

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND DIGITAL PROMOTION ON PURCHASE DECISIONS FOR EZVIZ CCTV PRODUCTS ON SHOPEE

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Abstract

This study aims to examine the influence of price, product quality, and digital promotion on purchase decisions for EZVIZ CCTV products through the Shopee marketplace among residents of Madiun City. The study employed a quantitative approach using a survey method. The sample consisted of 385 respondents selected through purposive sampling, with the criteria that respondents were Madiun City residents aged at least 18 years and had purchased EZVIZ CCTV products through Shopee. Data were collected using a four-point Likert-scale questionnaire and analyzed using SPSS version 25 through validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination analyses. The results show that price does not have a significant effect on purchase decisions. Product quality and digital promotion has a positive and significant effect on purchase decisions. Simultaneously, price, product quality, and digital promotion have a positive and significant effect on purchase decisions. The R Square value of 0.127 indicates that the three independent variables explain 12.7% of the variation in purchase decisions, while the remaining 87.3% is explained by other factors outside the research model.

Keywords: Price, Product Quality, Digital Promotion, Purchase Decision

A. INTRODUCTION

The rapid development of information and communication technology has changed consumer purchasing behavior, including the way consumers obtain electronic and security products. Online purchasing offers convenience because transactions can be conducted anytime and anywhere through e-commerce platforms. E-commerce is the activity of buying, selling, and transferring products, services, and information via the internet (Ana, 2024). Shopee has become one of the major marketplaces used by consumers and provides

product information, customer reviews, payment facilities, logistics services, and various promotional programs that can support purchasing decisions.

CCTV has increasingly become an important security device for households, business premises, and offices. Technological development has equipped CCTV products with features such as smartphone monitoring, motion detection, two-way communication, cloud storage, and high-resolution image quality. EZVIZ is one of the brands offering smart-security products with various specifications and features. In a marketplace environment, consumers can compare different CCTV brands, specifications, prices, reviews, and promotional offers before deciding to purchase.

Purchase decisions are not necessarily determined by price alone. Consumers may evaluate whether the price is appropriate for the quality and benefits obtained. For electronic security products, product performance, reliability, durability, compatibility with consumer needs, and perceived quality may become important considerations because consumers expect the product to provide a reliable security function.

Digital promotion also plays an important role in the purchasing process (Tonda & Asif Khan, 2024). Through social media, marketplace advertising, product videos, vouchers, discounts, cashback, flash sales, and other digital content, sellers can provide information and stimulate consumer interest. Digital promotion can make product information more accessible and can reduce uncertainty by presenting product specifications, demonstrations, and customer-oriented information. However, the effectiveness of digital promotion may vary according to the relevance and credibility of the content presented.

The empirical problem addressed in this study is the inconsistency of previous findings regarding the effects of price, product quality, and digital promotion on purchase decisions. The thesis underlying this article identifies research gaps in these relationships and focuses specifically on EZVIZ CCTV products purchased through Shopee by residents

of Madiun City. This context is important because consumers purchasing security technology may use considerations that differ from those applied to ordinary consumer goods.

Based on these considerations, this study aims to analyze the partial and simultaneous effects of price, product quality, and digital promotion on the purchase decisions of EZVIZ CCTV products through Shopee among residents of Madiun City. The findings are expected to provide empirical evidence for marketing management, particularly regarding the factors that should receive attention when selling technology based security products through e-commerce.

Theory and Development Study Hypothesis

Theory of Planned Behavior (TPB)

The grand theory used in this study is the Theory of Planned Behavior (TPB). TPB explains that behavioral intention is influenced by attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). In the context of online purchasing, consumers evaluate the benefits and risks of a product, receive information and social influence, and consider their ability to complete the transaction. Price, product quality, and digital promotion can contribute to the formation of favorable evaluations and purchasing intentions before consumers make the final purchase decision.

Purchase Decision

Purchase decision refers to the consumer's process of recognizing a need, searching for information, evaluating alternatives, selecting a product, carrying out the purchase, and evaluating the product after purchase (Meilani & Wangdra, 2024). In this study, purchase decision is reflected through consumers' confidence in choosing the product, purchasing habits, and willingness to provide recommendations, while the questionnaire also captures stages of need recognition, information search, comparison, purchase, and post-purchase

response (Noviany & Rakhmawati, 2025).

Price

Price represents the monetary value exchanged by consumers to obtain the benefits of a product (Kotler & Armstrong, 2023). The indicators used in this study cover affordability, price conformity with product quality and benefits, competitiveness, and discounts (Nurmusdalifah *et al*, 2023). Although consumers may compare CCTV prices across sellers on Shopee, the final purchase decision may depend on whether the price is perceived as reasonable in relation to quality, functionality, and security benefits.

Product Quality

Product quality describes the ability of a product to perform its intended functions and meet consumer expectations (Kotler & Keller, 2022). In this study, product quality is measured through performance, conformity with standards, durability, and visual style (Noviany & Rakhmawati, 2025). For CCTV products, these aspects are relevant because consumers require reliable monitoring performance and a product that can be used for an appropriate period.

Digital Promotion

Digital promotion is marketing communication conducted through digital media to provide product information, attract attention, create interaction, and encourage purchasing behavior (Tonda & Asif Khan, 2024). The study measures digital promotion through accessibility, interactivity, entertainment, credibility, and the physical presentation of the online store or product display (Arjaya, 2023). Relevant and credible digital content can help consumers understand the product and increase confidence in purchasing through Shopee.

Hypothesis Development

- H1: Price has a positive and significant effect on the purchase decision of EZVIZ CCTV products through Shopee.
- H2: Product quality has a positive and significant effect on the purchase decision of EZVIZ CCTV products through Shopee.
- H3: Digital promotion has a positive and significant effect on the purchase decision of EZVIZ CCTV products through Shopee.
- H4: Price, product quality, and digital promotion simultaneously have a positive and significant effect on the purchase decision of EZVIZ CCTV products through Shopee.

B. METHOD

This study used a quantitative approach with a survey method. The research object was EZVIZ CCTV products purchased through the Shopee marketplace by residents of Madiun City. The population consisted of Madiun City residents who had purchased EZVIZ CCTV through Shopee. The sample consisted of 385 respondents selected using purposive sampling. Respondents were required to be at least 18 years old, reside in Madiun City, and have purchased EZVIZ CCTV through Shopee.

Data were collected using a questionnaire distributed through Google Forms. The questionnaire used a four-point Likert scale consisting of 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree (Joshi *et al*, 2015). The independent variables were price (X1), product quality (X2), and digital promotion (X3), while the dependent variable was purchase decision (Y).

Data analysis was performed using SPSS version 25. The analysis stages included validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression,

partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination (R^2) (Ghozali, 2021).

C. RESULTS AND DISCUSSIONS

The study involved 385 respondents who met the predetermined criteria. The respondent profile indicates that the sample was dominated by male respondents, respondents aged 28–32 years, respondents with a bachelor's degree, and respondents with monthly income of Rp2,000,000–Rp3,000,000. Most respondents lived in Manguharjo District and had used Shopee for approximately eight months.

Tabel 1.1 Responden Characteristics

Characteristics	Category	Amount	Percentage
Gender	Male	286	74%
	Female	99	26%
Age	18–22 years	80	22%
	23–27 years	106	30%
	28–32 years	146	41%
	>33 years	53	14%
Education	Senior High School/Vocational	83	22%
	Diploma	112	29%
	Bachelor	164	43%
	Postgraduate	26	7%
Income	Rp0–Rp1,000,000	78	20%
	Rp1,000,000–Rp2,000,000	119	31%
	Rp2,000,000–Rp3,000,000	138	36%
	>Rp3,000,000	50	13%

Source : Processed primary data, 2026

The analysis of respondent responses indicates that the average scores for the variables of price, product quality, digital promotion, and purchase decision are all in the high

category. These results indicate that respondents generally perceived the price, quality, and digital promotion of EZVIZ CCTV positively and also demonstrated a high level of purchase decision.

Tabel 1.2 Average Respondent Response

Variable	Mean	Category
Price (X1)	3,24	High
Product Quality (X2)	3,25	High
Digital Promotion (X3)	3,27	High
Purchase Decision (Y)	3,21	High

Source : Primary data processed, 2026

Tabel 1.3 Reliability Test Results

Variable	Cronbach Alpha	Criteria	Description
Price (X1)	0.762	>0.60	Reliable
Product Quality (X2)	0.805	>0.60	Reliable
Digital Promotion (X3)	0.773	>0.60	Reliable
Purchase Decision (Y)	0.851	>0.60	Reliable

Source : SPSS 25 Output, 2026

The validity test showed that all questionnaire items had r-count values greater than the r-table value of 0.100 and were therefore declared valid. The reliability test also showed Cronbach's Alpha values above 0.60 for all variables, indicating that the instruments were reliable.

Tabel 1.4 Summary of Classical Assumption Tests

Test	Key Results	Information
Normality	Asymp. Sig. = 0.200	Normal
Multicollinearity X1	Tolerance 0.781; VIF 1.280	Not occur multicollinearity
Multicollinearity X2	Tolerance 0.820; VIF 1.219	Not occur multicollinearity
Multicollinearity X3	Tolerance 0.791; VIF 1.264	Not occur multicollinearity
Heteroscedasticity X1	Sig. = 0.524	Not occur heteroscedasticity

Test	Key Results	Information
Heteroscedasticity X2	Sig. = 0.856	Not occur heteroscedasticity
Heteroscedasticity X3	Sig. = 0.121	Not occur heteroscedasticity

Source : SPSS 25 Output, 2026

Multiple linear regression analysis was used to determine the direction and magnitude of the influence of price, product quality, and digital promotion on purchase decisions for EZVIZ CCTV products through the Shopee marketplace. Based on the test results, the regression equation obtained is: $Y = 17.297 + 0.072X_1 + 0.229X_2 + 0.201X_3 + e$. The equation indicates that the regression coefficients for price, product quality, and digital promotion are all positive. Thus, an increase in price perception, product quality, and digital promotion is associated with an increase in the purchase decision for EZVIZ CCTV products through Shopee among the people of Madiun City. However, based on the partial significance test, the coefficient of price is not statistically significant, whereas product quality and digital promotion have significant effects on purchase decisions.

Tabel 1.5 Multiple Linear Regression Results and t Test

Model	B	Std. Error	Beta	t	Sig.
Constant	17.297	2.056	–	8.413	0.000
Price (X1)	0.072	0.056	0.070	1.290	0.198
Product Quality (X2)	0.229	0.062	0.196	3.716	0.000
Digital Promotion (X3)	0.201	0.056	0.191	3.556	0.000

Source : SPSS 25 Output, 2026

The t-test results indicate that price has a significance value of 0.198 (> 0.05), meaning that price does not have a significant influence on purchase decisions. Meanwhile, product quality and digital promotion each have a significance value of 0.000 (< 0.05). Thus, product quality and digital promotion individually exert a positive and significant influence on the purchase decisions of EZVIZ CCTV products through Shopee. The F-test results show a calculated F-value of 18.463 with a significance value

of 0.000 (< 0.05), indicating that price, product quality, and digital promotion simultaneously have a positive and significant influence on the purchase decisions of EZVIZ CCTV products through Shopee.

Tabel 1.6 Results of F Test and Coefficient Determination

Testing	Value	Description
Calculated F	18.463	Significant
Sig. F	0.000	<0.05
R	0.356	Positive relationship
R Square	0.127	12.7%
Adjusted R Square	0.120	12.0%

Source : SPSS 25 Outpput, 2026

D. CONCLUSIONS

Based on the research findings, it can be concluded that price does not have a significant effect on the purchase decision of EZVIZ CCTV products through the Shopee marketplace. Although consumers consider price when purchasing, the results indicate that price is not a determining factor in the final purchase decision. This is evidenced by a significance value of $0.198 > 0.05$ and a regression coefficient of 0.072.

Product quality has a positive and significant effect on purchase decisions. Consumers who perceive EZVIZ CCTV products as having good performance, conformity, durability, and appropriate features tend to have stronger purchase decisions. In this study, product quality has a regression coefficient of 0.229, indicating a positive contribution to the purchase decision.

Digital promotion has a positive and significant effect on purchase decisions. Effective digital promotional activities can provide consumers with relevant information, attract their attention, and encourage them to purchase EZVIZ CCTV products through Shopee. Digital promotion has a regression coefficient of 0.201, indicating a positive contribution to purchase decisions.

Price, product quality, and digital promotion simultaneously have a positive and significant effect on purchase decisions for EZVIZ CCTV products through Shopee. This is supported by the F-test significance value of $0.000 < 0.05$ and an F-value of 18.463. The R Square value of 0.127 means that 12.7% of purchase decisions can be explained by price, product quality, and digital promotion, while the remaining 87.3% is explained by other factors outside the research model.

E. SUGGESTIONS

Based on the research findings, EZVIZ and its sellers on the Shopee marketplace are advised to maintain and improve product quality, particularly in terms of product performance, conformity with consumer needs, durability, reliability, and useful features. Since product quality has a significant effect on purchase decisions, maintaining consistent quality can increase consumer confidence in purchasing EZVIZ CCTV products. The company should also optimize digital promotion through informative product content, product demonstrations, clear specifications, customer reviews, vouchers, discounts, and other relevant promotional programs. Although price does not have a significant partial effect, the company should continue to maintain competitive and reasonable pricing that is consistent with the quality and benefits offered. Consumers are expected to pay attention not only to price but also to product quality, specifications, features, reviews, and promotional information before purchasing EZVIZ CCTV products through Shopee. Future researchers are encouraged to include other variables that may influence purchase decisions, such as brand image, consumer trust, service quality, online customer reviews, electronic word of mouth (e-WOM), perceived risk, seller reputation, and marketplace convenience. Future research may also expand the research object to other CCTV brands or other e-commerce platforms to obtain broader findings regarding the factors influencing consumers' purchase decisions.

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