in demand for electronic products such as mobile phones (mobile phones or smartphones), laptops (notebooks), and household electronic equipment (air conditioners, televisions, home appliances cooking).

METHOD RESEARCH

Research Design

In adjusting this study, researchers elaborated the research design with several methods and approaches. The type used in this study is the type of quantitative research. According to Sugiyono (2020), quantitative research can be interpreted as a research method based on the philosophy of positivism because it is used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing hypotheticals that have been set.

The methods used in this study are descriptive and verification methods. According to (Sugiyono, 2018), the verification method is a hypothesis testing that has been made from the results of descriptive research with statistical calculations until results that explain the hypothesis can be accepted or rejected. Based on this understanding, it can be said that descriptive and verification methods aim to describe whether or not the facts are true or not, and explain the relationship between the variables studied by collecting data, processing, analyzing, and interpreting data in hypothesis testing.

The method used in this study was using a survey method, where the author distributed questionnaires for data collection. Survey research is research conducted by compiling a list of questions asked to respondents (Sujarweni, 2020).

The unit in this study is consumers who have purchased electronic products both offline and online, especially in the Tangerang area, Banten.

This study has five variables measured, namely Price, Trust, Electronic Product Purchase Decisions, Retail Offline Outlets, and Online Outlets.

Operationalization of Variables (Variables) & Measurement Scales

Research variables are things that take the form of anything set by researchers to be studied so that information is obtained about it, and then conclusions are drawn (Sujarweni, 2020). Meanwhile, according to (P. Sugiyono, 2016), a research variable is an attribute or trait or value of a person, object or activity that has certain variations set by the researcher to be studied and then drawn conclusions. This study has an independent variable and a dependent variable. In this study has 3 types of variables as follows:

1. Independent Variable (Free)

According to (S. Sugiyono et al., 2019), independent variables (independent variables) are variables that affect or cause changes or arise dependent variables (bound). In this study, the independent variables are price and trust.

2. Dependent Variable (Bound)

According to (S. Sugiyono et al., 2019), dependent variables are variables that are influenced or that become a result, due to the existence of independent variables. In this study, the dependent variable is the purchase decision of electronic products.

3. Variable intervention

According to (S. Sugiyono et al., 2019), intervening variables are known as mediation variables, which means variables that appear in a model or relationships between independent variables (free) and dependent variables (bound) and affect the relationship between the two indirectly. In this study, the intervening variables are offline retail outlets and retail online outlets.

In this study, the scale used was an interval scale. In this study, a questionnaire will be formed using the Likert scale which according to (Sugiyono, 2018) with the following conditions:

Table 1
Questionnaire Measurement Scale Table

Skala	Valuation	Information
1	STS	Strongly disagree
2	TS	Disagree
3	N	Neutral
4	S	Agree
5	SS	Totally agree

Sumber: Sugiyono (2017)

Population and Sample

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that have been determined by researchers to be studied and then conclusions will be drawn (Sujarweni, 2020).

The sample is the number and characteristics possessed by a population that is used to be the object of a study (S. Sugiyono et al., 2019). In this study, the population is consumers who have bought electronic products both offline and online, especially in the Tangerang area, Banten.

The sample size was taken using the formula (Hair et al., 2017). This study uses this formula because the population size is not yet known for sure and suggests that the sample size is 5-10 times the indicator variable. This study used a sample size of 7.

$$n = \text{Number of Indicators} \times 7$$

$$n = 24 \times 7$$

$$n = 168$$

The sample used to obtain respondents in this study amounted to 168 respondents. The calculation of the number of respondents is obtained by researchers from the number of variable indicators multiplied by seven (Hair et al., 2017).

Data Sources and How to Form a Sample

The source of research data is the most important factor in determining data collection methods. Data sources in this study are primary data and secondary data. Primary data is data that is taken directly from its data source. According to (Aidley et al., 2018), primary data is information obtained directly for the purpose of this study whose source comes from questionnaires. The sampling method used in this study is probability sampling with a simple random sampling approach. Probability sampling according to (Aidley et al., 2018) is a sample formation method where the entire population in the study has the same opportunity to be sampled.

Research Instruments

The instrument used in this study was a questionnaire. Questionnaire is an information collection technique that allows analysts to study the attitudes, beliefs, behaviors, and characteristics of several key people in the organization who can be affected by the proposed

system or by the existing system (P. Sugiyono, 2016). In this study using a questionnaire with a Likert scale and provisions based on the table that has been shown in the questionnaire measurement scale table.

Research Instrument Testing

In this study using a variance-based research instrument or better known as PLS (Partial Least Square). Then in this study also carried out Validity and Reliability Tests, with the following understanding.

a. Validity Testing

According to (Sujarweni, 2020), to measure the validity or validity of a questionnaire, validity testing is used. Valid data is data "that does not differ" between the data reported and what actually occurs in the object of research. This research uses the SmartPLS application, where there are two stages of validity testing, namely convergent validity testing and discriminant validity. The convergent test is used to measure the validity of statements that represent variables so that the statements are understood by respondents. The discriminant test is used to see the extent to which a model construct differs from other constructs with empirical standards (Hair et al., 2017).

b. Reliability Testing

The reliability test is used to measure a questionnaire that is an indicator of variables or constructs (Sujarweni, 2020). A reality test is performed on question items that are declared valid. Reliability tests are performed after validity tests and are tested as valid statements or questions. Cronbach's alpha is between 0.50 and 0.60. In this study, researchers still chose 0.60 as the reliability coefficient. The criteria for reliability testing are as follows:

1. If Cronbach's alpha value $\alpha > 0.60$ then the instrument has good reliability in other words the instrument is reliable.
2. If Cronbach's alpha value < 0.60 then the instrument being tested is not reliable.

Data Analysis Techniques

Data processing in this study uses smartPLS SEM (Partial Least Square – Structural Equation Modeling) software. PLS has the ability to explain the relationship between variables and the ability to perform analyses in one test. The purpose of PLS is to help researchers to confirm theories and to explain the presence or absence of relationships between latent variables. According to (Ghozali, 2016), the PLS method is able to describe latent variables (directly immeasurable) and measured using indicators. The author uses Partial Least Square because this study is a latent variable that can be measured based on the indicators so that the author can analyze with clear and detailed calculations.

RESULTS AND DISCUSSION

Results of Descriptive Analysis Related to Respondent Profiles and Indicators

In the study "The Effect of Price Competition and Trust on Electronic Product Purchase Decisions at Offline and Online Retail Outlets" there are questionnaire results that have been distributed online using Google Form. The number of sample respondents that have been obtained is 248 respondents. This number has met the minimum calculation of sample size in

this study with the number of indicators, namely 24 times 7, which is 168 using the theory of (Hair et al., 2017).

Characteristics of respondents

Based on the results of the respondents' data obtained, it is known that there are 104 people (41.9%) are male and 144 people (31.58%) are female. From the tabulation data, it can be seen that the majority of respondents in this study are women. And the results of the respondent data obtained were 140 people (56.5%) aged between 20 to 30 years, 59 people (23.8%) aged between 31 to 40 years, 38 people (15.3%) aged between 41 to 50 years, and 11 people (4.4%) aged more than 50 years. So from the data above, it can be stated that the majority of respondents in this study are aged between 20 to 30 years.

Based on the results of the respondent data obtained, it is known that there are 28 people (16.1%) who have a final education between high school, 40 people (11.3%) who have a final education between D1 to D4, 171 people (69%) who have a final education between S1, and 9 (3.6%) people who have a final education between S2 – S3. So it can be stated that the majority of respondents in this study are respondents with S1 final education. And based on the results of the respondent data obtained, it is known that there are 18 people (7.26%) as students / I, 171 people (68.95%) as private employees, 10 people (4.03%) as SOE employees, 8 people (3.23%) as civil servants, 32 people (12.90%) as self-employed people, and 9 people (3.63%) as part-time workers. So it can be stated that the majority of respondents in this study have jobs as private employees.

Based on the results of the respondents' data obtained, it is known that there are 150 people (60.5%) with incomes of less than IDR 10,000,000, 54 people (21.8%) with incomes between IDR 11,000,000 to IDR 25,000,000, 31 people (12.5%) with incomes between IDR 26,000,000 to IDR 50,000,000, and 13 people (5.2%) with incomes between IDR 51,000,000 to IDR 100,000,000. So it can be stated that the majority of respondents in this study who have income below Rp 10,000,000 in one month. And based on the results of respondent data obtained in Table 4.6, it is known that there are 235 people (94.8%) have made online shopping purchase transactions for electronic products and 13 people (5.2%) have never made online shopping purchase transactions for electronic products. So it can be stated that the majority of respondents in this study have made online shopping purchase transactions for electronic products.

Based on the results of respondent data obtained, it is known that there are 238 people (96%) who have made offline shopping purchase transactions for electronic products and 10 people (4%) have never made offline shopping purchase transactions for electronic products. So it can be stated that the majority of respondents in this study have made offline shopping purchase transactions for electronic products. And based on the results of respondent data known that there are 90 people (36.3%) have done less than 2 times to do online shopping in 1 month, 95 people (38.3%) have done 3-5 times to do online shopping in 1 month, 42 people (16.9%) have done as many as 6-10 times to do online shopping in 1 month, and 21 people (8.5%) have done more than 11 times to do online shopping in 1 month. So it can be stated that the majority of respondents in this study have done online shopping 3-5 times in 1 month.

Based on the results of respondent data obtained, it is known that there are 126 people (50.8%) have done less than 2 times to do offline shopping in 1 month, 81 people (32.7%)

have done 3-5 times to do offline shopping in 1 month, 26 people (10.5%) have done 6-10 times to do offline shopping in 1 month, and 15 people (6%) have done more than 11 times to do offline shopping in 1 month. So it can be stated that the majority of respondents in this study have done offline shopping less than 2 times in 1 month. And based on the results of respondent data obtained in Table 4.10, it is known that there are 101 people (40.7%) who often buy types of lighting electronic products (table lamps, room lamps, emergency lights, etc...), 80 people (32.3%) who often buy types of electronic products cooking utensils (rice cooker, microwave, blender, etc...), 172 people (69.4%) who often buy types of entertainment electronic products (TV, PCs, smartphones, gadget accessories, etc...), and 62 people (25.8%) who often buy heavy electronic products (refrigerators, washing machines, fans, etc...). So it can be stated that the majority of types of electronic products that respondents often buy in this study are entertainment products (TV, PC, smartphone, gadget accessories, etc...).

Test Instruments

Data that has been collected and analyzed with SEM models using SmartPLS version 3.0. Partial Least Square (PLS) which is an alternative method of SEM or Structural Equation Modeling that can be used to overcome SEM problems (Haryono, 2017).

Evaluasi Outer Model

Evaluation of the outer model or measurement model is carried out to assess the validity and reliability or reliability of the model. Outer models with reflexive indicators are evaluated through convergent validity and discriminant validity of the indicator and composite reliability for indicator blocks (Ghozali & Latan, 2015). In this step, an SEM model diagram is developed that aims to make it easier to see the causal relationships you want to test.

Hypothesis Testing

The next stage is to do bootstrapping testing. This test is done by looking at the results of the Path Coefficients test to see the significance value through p value to check the relationship between variables. Here are the results of bootstrapping testing from using SmartPLS 4.

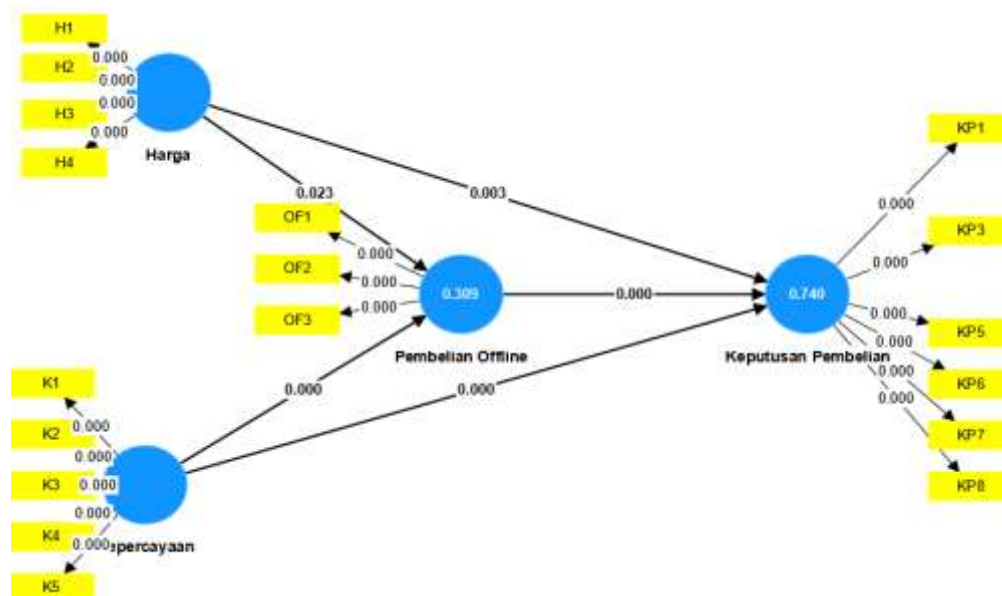


Figure 1

Source: SmartPLS 4 data processing, (2023)

After doing bootstrapping testing as in Figure 1, the next step is to do a Path Coefficients analysis to see the results of direct influence calculations. The variable is declared significant when the p- value < 0.05 (Hair et al., 2017).

Table 2
Hypothesis Testing of Direct Influence of Offline Retail Outlets

Hipotesis	P Value	Information
Price -> Electronic Product Purchase Decision	0,003	Accepted
Harga -> Outlet Offline Retail	0,023	Accepted
Trust -> Electronic Product Purchase Decisions	0,000	Accepted
Kepercayaan -> Outlet Offline Retail	0,000	Accepted
Offline Retail Outlets -> Electronic Product Purchase Decisions	0,000	Accepted

Source: SmartPLS 4 data processing, (2023)

Based on Table 1 is the result of calculations between constructs contained in the model by taking into account the p value (p-value) can be expressed as follows:

1. Hipotesis 1

The price variable against the electronic product purchase decision variable has a p value (p-value) of $0.003 < 0.05$, so the first hypothesis is accepted. This means that price variables have a positive and significant effect on electronic product purchase decisions.

2. Hipotesis 2

The price variable against the offline retail outlet variable has a p value (p-value) of $0.023 < 0.05$, so the second hypothesis is accepted. This means that price variables have a positive and significant effect on offline retail outlets.

3. Hipotesis 3

The variable of trust in the purchase decision of electronic products has a p value (p-value) of $0.000 < 0.05$, so the third hypothesis is accepted. This means that the trust variable has a positive and significant effect on the purchase decision of electronic products.

4. Hipotesis 4

The variable trust in offline retail outlets has a p value (p-value) of $0.000 < 0.05$, so the fourth hypothesis is accepted. This means that the trust variable has a positive and significant effect on offline retail outlets.

5. Hipotesis 5

The variable of offline retail outlets on the purchase decision of electronic products has a p value (p-value) of $0.000 < 0.05$, so the fifth hypothesis is accepted. This means that the variables of offline retail outlets have a positive and significant effect on electronic product purchase decisions.

Discussion of Research Results

The effect of price on the purchase decision of electronic products

In testing the hypothesis of the direct influence of offline retail outlets, there is a price variable on the variable of electronic product purchase decisions having a p value (p-value) of $0.003 < 0.05$, then H1 is accepted. Then in testing the hypothesis of the direct influence of

online retail outlet prices on the variable of electronic product purchase decisions have a p value (p-value) of $0.002 < 0.05$, then H1 is accepted. This means that price variables have a positive and significant effect on electronic product purchase decisions.

This is in line with the results of research conducted by (Lihardo, 2022) that the results of the analysis studied show that prices have a positive and significant influence on purchasing decisions for electronic goods. The results of the analysis studied showed that the price variable (X2) had a positive effect of 71.9% and a significant level of 0.000 on the purchase decision of electronic goods (Y). Thus, it can be concluded in (Lihardo, 2022) research that the price variable (X2) has an influence on purchasing decisions (Y). Then it is also in line with the results of research conducted by (Ati et al., 2020), that prices have a positive and significant effect on consumer buying interest in electronic products. This is because with the price in accordance with the quality obtained, consumers will be more interested in buying the product.

From 248 respondent data that have been processed, the results show that there is a positive and significant relationship of price to the purchase decision of electronic products. The accepted hypothesis can be caused by a number of respondents' consideration factors related to price including affordable prices, the quality of electronic products offered, the function of electronic products, and price competitiveness with other outlets. Respondents who see price and feel price is very important because it is a consideration factor of respondents in this study in making electronic product purchase decisions. And respondents also consider the price offered in the selection of product types, the level of product brand popularity, the selection of offline outlets and online stores, time, product features, product specifications, product durability and product warranty offers before making an electronic product purchase decision.

The effect of price on offline outlets and online retail

In testing the hypothesis of the direct influence of offline retail outlets, there is a price variable on the variable offline retail outlet has a p value (p-value) of $0.023 < 0.05$, then H2 is accepted. Then in testing the hypothesis of the direct influence of online retail outlet prices on price variables on offline outlets and online retail has a p value (p-value) of $0.002 < 0.05$, then H2 is accepted. This means that price variables have a positive and significant effect on offline retail outlets. Then the price variable against the online retail outlet variable has a p value (p-value) of $0.002 < 0.05$, then H2 is accepted. This means that price variables have a positive and significant effect on offline and online retail outlets.

This is in line with the results of research conducted by Zhuang, Leszczyc, and Lin (2018) that price has a positive and significant effect on offline and online retail outlets. In the study, there is an influence of price competition in offline and online shopping, where the spread of online prices is higher than offline.

From 248 respondent data that have been processed, the results show that there is a positive and significant relationship of price to offline and online retail outlets. The accepted hypothesis can be caused by a number of factors, one of which is price competitiveness. Respondents in this study will compare the price offered cheaper for an electronic product both at offline outlets and retail online outlets.

The influence of trust on electronic product purchasing decisions

In testing the hypothesis of the direct influence of offline retail outlets and online retail outlets, there is a variable of trust in the purchase decision of electronic products, both of which have p values (p-value) of $0.000 < 0.05$, then H3 is accepted. This means that the trust variable has a positive and significant effect on the purchase decision of electronic products.

This is in line with the results of research conducted by (Zhao et al., 2019) which found the first few results, trust has a significant positive impact on consumers' desire to buy a product. Second, trust in sellers will directly affect not only the desire to continue buying but also the trust that arises in a product brand, which indirectly affects the desire to continue buying because of the emergence of this trust. Then it is also in line with research conducted by (Mulyadi et al., 2018) that their research which has variables of trust, convenience, and quality of information has a significant effect on simultaneous purchasing decisions. So both studies that trust has a positive and significant effect on electronic product purchase decisions.

From 248 respondent data that has been processed, the results show that there is a positive and significant relationship of trust in the purchase decision of electronic products. The accepted hypothesis can be caused by a number of factors, one of which is trust in providing security guarantees during the transaction process such as providing a sense of freedom from danger, not feeling afraid, anxious or anxious, and protection against fraud when making electronic product purchase decisions.

The effect of trust on offline and online retail outlets

In testing the hypothesis of the direct influence of offline retail outlets and online retail outlets, there is a variable of trust in offline and online retail outlets, both of which have p values (p-values) of $0.000 < 0.05$, then H4 is accepted. This means that the trust variable has a positive and significant effect on offline and online retail outlets.

This is in line with the results of research conducted by (Nosi et al., 2021) that trust has a significant effect on offline and online retail outlets. In the study, it was found that there is an influence of trust in brands for shopping both offline and online as seen from consumer intentions and behavior.

From 248 respondent data that has been processed, the results show that there is a positive and significant relationship of trust in offline and online retail outlets. The accepted hypothesis can be caused by a number of factors, one of the factors is that respondents in this study choose to shop for electronic products at offline retail outlets because they feel more guaranteed and can see products directly, while at online retail outlets respondents can feel confident by looking at product assessment reviews or store reputation first.

The influence of offline outlets and online retail on electronic product purchasing decisions

In testing the hypothesis of the direct influence of offline retail outlets, there are offline retail outlet variables on electronic product purchase decisions having p values (p-value) $0.000 < 0.05$, then H5 is accepted. Then in testing the hypothesis of the direct influence of online retail outlets there are variables of online retail outlets on the purchase decision of electronic products have a p value (p-value) of $0.003 < 0.05$, then H5 is accepted. This means that the variables of offline outlets and online retail have a positive and significant effect on the purchase decision of electronic products.

This is in line with the results of research conducted by (Hult et al., 2019) that offline outlets and online retail have a positive and significant effect on electronic product purchasing decisions. The study shows that the perceived value on customer satisfaction and customer loyalty is stronger for online shopping than offline shopping. That is, when customers buy online, consumers see value as a more significant attribute in satisfaction scoring and more importantly, consumers are more sensitive to satisfaction when making decisions about where to buy a product.

From 248 respondent data that has been processed, the results show that there is a positive and significant relationship from offline outlets and online retail to electronic product purchase decisions. The accepted hypothesis can be caused by a number of factors, one of the factors is that if shopping through offline respondents can see the electronic product directly so that it is more guaranteed and there is no need to wait for the product delivery queue, because the product purchased on the spot can be taken home immediately. Meanwhile, if you shop online, respondents can save time starting from choosing to find products to the last stage of payment without the need to queue.

The effect of price on electronic product purchase decisions mediated by offline and online retail outlets

The results of the hypothesis of the direct influence of offline retail outlets that contain price variables mediated by offline retail outlets on electronic product purchase decisions, this is in line with the results of research conducted by (Mahanani, 2018), that the results of his research show that, price has a negative and insignificant effect on product purchase decisions. In the study, it was concluded that the higher the brand image, product quality and lifestyle, the more it will increase the purchase decision of a product. However, if the higher the price offered, it will reduce the decision to buy it because the price offered is still considered expensive. Then the hypothesis of the direct influence of online retail outlets in which there are price variables mediated by online retail outlets on electronic product purchase decisions, this is in line with the results of research conducted by (Rozi & Khuzaini, 2021) that price has a positive and insignificant effect on purchasing decision variables in online stores.

The influence of trust on electronic product purchasing decisions mediated by offline and online retail outlets

In testing the hypothesis of the direct influence of offline retail outlets, there is a confidence variable mediated by offline retail outlets on the purchase decision of electronic products having a p value (p-value) of $0.002 < 0.05$, then the seventh hypothesis is accepted. Then in testing the hypothesis of the direct influence of online retail outlets there is a variable of trust mediated by online retail outlets on the purchase decision of electronic products has a p value (p-value) of $0.009 < 0.05$, then the seventh hypothesis is accepted. This means that offline and online retail outlet variables have a positive and significant effect on mediating trust in electronic product purchase decisions.

This is in line with the results of research conducted by (Septiani, 2020) that trust has a significant positive effect on product purchase decisions.

From 248 processed respondent data, the results showed that there was a positive and significant relationship of trust in electronic product purchase decisions mediated by offline outlets and online retail. The accepted hypothesis can be caused by a number of factors, one of

which is the guarantee of security during the transaction process, satisfaction guarantees, store and brand reputation , and product damage compensation that makes respondents' trust in this study appear. So with this, respondents can consider it during the process of purchasing electronic products, both purchases made at offline and online outlets.

CONCLUSION

Based on the results of the analysis of questionnaire data that has been distributed through google form and has been processed, it can be concluded that prices have a positive and significant influence on electronic product purchase decisions. That is, respondents in this study see price and feel price is very important because it is a consideration factor from the community in making electronic product purchase decisions. The quality and function of the product is one of the considerations for respondents from the price offered. Price has a positive and significant influence on offline and online retail outlets. That is, respondents in this study compared the price of electronic products from one offline outlet with online outlets, to get a cheaper price. Trust has a positive and significant influence on the purchase decision of electronic products. That is, respondents in this study feel confident when given security guarantees during the transaction process such as providing a sense of freedom from danger, not feeling afraid, anxious or anxious, and protection against fraud when making electronic product purchase decisions. Trust has a positive and significant influence on offline and online retail outlets.

That is, respondents in this study choose to shop for electronic products at offline retail outlets because they feel more guaranteed and can see products directly, while at online retail outlets respondents can feel confident if they see product assessment reviews or store reputation first. Offline outlets and online retail have a positive and significant influence on electronic product purchasing decisions. That is, respondents in this study if through offline outlets can see directly the electronic product so that it is more guaranteed and does not need to wait for the product delivery queue, because products purchased on the spot can be taken home immediately. Meanwhile, if through online outlets, respondents can save time starting from choosing to find products to the last stage of payment without the need to queue. Offline retail outlets have a non-positive and insignificant influence on price mediation on electronic product purchase decisions. While online retail outlets have a positive and significant influence on mediating prices on electronic product purchase decisions. That is, not all respondents in this study prioritize and attach importance to price when purchasing electronic products at offline outlets.

However, all respondents in this study attach importance to prices when purchasing electronic products at online outlets, such as by comparing prices from one outlet to another online outlet and respondents who choose to shop for electronic products online because it has a cheaper price influence than offline shopping on the spot. Offline outlets and online retail have a positive and significant influence on mediating trust in electronic product purchase decisions. That is, respondents in this study feel confident in the existence of security guarantees during the transaction process, satisfaction guarantees, store and brand reputation, and product damage compensation. This makes respondents' sense of trust in this study appear

and with this respondent can consider it during the process of purchasing electronic product decisions, both purchases made at offline and online outlets.

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