The Effect of Price, Service Quality and Payment Method on Prospective Customers' Buying Interest "Bathnbody_stuff"

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Abstract: Buying interest is a form of customer behavior that arises in response to objects that show the desire of potential customers to make purchases. This study aims to determine the effect of price, service quality and payment methods on the buying interest of potential customers Bathnbody_stuff. This research is a quantitative research. The population in this study is all Shopee customers who have an interest in buying online shopping through Shopee. The number of samples was determined using the Lameshow formula, which was 384 respondents. The primary data collection method was carried out by distributing questionnaires online using Likert scale measurements. The data analysis method uses multiple linear regression analysis with the help of SPSS 25 software. The results showed that prices and payment methods did not have a significant effect on buying interest. While the quality of service partially has a significant effect on the buying interest of potential customers.

Keywords: price; service quality; payment methods; buying interest.

1. Introduction

Bathnbody_stuff offers a wide range of care and beauty products from the *brands* "Bath and Body Works" and "Victoria's Secret" on the *Shopee* marketplace. Bathnbody_stuff has a considerable market opportunity at Shopee because the *offline store locations* of the two *brands* are only in a few cities in Indonesia. So there are still many buyers from several regions or small cities who find it difficult to reach it. Meanwhile, through Shopee, Bathnbody_stuff can reach more potential customers in small areas or cities in Indonesia. At the same time, the high market opportunity at Shopee makes Bathnbody_stuff have quite a lot of competitors. Therefore, it is very important for Bathnbody_stuff to pay attention to the buying interest of potential customers towards the products offered in order to predict consumer shopping behavior in the future.

Prospect's buying interest is important to a business because it influences a customer's purchasing decision Widiati & Pratiwi (2022). Therefore, a business needs to know the factors that can affect the buying interest of potential customers so that the business can survive in a large enough market competition. Customer reviews Bathnbody_stuff show that customer buying interest is influenced by the price of products and the quality of services offered by the company.

Price is one of the factors that can affect buying interest. Parbowo (2016) deep Japarianto & Adelia (2020) price can affect buying interest because the ability of customers to buy a

product is determined by the amount of money they have then compared to the facilities they get. Bathnbody_stuff sells *original products* from the *brands* "Bath and Body Works" and "Victoria's Secret" at lower prices than *official stores*. The company creates project business opportunities by utilizing promos from official *stores* such as *buy1get1* or other special promos with discounts above 50 percent then the products are resold separately so that the price set can be below the *official store price*.

Service quality can also have an influence on the buying interest of potential customers. Caniago & Rustanto (2022) good service quality will have a positive influence on the purchase decision-making process by consumers. Bathnbody_stuff provide the best service quality as a form of implementing *calculated risk taking*. Bathnbody_stuff assess the risks that may occur if the quality of service provided is not good, it will have an impact on customer assessment which will also affect the buying interest of potential customers.

Arvianto (2022) dalam Santia & Maftuchach (2022) payment methods are various alternative options that can be chosen by customers to make payments. Shopee offers a variety of payment methods to serve customer needs to make transactions more convenient and easier so as to increase the buying interest of potential customers (Muthiya Shafa & Hariyanto, 2020).

The higher the buying interest of potential customers, the more opportunities to make purchases that have a positive impact on the company's sales activities. So companies need to consider things that can affect the buying interest of potential customers in order to compile the right sales strategy. The focus of this research was conducted on the Bathnbody_stuff business project, where the purpose of this study was to analyze the **Effect of Price, Service Quality and Payment Method on the Buying Interest of Prospective Customers "Bathnbody_stuff".**

2. Literature Review

2.1. Price

Price is the value that the seller sets to the buyer for the goods offered (Jamarnis & Susanti, 2019). Prices are flexible or can be changed quickly. In the pricing process, it must be done with a lot of consideration that is in accordance with the objectives of the company. Widiati & Pratiwi (2022) price can determine the buying interest of customers. Therefore, the price of a product must be controlled correctly because it can affect several aspects of the company such as sales activities or aspects related to profit revenue to be achieved by the company. Kotler & Amstrong (2015:76) deep Muthiya Shafa & Hariyanto (2020), prices have 3 indicators, namely: price feasibility, price suitability with product quality and discounts or discounts.

Hypothesis 1: Price Has a Significant Effect on Buying Interest

2.2. Quality of Service

Tjiptono (2014) deep Caniago & Rustanto (2022) Service quality is an effort to meet customer needs and desires as well as the accuracy of delivery to meet customer expectations. Based on the results of research conducted by Permana (2020) shows that the quality of service has a significant effect on customer buying interest. So it can be concluded that good service quality can be one of the strategies to increase the buying interest of potential customers which will have an impact on purchasing decision making by customers. Arie Paryoga (2018) deep Permana (2020) service quality has 3 indicators, namely: Tangible, Responsiveness, and Assurance.

Hypothesis 2: Service Quality Has a Significant Effect on Buying Interest

2.3. Payment Methods

Payment processing is what is needed when buying and selling transactions. Shopee provides a variety of payment methods that can be used by customers to complete the payment process. Handayani (2021) explaining the payment method is a mechanism that will show the flow of a certain amount of value from the buyer to the seller in a certain transaction in accordance with the mutually agreed amount. With the variety of payment methods offered by Shopee, it is expected to attract more buying interest of potential customers because they can choose a payment method that is considered the easiest, safest and most trusted payment method. Tussafinah (2018) deep Muthiya Shafa & Hariyanto (2020), payment methods have 3 indicators, namely: Ease, Effective, and Minimize Fraud.

Hypothesis 3: Payment methods have a significant effect on buying interest

2.4. Buying Interest

Kotler dalam Caniago & Rustanto (2022) buying interest is a form of customer behavior where customers have a desire to choose, use and consume or even want a product offered. Buying interest arises in the aftermath of the effective appraisal process of the customer as well as in the appraisal interaction. Influencing the buying interest of potential customers is very important for a business because the higher the buying interest of prospective customers, it can increase the chance of purchase. It can also be used as a benchmark to determine the feasibility of a business. Schiffman dan Kanuk (2010) quoted in Wibisono et al., (2021), buying interest has 5 indicators, namely: interested in finding information about products, considering buying, interested in trying, wanting to know the product, and wanting to have a product.

3. Research Methods

This study intends to analyze and see the effect of the independent variable (X) on the dependent variable (Y). The independent variables in this study were price, quality of service and payment method. The dependent variable in this study was buying interest (Y). The population in this study is all Shopee customers who have an interest in shopping online through the Shopee application. The sampling method is non-probability sampling with purposive sampling techniques. The sample criteria used in this study are as follows:

1) Have a Shopee account as a buyer
2) Have experience shopping for care and beauty products through Shopee
3) Over 18 years old
4) Originating from all regions of Indonesia

Muthiya Shafa & Hariyanto (2020) margin of error is 5% because this study is included in a consumer research project (Lind et al., 2014:363). So based on calculations, the number of samples used in this study was 384 respondents. The data used in this study are primary data and skunder data. Primary data is obtained through the distribution of online questionnaires through Gform to Shopee marketplace customers. The measurement scale used is Likert to determine the weight of each answer given by respondents. Secondary data is obtained through related journals, statistical books, and various websites.

Data analysis using multiple linear regression method processed using SPSS version 25. Multiple linear regression analysis is used to determine the relationship between two or more independent variables with one linearly bound variable. The hypothesis test in this study was carried out using a t-test to determine the significance of the role of the independent variable

on the dependent variable partially.

4. Result and Discussion

4.1. Research Results

4.1.1. *Validity Test*

Table 1. Validity Test Results

Indicator	Sig.	Information
X1.1	.000	Valid
X1.2	.000	Valid
X1.3	.000	Valid
X1.4	.000	Valid
X2.1	.000	Valid
X2.2	.000	Valid
X2.3	.000	Valid
X2.4	.000	Valid
X2.5	.000	Valid
X2.6	.000	Valid
X2.7	.000	Valid
X2.8	.000	Valid
X2.9	.000	Valid
X3.1	.000	Valid
X3.2	.000	Valid
X3.3	.000	Valid
Y1	.000	Valid
Y2	.000	Valid
Y3	.000	Valid
Y4	.000	Valid
Y5	.000	Valid

Data Source : Processed from Questioner, 2023

Based on the validity test results in Table 1. It is known that each indicator (item) on each price varaibel, quality of service and payment method (independent variable) and buying interest (dependent variable) has a significance value of 0.000 less than 0.05. So it can be concluded that all indicators (items) used in this research variable can be declared valid and accurate.

4.1.2. *Reliability Test*

Table 2. Research Variable Instrument Reliability Test Results

Variable	Cronbach's Alpha	Cutt Off	N of Item	Information
Price (X_1)	.701	>0.60	4	Reliable
Quality of Service (X_2)	.683	>0.60	9	Reliable
Payment Methods (X_3)	.616	>0.60	3	Reliable
Buying Interest (Y)	.654	>0.60	5	Reliable

Data Source : Processed from Questioner, 2023

Based on the reliability test results in Table 2. shows that Cronbach's Alpha value of each

variable in this study has a value of more than 0.60. So it can be concluded that all variables in this study have reliable statement instruments or can provide consistent answers.

4.1.3. Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
Asymp. Sig. (2-tailed)			.000
Monte Carlo Sig.(2-tailed)	Sig.		.055
	99% Confidence Interval	Lower Bound	.049
		Upper Bound	.061

Data Source : Processed from Questioner, 2023

Table 3. shows the significance value of the results of the normality test using the *exact* Monte Carlo test of 0.055 greater than 0.05 so that it can be concluded that the residual data in this study are normally distributed.

4.1.4. Multicollinearity Test

Table 4. Multicollinearity Test Results

Variabel	*Collinearity Statistics*	
	Tolerance	**VIF**
Price (X_1)	.849	1.177
Quality of Service (X_2)	.959	1.043
Payment Methods (X_3)	.878	1.139

Data Source : Processed from Questioner, 2023

Based on the results of the multicollinearity test in Table 4. shows the tolerance value of the three independent variables has a value greater than 0.1 and the VIF value of the three independent variables has a value of less than 5. So it can be concluded that there is no multicollinearity between independent variables. This means that between independent variables does not have a perfect or near-perfect linear relationship.

4.1.5. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Correlations		
Spearman's rho	**Variabel**	*Unstandardized Residual*
		Sig. (2-tailed)
	Price (X_1)	.603
	Quality of Service (X_2)	.062
	Payment Methods (X_3)	.993

Data Source : Processed from Questioner, 2023

Based on the results of the heterokedasticity test in Table 5. shows the significance value of the three independent variables has a value greater than 0.05. So it can be concluded that in the regression model there is no heterokedasticity problem.

4.1.6. *Linearity Test*

Table 6. Linearity Test Results

Dependent Variable	Independent Variable	Sig. Linearity	Information
Price (X_1)		.001	Linear
Quality of Service (X_2)	Minat Beli (Y)	.000	Linear
Payment Methods (X_3)		.033	Linear

Data Source : Processed from Questioner, 2023

Based on the results of the linearity test in Table 6. Shows the linearity significance value of the three independent variables has a value of less than 0.05. So it can be concluded that the relationship of price variables, service quality and payment methods to buying interest can be explained using a linear model.

4.1.7. *Analysis of Multiple Linear Regression*

Table 7. Regression Coefficient

	Unstandardized Coefficient	Sig.
	Beta	
(Constant)	.995	.003
Price (X_1)	.057	.145
Quality of Service (X_2)	.676	.000
Payment Methods (X_3)	.038	.361

Data Source : Processed from Questioner, 2023

So, the multiple linear regression equation model in this study is:

$$Y = 0.995 + 0.057\, X_1 + 0.676\, X_2 + 0.038\, X_3$$

Based on Table 7. it can be concluded:

1) The constant value has a positive beta value of 0.995. This means that if the price, service quality and payment method do not change, the buying interest of potential customers Bathnbody_stuff worth 0.995.
2) The Price variable (X1) has a positive beta value of 0.057 with a significance value of 0.145 (more than 0.05). This means that every time there is a change in the price of Bathnbody_stuff product, it will increase the buying interest of potential customers by 0.057. The price partially does not have a significant effect on the buying interest of potential customers bathnbody_stuff.
3) The Quality of Service variable (X2) has a positive beta value of 0.676 with a significance value of 0.000 (less than 0.05). This means that every time there is a change in the quality of Bathnbody_stuff service, it will increase the buying interest of potential customers by 0.676. Service Quality partially has a significant effect on the buying interest of potential customers Bathnbody_stuff.
4) The Payment Method variable (X3) has a positive beta value of 0.038 with a significance value of 0.361 (more than 0.05). This means that every time there is a change in the payment method offered by Bathnbody_stuff, it will increase the buying interest of potential customers by 0.038. The Payment Method partially has no effect on the buying interest of potential customers.

4.1.8. *Hypothesis Testing*

t-Test (Partial Test)

Table 8. t_{test}

Coefficients		
	t	**Sig.**
(Constant)	2.950	.003
Price (X_1)	1.460	.145
Quality of Service (X_2)	10.103	.000
Payment Methods (X_3)	.914	.361
Dependent Variable : Buying Interest		

Data Source : Processed from Questioner, 2023

Based on Table 8. It can be concluded that:

1) The Price variable (X1) does not have a significant effect on the buying interest of potential customers Bathnbody_stuff because the Price variable has a calculated value smaller than the table value. (1.460 < 1.9670). That is: The first hypothesis in the study was rejected.
2) The Service Quality variable (X2) has a significant effect on the buying interest of prospective customers Bathnbody_stuff because the Service Quality variable has a calculated value greater than the table value. (10.103 > 1.9670). That is, The second hypothesis in this study is accepted.
3) The Payment Method variable (X3) does not have a significant effect on the buying interest of potential customers Bathnbody_stuff because the Payment Method variable has a value t_{count} smaller than value t_{table}. (0.914 < 1.9670). That is, the third hypothesis in this study was rejected.

F-Test

Table 9. F Test

ANOVA*		
Model	**F**	**Sig.**
Regressions	39.774	.000
Residual		
Total		

Data Source : Processed from Questioner, 2023

Based on Table 9. known Fcalculate amounted to 39,774. This value is greater than Ftable of 2.6315. So it can be concluded that Price, Service Quality and Payment Method simultaneously affect the buying interest of potential customers Bathnbody_stuff.

Correlations Coefficient and Determination

Table 10. Correlation and Determination Test

Model Summary			
Model	**R**	**R Square**	**Std. Error of the Estimate**
1	.515	.266	.25725
Predictors : (Constant), Metode Pembayaran, Kualitas Layanan, Harga			
Dependent Variable : Minat Beli			

Data Source : Processed from Questioner, 2023

Based on table 10, it can be concluded:

1) The R value or Correlation Coefficient is 0.515. This means that the correlation between Price, Quality of Service and Payment Method occurs a close and positive relationship because the value is close to 1.

2) The R Square value or Coefficient of Determination is 0.266 or 26.6%. This means that in this study the percentage of influence of Price, Service Quality and Payment Method variables on Buying Interest is 26.6%. While the rest were influenced by other variables that were not included in this study.

3) The Standard Error od the Estimate value is 0.25725. This means that errors that can occur in predicting the buying interest of potential customers Bathnbody_stuff 0.25725.

4.2. Discussion of Research Results

4.2.1. The Effect of Price (X1) on the Buying Interest of Prospective Customers (Y)

The results of the analysis show that the price of Bathnbody_stuff products (X1) has a positive relationship with the buying interest of prospective customers. Price partially has no significant effect on Buying Interest. The results of this research are in accordance with research conducted by Powa et al., (2018) and Kusumawati & Saifudin (2020). Based on the results of the answers, respondents stated that they strongly agreed that the price of Bathnbody_stuff product was in line with customer expectations. So that potential customers do not use price as a consideration to buy Bathnbody_stuff products. In addition, the official store brand offered Bathnbody_stuff set a relatively expensive price. So that when Bathnbody_stuff offer a cheaper price, potential customers are more concerned about the authenticity of the product than the price of the product.

So it can be concluded that the pricing strategy carried out by the company is appropriate and can be maintained. However, companies must still pay attention to competitors' prices, because on the Shopee marketplace it is very easy for customers to make price comparisons. Companies can also provide special discounts for certain products because customers feel interested in discounts.

4.2.2. The Effect of Service Quality (X2) on the Buying Interest of Prospective Customers (Y)

The results of the analysis show that Bathnbody_stuff Service Quality (X2) has a positive relationship with the Buying Interest of prospective customers. Service Quality partially affects the Buying Interest of potential customers. The results of this study are in accordance with the research journal Caniago & Rustanto (2022), Hendy, & Sitepu, (2018). and Permana (2020). Based on the results of the answers, respondents stated that the quality of service Bathnbody_stuff considered very good to meet customer expectations. Respondents strongly agree that the online store order is Bathnbody_stuff neat and makes it easier for customers to find the desired product.

So, Bathnbody_stuff need to pay attention and maintain the quality of service that has been assessed very well by potential customers. Bathnbody_stuff can pay attention to the quality of service in responding to customer chats. Companies can maximize responsiveness in answering prospective customer chats by dividing admin working hours into several parts of time. The company must also not allow customer chats to go unanswered.

4.2.3. The Effect of Payment Method (X3) on Prospective Customers' Buying Interest (Y)

The results of the analysis show that the Payment Method (X3) has a positive relationship with the Buying Interest of prospective customers Bathnbody_stuff. The partial Payment Method

does not have a significant effect on the Buying Interest of potential customers. The results of this study are in accordance with the research conducted Muthiya Shafa & Hariyanto (2020). Based on the results of the answers, respondents stated that they strongly agreed that the various payment methods offered by Shopee can provide convenience, speed up the transaction process and can increase the confidence of potential customers to make transactions.

So Bathnbody_stuff can expand the target market by trying to offer Bathnbody_stuff products on various other social media or other marketplaces that have various payment methods. Because the buying interest of potential customers is not significantly influenced by the payment methods offered by Shopee. However, the Payment Method has a positive relationship with the buying interest of potential customers Bathnbody_Stuff.

5. Conclusion

1) The Price Variable (X1) has a positive relationship and partially does not have a significant effect on the buying interest of prospective Shopee customers Bathnbosy_stuff.
2) The Service Quality Variable (X2) has a positive relationship and partially has a significant effect on the buying interest of prospective Shopee customers Bathnbody_stuff.
3) The Payment Method variable (X3) has a positive relationship and partially has no significant effect on the buying interest of prospective Shopee customers Bathnbody_Stuff.

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