

THE INFLUENCE OF PRICING STRATEGY AND CONSUMER TRUST ON PURCHASE DECISION THROUGH WHATSAPP APPLICATION OF ORGANIC VEGETABLES PRODUCTS

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui ciri-ciri konsumen yang membeli sayuran organik. Wawancara, tinjauan literatur, dan kuesioner merupakan teknik pengumpulan data. Konsumen yang telah membeli sayuran organik merupakan populasi. Dengan bantuan perangkat lunak SmartPLS, teknik statistik deskriptif dan SEM-PLS digunakan untuk menguji hasil survei. Menurut studi tentang pengaruh langsung, harga dan kepercayaan terhadap kualitas barang tidak banyak berpengaruh terhadap niat membeli, namun kepercayaan terhadap kualitas pelayanan berpengaruh. Kemudian, meskipun keyakinan terhadap kualitas layanan berdampak kecil terhadap keputusan pembelian, penetapan harga, kepercayaan terhadap kualitas produk, dan niat membeli berpengaruh kecil. Keputusan pembelian tidak dipengaruhi oleh harga, kepercayaan terhadap kualitas barang, atau kepercayaan terhadap kualitas pelayanan, menurut penelitian pengaruh tidak langsung. Temuan penelitian ini menunjukkan bahwa faktor-faktor seperti harga, kepercayaan terhadap kualitas barang, dan kepercayaan terhadap kualitas layanan, semuanya dapat mempengaruhi kesediaan konsumen untuk melakukan pembelian. Keputusan pembelian dapat dipengaruhi oleh faktor harga, kepercayaan terhadap kualitas barang atau jasa, dan minat pembelian.

Kata kunci: Sayuran Organik, Harga, Kepercayaan, Minat Beli, Keputusan Pembelian

Abstract

The purpose of this study is to pinpoint the traits of consumers who buy organic vegetables. Interviews, literature reviews, and questionnaires are data collection techniques. Consumers who have purchased organic vegetables make up the population. With the aid of SmartPLS software, descriptive statistical techniques and SEM-PLS were used to examine the survey results. According to a study on direct influence, price and trust in the quality of the goods have little bearing on buying intention, but trust in the quality of the service does. Then, while belief in service quality has little impact on purchasing decisions, pricing, trust in product quality, and purchase intention do. Purchasing decisions are not influenced by price, trust in the quality of the goods, or trust in the quality of the service, according to research on indirect influences. The study's findings suggest that factors like pricing, trust in the quality of the goods, and trust in the quality of the service can all affect consumers' willingness to make a purchase. Purchase decisions can be influenced by price factors, trust in the quality of the good or service, and interest in the purchase.

Keywords: Organic Vegetables, Price, Trust, Purchase Intention, Purchase Decision

INTRODUCTION

Currently, the internet is not only used by Indonesians to communicate and search for information but is also used in economic activities. Initially, buying and selling transactions were carried out by meeting directly between the seller and the buyer, but now these transactions can be carried out only via the internet network. The outbreak of the corona virus (COVID-19) and movement restriction policies are also increasingly having an impact on people's shopping trends, which are shifting to online shopping (Kasmir, 2017). These changes in consumption patterns have resulted in the existence of online shopping media being increasingly used by people to fulfill their daily needs, one of which is WhatsApp. WhatsApp is an application that is used to communicate with each other using only the internet network. Usually, WhatsApp is only used for communication, but the emergence of

WhatsApp businesses has resulted in many people making purchases via WhatsApp. WhatsApp Business is an application that can be used by business people as a medium for buying and selling transactions via the internet network. Based on data from Business Insider (2021), the number of WhatsApp application users in Indonesia currently reaches 68.8 million. The existence of the WhatsApp business is an opportunity for business actors to get new consumers amidst the large number of WhatsApp application users in Indonesia. Utilization of social media as social commerce in a business will be able to create time, energy, and cost efficiencies (Kotler & Gary, 2018).

Currently, there are many business actors who use WhatsApp to market their products, one of which is Organicbox. Organicbox is a business in the field of organic agricultural products that stands under the auspices of the company which taken as object of this study (Violin, 2022). The products marketed consist of various kinds of vegetables, fruit, rice, staples, and healthy snacks, all of which are organic products, by utilizing various WhatsApp business features to support marketing activities, such as the catalog feature to display the various types of vegetables available, the send feature to send and receive messages to communicate with consumers, and the broadcast message feature, which is used to carry out promotions (Violin et al., 2022). Apart from Organicbox, there are several business actors who use WhatsApp Business to market their vegetables, such as Sayurbox, TaniHub, and Kecipir. The existence of competitors means Organicbox must have a strategy to be able to survive in the competition and even beat competitors (Bakri et al., 2023). In addition, the impact of the many competitors makes people increasingly aware of a variety of alternative shopping choices (Sutrisno et al., 2023).

When buying online, consumers will compare product prices in several places, because if you buy a product at a price that does not match the market, it will reduce the value of the benefits you get (Jumainah et al., 2023). There are customer complaints when there is a price increase (Kamaruddin et al., 2022). This is due to the renewal of packaging or the scarcity of organic vegetable production. Customers who are sensitive to price changes will think twice about buying (Heryadi et al., 2023). There is a relationship between price and purchase decision, where the purchase decision will be higher if the product price is low and vice versa (Heryadi & Noor, 2016). Therefore, business actors must have a good pricing strategy by considering various factors to avoid losses and be able to satisfy consumers (Fitriadi, 2021). Product quality is closely related to customer purchases (Tanan et al., 2022). Purchasing online makes customers unable to see and touch the product directly, so customers expect compatibility between the quality of the product purchased and the quality of the product displayed in the catalog (Heryadi et al., 2018).

Based on the author's experience when conducting field work practices (PKL), there are customer complaints that the quality of vegetables is not according to their wishes, such as the level of freshness and physical appearance (Heryadi et al., 2018). This problem usually occurs due to the negligence of employees who are not quite right in choosing the quality of vegetables to be sent to customers or due to a decrease in the quality of vegetables during the delivery process (Heryadi et al., 2023). Therefore, business actors must pay attention to the quality of the products being sold, such as the level of freshness, expiration date, physical appearance, and so on (Lestari et al., 2023). If the quality of the product sold is good and at the right price, of course the customer will feel interested and decide to buy the product (Fachrurazi et al., 2022). The more perfect the service provided, the more customers will come to make transactions (Arta et al., 2023). When buying via WhatsApp, consumers expect businesses to respond quickly to them, send orders quickly and accurately, secure transactions, and provide guarantees in the event of damage. There is a problem where organic vegetables that have arrived at consumers are not complete or do not match consumer wishes (Boari et al., 2023). This happened due to the negligence of employees who did not re-check orders before sending them to consumers (Rumbrawer et al., 2023). After the order reaches the consumer, they will usually provide a review of the product they received.

METHOD

Data is a collection of information obtained through various sources that must be processed to reach a conclusion. The types of data used in this research are qualitative and quantitative. The qualitative data is the result of interviews with employees. Meanwhile, the quantitative data is the result of questionnaires that have been filled out by respondents. The data collection method used in this study was to conduct a literature study and provide a prepared questionnaire to the intended

respondent to be filled out. The questionnaire contains several questions and statements related to the variables that will be studied in this research. The questionnaire in this study used a Likert scale. The population used in this research were consumers who had purchased organic vegetables. The sample used in this research was 100. Nonprobability sampling is the technique applied in this study. Purposive sampling was the non-probability sampling technique employed in this study. In this study, descriptive statistics describe methods of providing sample and population data for consumers in tables. The data analysis method employed in this research is partial least squares. Partial Least Squares analysis is a statistical approach that makes comparisons between many dependent variables and multiple independent variables. SmartPLS can be used to process the PLS analysis process. The measurement model (the outer model) and the structural model (the inner model) are the two different types of models used in SEM-PLS. The structural model includes a causality test, such as a hypothesis test and a prediction model, while the measurement model includes a validity test and a reliability test.

RESULTS AND DISCUSSION

According to the study's findings, the original sample value for the price variable on buying interest was 0.205, and its t-statistics were 1.799 (< 1.96) and 0.073 (> 0.05) for p-values. In light of the fact that price has no bearing on buying interest, H_0 is accepted. The cost of organic vegetables is not something that customers believe will pique interest in purchasing. The survey's findings indicate that consumers buy organic vegetables online for practical reasons. This is because consumers are busy, which means they do not have time to shop in person. The convenience of online shopping is that consumers can search for and order products whenever and wherever they are. Wholesalers provide convenience for consumers by providing online vegetable purchasing services. Consumers can buy vegetables only by using the internet network, so they don't have to buy them directly. Therefore, consumers are more likely to consider factors other than price, which in this research is service quality, to generate buying interest. In this research, new consumers consider price factors at the purchasing decision-making stage.

The original sample value of the variable trust in product quality on purchase intention is 0.241. Its t-statistics are 1.876 (< 1.96), and its p-values are 0.061 (> 0.05). Therefore, H_0 is accepted because buying interest is unaffected by trust in product quality. When purchasing online, consumers can only assess product quality based on the photos displayed in the catalog. Consumers cannot see and touch the desired product directly; therefore, the quality of the product can only be obtained after the product reaches the consumer's hands. So, whether the quality of the product is good or bad is not a factor in generating buying interest. New consumers consider product quality at the purchasing decision stage. The original sample value of the variable trust in service quality on purchase intention was 0.362. Its t-statistics were 2.971 (> 1.96) and its p-values were 0.003 (< 0.05). Therefore, H_0 is disregarded because purchasing interest is influenced by faith in service quality by 36.2%. In providing services, wholesalers utilize the features found in WhatsApp business, such as the catalog feature to display available organic vegetables, the sending and receiving message feature, which is used to communicate with consumers, and the broadcast message feature to carry out promotions. Indicators of consumer trust in service quality initially numbered 10, then were left with five after the evaluation process.

The price variable on purchase decisions has an original sample value of 0.219, t-statistics of 2.575 (> 1.96), and p-values of 0.010 (< 0.05), according to the results of hypothesis testing. Therefore, it can be said that pricing influences purchases in a positive and important way. H_0 is rejected because price has an influence of 21.9% on purchasing decisions. The trend in consumer behavior towards online shopping has led to the emergence of business actors who use online platforms to market their products. This will create competition and make consumers increasingly aware of their alternatives and sensitive to price changes. Consumer affordability is a criterion used to measure pricing affordability indicators. The survey's findings revealed that consumers chose to make purchases because they thought the cost of the offered organic vegetables was still reasonable. However, there are several consumer complaints when prices increase, which can reduce purchasing decisions, so price affordability is something that must be considered. Prices that are affordable to consumers have an influence of 77% on the decision to purchase organic vegetables.

The parameter used to measure the indicator is price according to product quality. Consumers buy organic vegetables because they feel that the quality of the vegetables, they get is in line with the price

offered, starting from good physical appearance, taste, and aroma to texture. Price, according to product quality, has an effect of 90% on the decision to purchase organic vegetables. Competitive prices with products from other places are the parameters used to measure price competitiveness indicators. Consumers feel that organic vegetable prices are still able to compete with those of business actors who also market organic vegetable products online. The price difference is not too great and is still affordable enough to make consumers decide to make a purchase. Prices that compete with products from other places have an influence of 70.3% on the decision to buy organic vegetables. The parameter used to measure the indicator is the price according to the benefits obtained. Consumers make purchases because organic vegetables come from several suppliers who have official certificates from the Indonesian Organic Farming Certification (INOFICE) so that quality and benefits are guaranteed. As is known, organic vegetables are vegetables whose cultivation process does not use chemicals, so they are considered safer to consume and have more benefits. Price suitability with the benefits obtained has an influence of 77.6% on the decision to purchase organic vegetables.

The original sample value of the variable "trust in product quality on purchasing decisions" was 0.436. Its t-statistics were 3.427 (> 1.96), and its p-values were 0.001 (< 0.05). These findings show a favorable and significant association between purchase choices and product quality trust. So H_0 is rejected because trust in product quality has an influence of 43.6% on purchasing decisions. A person's level of trust when buying a product online will be different because they cannot see and evaluate the product directly. Even though wholesalers' market organic vegetables online, they always try to maintain the quality of the vegetables they have. Good-quality organic vegetables will increase consumer confidence; if trust increases, consumers will not hesitate to buy them. Product quality is closely related to customer purchases. The findings of this study are also in line with earlier research on the impact of celebrity endorsers and product quality on consumer purchase decisions, which used brand image as an intermediary variable and also produced encouraging findings indicating the impact of product quality on consumer purchase decisions.

The original sample value for the variable "trust in service quality on purchasing decisions" was 0.033; the t-statistics were 0.261 (< 1.96); and the p-value was 0.794 (> 0.05). Therefore, H_0 is accepted because purchase decisions are unaffected by trust in service quality. This is because consumers buy organic vegetables for consumption. Different types of stores have grown more similar to each other, so differences in service have also diminished. When purchasing online, the services provided are almost the same as a result of the similarities in the features each user has; only the way to use them is different. The results of the distribution of respondents on consumer trust in services indicate that the level of consumer trust in wholesale services is included in the high criteria. The level of trust that consumers have and the similarity of service to other places make consumers not really consider how the service is obtained and prefer to consider other factors such as the price and quality of organic vegetables. Initially, there were five purchasing decision indicators; four indicators remained after the evaluation process. These indicators, namely "consumers buy products because they are confident in their quality," have an effect of 84.1%, "consumers often buy products" has an influence of 70.7%, "consumers recommend products to those closest to them" has an influence of 78.4%, and "regular consumers repurchase" has an influence of 77%. Previous research also shows that service quality does not influence consumer purchasing decisions because the existing services are almost the same as those in other places.

The original sample value of the variable buy interest on purchasing decisions was 0.306, and its t-statistics were 2.276 (> 1.96) and 0.023 (< 0.05). These findings show a positive and significant link between purchase interest and decisions to buy. So H_0 is rejected because buying interest has an influence of 30.6% on purchasing decisions. So, it can be stated that the higher the consumer's buying interest, the higher the possibility of consumers making a purchase, and conversely, the lower the consumer's buying interest, the lower the possibility of consumers making a purchase. Utilizing applications as social commerce can attract buying interest, which has an impact on purchasing decisions. Wholesalers are able to use available features to attract consumers, such as sending broadcast messages, uploading photos and videos of vegetables in the status feature, and making it easy to place orders. The study's findings support the idea, which contends that actual purchases only take place when customers are interested in a certain good. Furthermore, earlier studies on "The Influence of Price and Product Quality on Purchase Decisions with Purchase Intention as an

Intervening Variable" also produced encouraging findings, demonstrating that purchase intention affects purchasing choices.

The findings of the direct influence hypothesis test indicated that price has an impact on consumers' decisions to buy. However, the results indicate that the price variable on purchasing decisions through purchase intention has an original sample value of 0.063, t-statistics of 1.386 (<1.96), and p-values of 0.166 (>0.05) after employing the purchase intention variable as an intervening variable. So H_0 is accepted because buying interest cannot be an intermediary between price and purchasing decisions. In more routine purchases, consumers often omit several stages, such as the information search and evaluation stages. When purchasing organic vegetables, consumers can easily view the catalog feature to find out the various vegetable prices available and make comparisons with other sellers. However, because the respondents in this study are regular online shoppers, they don't need to second-guess the cost of organic vegetables before making a decision. The findings of this study are also corroborated by earlier research, which demonstrates that buying interest cannot act as a price mediator in purchase choices.

The results of the direct effect hypothesis test indicate that belief in product quality has an impact on buying choices. The variable of trust in product quality on purchasing decisions through purchase intention, however, has an initial sample value of 0.074, t-statistics of 1.301 (<1.96), and p-values of 0.194 (> 0.05) after employing the purchase intention variable as an intervening variable. So H_0 is accepted because buying interest is not able to mediate between trust in product quality and purchasing decisions. An important element in post-purchase assessment is the reduction of consumer doubt regarding the selection. Even though consumers who buy online cannot choose vegetables directly, wholesalers try their best to maintain consumer confidence by providing the best-quality vegetables. Respondents in this survey are frequent online shoppers who are confident in the products' quality and don't need to go through the stage of developing a buying interest before making purchases.

The results of the direct influence hypothesis test indicate that buying decisions are not impacted by service quality trust. The variable of trust in service quality on purchasing decisions through purchase intention then has an original sample value of 0.111, t-statistics of 1.882 (<1.96), and p-values of 0.060 (> 0.05) after employing the purchase intention variable as an intervening variable. Therefore, H_0 is recognized since buying interest cannot mediate between purchase decisions and trust in service quality. Service is an action from an organization or person that aims to provide satisfaction to consumers and leaders. The main reason consumers buy organic vegetables is due to practical factors, so they hope to get services that can streamline their time, costs, and energy. According to the distribution of respondents, it is clear that customer confidence in services is already high, so they are no longer need to take into account service characteristics in order to stimulate buying interest, which affects purchasing decisions. Previous research, which demonstrates that purchase intention is unable to mediate service quality in purchasing decisions, supports the findings of this study.

CONCLUSION

The decision to purchase organic veggies is significantly influenced by price, so it is crucial for wholesalers to employ the proper pricing strategy. Consumers buy organic veggies for practical reasons; therefore, price does not significantly affect their interest in doing so. Instead, they examine other variables, such as the quality of the service in this study, to increase their purchasing interest. The decision to buy organic veggies is heavily influenced by consumer faith in the quality of the product, thus high-quality organic vegetables will boost that trust. Customers will be more willing to buy them if trust rises. The desire to purchase organic veggies is not much influenced by consumer trust in the quality of the product. Consumers notice the quality of service before the quality of the goods when making an online purchase. The choice to buy organic veggies is not greatly influenced by consumer service trust. The quality and pricing of organic veggies are more important considerations for consumers than the service they receive. Consumer interest in purchasing organic veggies is significantly influenced by their faith in the services they receive, therefore the better the service, the greater their interest.

The amount of a consumer's purchasing choice is significantly influenced by their level of buying interest, so the more interested a consumer is in buying something, the more likely they are to make a purchase. The decision to buy organic veggies is influenced by buying intention and is not

significantly influenced by price. Consumers who frequently make purchases make up the respondents in this study, so they do not need to think twice about the cost of organic veggies before making a decision. The choice to buy organic veggies, which is mediated by purchase intention, is not significantly influenced by product quality trust. Consumers who commonly make purchases at Organicbox are the respondents in this study because they are confident in its quality and don't need to go through the stage of piqued interest in making a purchase. The choice to buy organic veggies is mediated by purchasing purpose, and trust in service has little bearing on this choice. Customers already have a high level of trust in the services they receive, therefore they are no longer required to think about these aspects while making purchasing decisions.

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