

Customer Value and Its Impact on Purchase Decisions in Online Shopping

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Abstract

Purpose – The purpose of this research is to determine the influence of customer value on online shopping purchasing decisions (case study of Cendana Polytechnic students). **Methodology/approach** – The method used in this research is descriptive method, this type of research is quantitative data, primary data obtained through questionnaires. Because the population is unknown, the sampling technique used is the Lemeshow formula. It can be explained that sample calculations using the Lemeshow formula approach can be used to calculate the number of samples with an unknown population size. Thus, the number of samples used was 96 respondents and the sampling technique used accidental sampling where respondents who were met accidentally would first be used as research samples. **Findings** – The test results show that Customer Value partially has a positive and significant effect on online purchasing decisions. **Novelty/value** – It is important for companies to pay attention to customer value in order to increase online shopping purchasing decisions.

Keywords: Consumer Value, Purchase Decision

INTRODUCTION

The internet is something that cannot be separated from human life in this era, since it was created until now the internet has developed so rapidly that the internet has greatly influenced the development of technology that we use in human life today. At this time, many human activities are carried out using the help of technology. and also the internet, one of which is online buying and selling. Buying and selling activities have existed since ancient times, at that time they were still carried out by bartering or the activity of exchanging goods to get other goods. After that, this developed into using money to get the desired goods and because of the internet and increasingly advanced technology. has developed so now we can also buy and pay online with electronic money (Firmansyah, 2020).

Currently, to buy goods, we can use online shops. There are many locally made e-commerce sites such as Tokopedia, Bukalapak, Elevania and so on which make it easier for customers and sellers to carry out buying and selling activities. Apart from local e-commerce, there are also foreign-made e-commerce such as Shopee, Lazada which have also entered and participated in controlling the large Indonesian market. There are several factors that can influence how a customer chooses to make a purchase on a platform, one of which is comparing customer value between one platform and another, choosing a platform that has many users and has a good rating from the public (Hartini, 2021).

Customer value is the difference between the total amount of customer value and the total amount of customer costs. Total customer costs are the costs incurred by customers to obtain a product or service. Total customer value is the benefit that customers receive from the products or services they purchase. The current development of social media marketing makes it possible for companies or business owners to market their products or services with a new approach, namely social media marketing, in research (Darmis, 2021).

After customers consider various existing factors, then customers can make a decision on which e-commerce platform they think is suitable and suitable for them. A purchasing decision is a thought in which an individual evaluates various options and makes a choice on a product from many choices. Therefore,

customers who buy a product from e-commerce must have found out about the e-commerce platform they will use, including considering whether the customer value of the platform is good in society and how the e-commerce platform promotes their platform (Sutriyanti, 2020).

Based on the description above, the author sees a relationship between customer value and social media marketing and consumer purchasing decisions. Where when the customer value provided is not good, people will not buy products on that platform, they will try to use other e-commerce platforms, as well as social media marketing. If this is not done correctly, people will continue to buy a product on the e-commerce platform. In other commerce, if this is done correctly then what will happen is that people will switch to using the platform that has been offered. So it can be said that customer value and social media marketing influence consumer purchasing decisions.

Therefore, the author wants to research further regarding purchasing decisions, especially e-commerce customer purchasing decisions related to customer value and social media marketing. Thus the author formulates the title of this research as follows: "The Influence of Customer Value and Social Media Marketing on Online Shopping Purchase Decisions (Case Study of Cendana Polytechnic Students)"

LITERATURE REVIEW

Consumer Value

Customer value is the customer's overall assessment of the utility of products, services and experiences based on the customer's awareness of the benefits received, sacrifices made, or costs incurred (SUDARSO, 2016). Customer value is the emotional bond that exists between customers and producers that these products and services provide added value (TJIPTONO, 2019). The meaning of value is not just the functional benefits of a tool but the entire series from the delivery process to customers to after-sales service. Customer value is a comparison of each benefit obtained by the customer and the sacrifices charged (FIRMANSYAH, 2019). There are four indicators of customer value, namely (FIRMANSYAH, 2019):

1. Emotional Value (Emotional Value)
Emotional value is an ability related to feelings or emotional impressions resulting from product use.
2. Social Value (Social Value)
Social value is the ability of a product that is related to its ability to increase a good social impression in society.
3. Quality Value (Performance Value)
Quality value is the ability of a product to be considered to have good performance and function.
4. Price Value (Price Value)
Price value is the ability of a product obtained from a price that seems to have price efficiency.

Purchase Decision

Purchasing decisions are part of consumer behavior. That is, about how products, services, ideas or experiences can meet the needs and desires of individuals, groups and organizations to make choices, purchase and use (M. Anang, 2019). Purchasing decision is a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision (Sawhani, 2021). Purchasing decisions are part of buyer behavior where customers determine the process, assessment and selection of purchasing products or services in various alternative ways that customers think are most profitable (Darmis, 2021). There are six purchasing decision indicators, including (Darmis, 2021):

1. Product selection
Consumers can make decisions to buy a product or use their money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering.
2. Brand choice
Consumers have to make decisions about which brand to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand.
3. Choice of dealer

Consumers must make decisions about which dealer to visit. Each consumer is different in terms of choosing a dealer, this can be due to close location, cheap prices, complete inventory of goods, convenience in shopping, low prices, complete inventory of goods, comfort in shopping, and space.

4. Time of purchase

Consumer decisions in choosing when to buy can vary, for example some buy every day, once a week, once every two weeks and so on.

5. Purchase amount

Consumers can make decisions about how many products to spend on at any one time, the purchase may be more than one. In this case, the company must prepare many products according to different desires.

6. Payment method

Consumers can make decisions about the payment method that will be used in making decisions to use products or services. Purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in purchasing transactions.

METHOD

In carrying out this research, researchers used quantitative descriptive research. Descriptive research is research that attempts to answer existing problems based on data (Sholihah, 2020). The analysis process in descriptive research is, presenting, analyzing and interpreting. The quantitative descriptive research method is a method that aims to create a picture or description of a situation objectively using numbers, starting from data collection, interpretation of the data as well as the appearance and results (Imam Ghozali, 2018). Population is an object of concern in an analysis. This object is like a population in a place that is observed and obtains characteristics (Zunaedy, 2020). The research population that will be used in the research is all Cendana Polytechnic students who made online purchases during the 2022 period, the exact number of which is not known. The research sample is the part that provides a general description of the population (Herlina, 2019). The research sample has the same or almost the same characteristics as the population characteristics so that the sample used can represent the observed population (Riyanto, 2020). Because the population is unknown, the sampling technique used is the Lemeshow formula. It can be explained that sample calculations using the Lemeshow formula approach can be used to calculate the number of samples with an unknown population size. Thus, the number of samples used was 96 respondents and the sampling technique used accidental sampling where respondents who were met accidentally would first be used as research samples.

RESULT AND DISCUSSION

Normality test

Residual normality test with the graphical method, namely by looking at the spread of data on the diagonal source on the Histogram graph. This output describes the data graph and to see whether the data distribution is normal or not. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed (Wahyudi, 2017).

The residual normality test in the regression model is used to determine whether the resulting residual value is normally distributed or not. The normality test using this method is done by looking at the spread of the data on the diagonal source on the normal probability plot of regression standardized residual graph. From the graph it is known that the points spread around the line and follow a diagonal line so that it can be said that the data is normally distributed (Herlina, 2019).

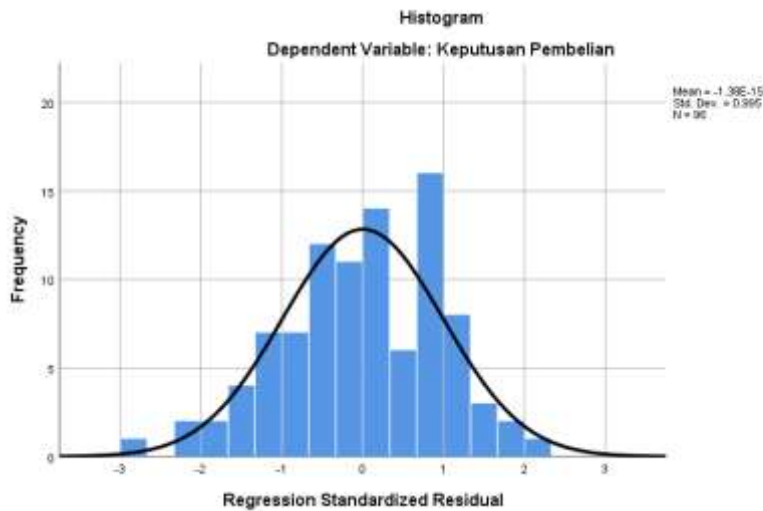


Figure 1. Histogram Graphic

Based on the picture 1 above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.

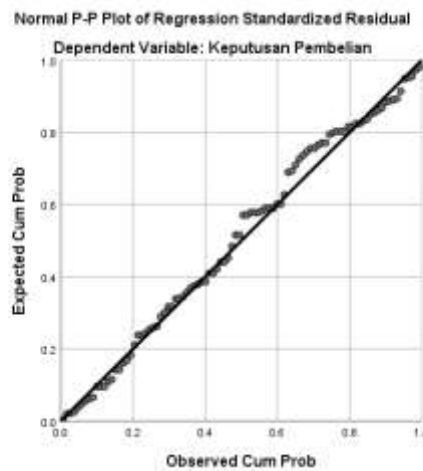


Figure 2. Normal Probability Plot of Regression Graphic

Based on the picture 2 above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

Normality test can also be done by looking at the normal distribution graph and by testing the Kolmogorov Smirnov Test with the following criteria (Riyanto, 2020).

1. Significant number > 0.1 then the data is normally distributed.
2. Significant numbers < 0.1 then the data is not normally distributed.

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.34872624
Most Extreme Differences	Absolute	.072
	Positive	.043
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Research Result, 2024

Based on the table 1 above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Simple Linear Regression Analysis

The results for testing multiple linear regression analysis can be seen in the table as follows:

Table 2. Simple Linear Regression Analysis Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	27.152	2.142		12.673	.000
	Nilai Pelanggan	.633	.077	.648	8.243	.000

- a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2023

Based on Table 2. the equation obtained above, it can be described as follows:

1. Constant (α) = 27.152 shows a constant value, if the value of the independent variable namely Customer Value has a value of 0, then the Purchase Decision is fixed at 27.152.
2. The coefficient $X(b) = 0.633$ shows that the Customer Value variable has a positive effect on purchasing decisions of 0.633. This means that for every increase in Customer Value by 1 unit, Purchasing Decisions will increase by 63.3%.

Coefficient of Determination

The test results using the coefficient of determination can be seen in the table below:

Table 3. coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.413	3.366

- a. Predictors: (Constant), Nilai pelanggan
- b. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2023

Based on the table 3 above, the value of R Square (R²) or coefficient of determination obtained is 0.648, meaning that the Purchase Decision variable can be explained by the Customer Value variable of 64.8% while the remaining 35.2% is influenced by other factors originating from outside the model. This research includes ease of use, service quality, product quality, consumer satisfaction and various other variables.

Partial Hypothesis Test (t Test)

The results of partial hypothesis testing using t-count can be seen in the table below as follows:

Table 4. partial hypothesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	27.152	2.142		12.673	.000
Nilai pelanggan	.633	.077	.648	8.243	.000

Source: Research Result, 2023

Based on the table 4 above, it can be seen that in the Customer Value variable, it can be seen that the value of tcount (8.243) > tTable (1.985) with a significant level of 0.000 < 0.05 so it can be concluded that there is a partially significant positive influence between Customer Value on online purchasing decisions by students Politeknik Cendana.

DISCUSSION

The results of the study indicate that Customer Value has a partial, yet positive and significant effect on online purchasing decisions. This finding supports the theoretical understanding that customer value plays a critical role in influencing consumer behavior in digital marketplaces. While other factors may also contribute to the decision-making process, the evidence confirms that customer value is a significant predictor, reinforcing the need for businesses to prioritize it (Adlani & Asih, 2025; Ariyanti & Rinarika, 2024; Iskanto & Gunawan, 2023; Iskanto & Rahmalia, 2023). Customer value encompasses a combination of functional, emotional, and economic perceptions held by consumers regarding a product or service. In an online shopping context, these perceptions are shaped not only by the quality and price of products but also by aspects such as website usability, ease of transaction, delivery speed, customer support, and even personalized experiences. When consumers perceive that the value offered by an online retailer exceeds their expectations or alternatives, they are more likely to proceed with a purchase (Budi et al., 2023). The novelty and contribution of this study lie in its contextual emphasis on the partial yet significant influence of customer value in a crowded and highly competitive online retail environment. While existing literature acknowledges customer value as an important construct, this study underlines its specific, measurable impact within the decision-making process, even when multiple variables are at play. These findings carry important managerial implications. For online retailers seeking to boost conversion rates and customer retention, it is crucial to invest in value-enhancing strategies. This includes improving product presentation, offering competitive pricing, simplifying the checkout process, and delivering excellent post-purchase service. In addition, leveraging data analytics to personalize offerings can further elevate perceived value in the eyes of consumers (Harwina, 2021). Moreover, the partial influence found in this study suggests that while customer value is essential, it should be considered as part of a broader strategy that includes other variables such as brand trust, convenience, social influence, and digital experience. Future research could explore these additional dimensions to gain a more holistic understanding of online purchasing behavior. In conclusion, this study reinforces the strategic importance of customer value in the digital economy. By recognizing and actively managing the elements that constitute perceived value, companies can enhance customer satisfaction, increase purchase likelihood, and build long-term competitive advantage in the online marketplace (Arifin et al., 2024; Hidayah, 2025).

CONCLUSION

Based on the research results and discussion, the author makes a conclusion that Customer Value partially has a positive and significant effect on online purchasing decisions by Politeknik Cendana students with the value of tcount (8.243) > tTable (1.985) with a significant level of 0.000 < 0.05. Constant (α) = 27.152 shows a constant value, if the value of the independent variable namely Customer Value has a value of 0, then the Purchase Decision is fixed at 27.152. The coefficient X(b) = 0.633 shows that the Customer Value variable

has a positive effect on purchasing decisions of 0.633. This means that for every increase in Customer Value by 1 unit, Purchasing Decisions will increase by 63.3%. The value of R Square (R²) or coefficient of determination obtained is 0.648, meaning that the Purchase Decision variable can be explained by the Customer Value variable of 64.8% while the remaining 35.2% is influenced by other factors originating from outside the model. This research includes ease of use, service quality, product quality, consumer satisfaction and various other variables.

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