

THE INFLUENCE OF PRICE, ONLINE TRANSACTION SECURITY, AND PRODUCT QUALITY ON PURCHASING DECISIONS IN THE GROUP OF FACEBOOK FORUM JUAL BELI SURAKARTA CASUALS

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Abstract

The aim of this research is to determine the influence of price, online transaction security, and product quality on purchasing decisions in the group of Facebook Forum Jual Beli Surakarta Casuals. Research on online purchasing decisions still shows mixed results (a research gap), particularly regarding price variable. This research gap necessitates further research. This research uses primary data collected through Google Forms. The sample size in this research was 100 respondents. The data analysis techniques used in this research are descriptive statistics, multiple linear regression analysis, t-test, F-test, and coefficient of determination. Data were analyzed using SPSS version 26. The results of the t-test and F-test show that price, online transaction security, and product quality have a significant influence on purchasing decisions both partially and simultaneously in the group of Facebook Forum Jual Beli Surakarta Casuals. The results of this research show that the most dominant variable influencing purchasing decisions is price. So that, the contribution or influence of price, online transaction security, and product quality on purchasing decisions is 54.6%.

Keywords: Price, Online Transaction Security, Product Quality, Purchasing Decisions

INTRODUCTION

Currently, information technology is advancing rapidly. Cholik (2021) states that information technology is a tool for processing data. This includes acquiring, organizing, storing, and processing data to provide a variety of high-quality information. This information must be relevant, accurate, and up-to-date, and must be used for personal, business, government, and strategic decision-making purposes. Rapid advances are taking place in communication technology, as are advances in information technology. Smartphones are one of the advanced technologies used as communication tools (Basit et al., 2022). The presence of smartphones has greatly facilitated communication, especially with the emergence of various applications, one of which is Facebook.

Facebook itself is an application created by Mark Zuckerberg, intended to facilitate communication. However, Facebook has now also become a tool for e-commerce transactions. In business, social media platforms like Facebook provide convenient customer-company contact that is independent of location and time (Nasution et al., 2021). This is facilitated by the group feature on the Facebook application, which can connect many people with a wide reach. One group that is well-known

among the people of Surakarta, especially young people, is the Group of Facebook Forum Jual Beli Surakarta Casuals, which connects sellers and buyers for various products, especially those related to fashion. With this group, sellers do not need to meet buyers in person but can connect online to conduct transactions.

However, in practice, online buying and selling transactions via Facebook don't always go as expected. While advances in technology and social media are expected to provide ease, convenience, and security in transactions, in reality, various problems still arise in online transactions. Some common cases include items received that don't match the description, late delivery, product quality that doesn't meet expectations, and even fraud in online transactions. These conditions make some consumers hesitant about making online purchases, particularly when transactions are made through Facebook buying and selling groups, which don't have the same stringent transaction security systems as larger marketplaces.

This phenomenon can also be found among members of the Facebook Forum Jual Beli Surakarta Casuals Group. As one of the most active buy and sell groups in Surakarta, this group brings together many sellers and buyers with diverse product characteristics and prices. However, price differences between sellers, uncertainty about product quality, and concerns about the security of online transactions can influence consumer purchasing decisions. On the one hand, consumers expect affordable prices, good product quality, and secure transactions. However, on the other hand, consumers still experience doubts and even losses due to online transactions that do not meet expectations. Therefore, buyers must be more careful in making online purchasing decisions, considering various factors, such as price, online transaction security, and product quality.

A consumer's purchasing decision is an action taken by a buyer before purchasing an item, taking several factors into consideration. When making a purchasing decision, a buyer must carefully consider the product to ensure it meets expectations. According to Kotler and Keller in Lystia et al. (2022), product confidence, purchasing habits, word-of-mouth recommendations, and repeat purchases are factors that support consumer purchasing behavior.

Price is one of the primary considerations for consumers when making a purchase. When planning a marketing strategy, price is a crucial factor to consider (Abdul et al., 2022). Consumers tend to refrain from making a purchase when the price is perceived as too high, whereas when the price is more affordable, the consumer's tendency to buy increases (Lystia et al., 2022). Therefore, price plays a significant role in consumer purchasing decisions. However, sellers must consider various aspects when setting prices to achieve appropriate profits while still adapting to the conditions of the product being sold. Prices set by each seller naturally vary, and it is necessary to consider competitors' prices to create healthy competition.

The second factor influencing consumer purchasing decisions is online transaction security. Transaction security is crucial in e-commerce. With the current rise in online transaction fraud cases, consumers must be more cautious before purchasing. Many people are afraid to conduct online transactions due to the high number of fraud cases. Therefore, a seller must be able to build trust in consumers. Achieving and maintaining a high level of consumer trust requires a systematic and efficient strategy (Silalahi et al., 2022). A seller must also be able to maintain consumer trust once it is earned.

The third factor influencing consumer purchasing decisions is product quality. Today, consumers are highly concerned about the quality of the products they purchase. They always desire products with the highest quality, meeting their expectations. The ability of a product or service to meet the needs of the target market is one measure of product quality. Products that fail to meet customer expectations tend to be avoided by consumers. Conversely, high-quality products that are reliable, unique, and meet consumer needs will increase customer satisfaction and appeal, thus encouraging consumers to make purchases.

Research on online purchasing decisions still shows mixed results (a research gap). Research conducted by Mulyana (2021) and Febrianah (2022) indicates that online transaction security has a positive and significant effect on purchasing decisions. However, Hanum and Wiwoho (2023) found different results, stating that online transaction security has no significant effect on consumer purchasing decisions. Furthermore, research by Alfiah et al. (2023) shows that product quality has a positive and significant effect on purchasing decisions. These discrepancies in research results indicate that further research is needed on the factors influencing purchasing decisions, particularly in buying and selling transactions via Facebook.

Therefore, it is interesting to study the members of the Facebook Forum Jual Beli Surakarta Casuals Group in conducting transactions. Thus, this study aims: (1) to determine the effect of price on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, (2) to determine the effect of online transaction security on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, (3) to determine the effect of product quality on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, and (4) to simultaneously determine the effect of price, online transaction security, and product quality on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.

LITERATURE REVIEW

Price

According to Satria (2017), price is a value agreed upon as a requirement for exchange in a purchase transaction. Then, according to Pratiwi et al. (2019), price is the amount of money that must be paid by consumers to obtain or acquire a product. According to Philip Kotler in Satria (2017), price is the amount of money determined by the producer to be paid by consumers or customers in order to cover production, distribution, and basic selling costs, including the return on capital that reflects the business and its risks.

Before deciding to buy, consumers usually consider the price first. They also tend to compare the price with other products that serve as alternatives. After that, consumers will consider whether the price matches the product's value and the amount of money they will spend. In addition, price can also be defined as consumers' assessment of the fairness of a product's price and their ability to purchase the product. Price is one of the most important decision factors that influence customers in buying a product.

Prices in their determination certainly have very diverse objectives and provide impacts for the company. According to Hananto (2021), pricing has various objectives as follows: to obtain profit, increasing volume, building the company's image, maintaining price stability, and preventing the entry of competitors, maintaining consumer loyalty, supporting resale. Meanwhile, in pricing determination, several factors that serve as pricing indicators must be considered, such as price affordability, the suitability of the price with product quality, price competitiveness, and the suitability of the price with the benefits.

Online Transaction Security

Online transaction security is a way to prevent fraud (cheating) or detect the occurrence of fraud in an information-based system, where the information itself has no physical meaning (Mutiara & Wibowo, 2020). In this case, a responsible seller must be able to guarantee the security of the goods being sold and ensure that every transaction runs safely and smoothly because security plays an important role in e-commerce transactions. This begins with maintaining the integrity of the products, whether during storage, packaging, or shipping processes, so that the goods received by customers remain in good condition and match the description.

In addition, security in data transactions is also very important. Sellers must ensure that customer information, including personal and payment data, is protected from leaks or misuse. By implementing a secure and encrypted payment system, sellers can prevent the risk of data theft and fraudulent actions that could harm customers.

According to Silalahi et al. (2022), fraud in e-commerce occurs due to the following factors:

1. Users with limited knowledge.
2. User data leaks.
3. Users being tempted by fake prizes.
4. High unemployment and poverty rates.
5. Security systems and the lack of strict government policies.

Meanwhile, according to Wisnu in Pebrianti (2024), the security indicators are as follows:

1. Guaranteed transactions.
2. Easy Cash On Delivery (COD) and online transactions.
3. There is proof of transaction through a shipping tracking number.
4. The seller's image/reputation is well-known.
5. Product quality is guaranteed.

Product Quality

Products play a very important role in marketing activities, because products are the result of various activities carried out by companies to then be offered to the market. These products function as solutions for consumers in meeting their needs and desires. Without products, the entire marketing process would not be able to run, because products are the main element in transactions between sellers and buyers. In other words, products become the bridge that connects companies with customers in an effort to meet market demand.

One of the main factors that differentiates a product from other products is quality. Quality becomes a fundamental aspect in business competition, because products with higher quality tend to be more preferred by customers. Consumers will trust more and feel satisfied if the products they buy have good quality standards, thereby encouraging their loyalty toward a particular brand or company. In addition, products that excel in terms of quality will provide a competitive advantage for the company, which in turn can increase competitiveness in the market. Therefore, companies need to continue innovating and improving the quality of their products in order to remain relevant, retain customers, and win competition in an increasingly competitive industry.

According to Nurfauzi et al. (2023), product quality is an effort made by companies to win competition in the market by creating clear and meaningful differences between the products or services offered and those of competitors. With these differences, consumers can assess or believe that quality products provide added value in accordance with their expectations. Puspita and Rahmawan (2021) state that product quality is related to the extent to which a product is able to perform its functions and provide the expected benefits. Quality products tend to be able to meet needs and create satisfaction for their users.

According to Garvin in Arianto et al. (2020), there are eight dimensions used to assess product quality, which can be explained as follows:

1. Performance, which refers to the main function or basic characteristics of the core product used by consumers.
2. Features are additional attributes that serve as complements to the product's main function.
3. Reliability indicates the level of consistency of the product in operation and the low possibility of damage or failure.
4. Conformance to specifications describes the extent to which the product meets predetermined standards or criteria.
5. Durability relates to the economic life of the product or how long the product can be used optimally.
6. Serviceability includes aspects such as ease of repair, speed of service, technical competence, and the ability to handle consumer complaints satisfactorily.
7. Aesthetics are related to the appearance of the product that can attract the senses, such as design, color, and shape.
8. Perceived quality reflects consumers views of the company's image, reputation, and credibility in producing products.

Purchasing Decision

Purchasing decisions can be understood as an important part of the series of processes consumers go through before determining the choice to buy a product. This stage occurs after consumers have gone through various considerations regarding several available product alternatives. Before reaching a final decision, consumers usually have evaluated various influencing aspects, including price level, product quality, brand strength, feature completeness, as well as reviews given by other users.

At this stage, consumers take concrete action to purchase the product they consider most suitable for their needs and preferences. This decision can be impulsive, meaning it is made spontaneously, or based on careful consideration after comparing various options. There are several determinants that also influence the decision-making process, namely: promotions, references from other parties, past experiences, or the level of urgency of the need for the product.

According to Ragatirta & Tiningrum (2020), purchasing decisions can be understood as an important part of consumer behavior reflected in the act of purchasing a product or service. Meanwhile, according to Ihsan et al. (2021), a purchasing decision is a process that involves determining various alternative solutions to a problem, which are then analyzed in a structured and rational manner to assess the advantages and disadvantages of each alternative. Therefore, a purchasing decision is a decision-

making process related to a purchase that determines whether the product will be bought or not. This process begins with an awareness of the needs or desires that want to be fulfilled.

According to Apriwati in Ritonga (2024), there are several indicators in determining purchasing decisions, namely as follows:

1. The level of consumer confidence in the product.
2. Suggestions or references originating from other parties.
3. Purchasing patterns that have become habitual toward the product.
4. Making repeat purchases of the product.

Framework of Thought

This study uses three independent variables, namely price, online transaction security, and product quality, as well as one dependent variable, namely purchasing decisions. Meanwhile, this study aims to analyze whether there is an influence, either partially or simultaneously, between price, online transaction security, and product quality on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. Therefore, the line of thought underlying this study can be illustrated as follows:

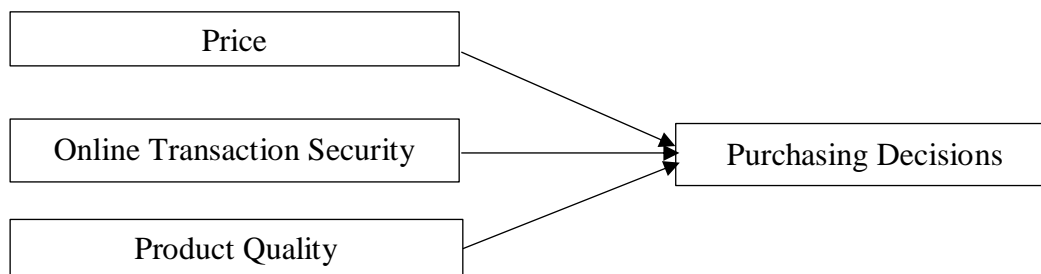


Figure 1. Framework of Thought

Hypothesis

In this study, the hypothesis formulated regarding the influence of price, online transaction security, and product quality on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals is as follows:

1. Price is a crucial factor influencing consumer purchasing decisions. In marketing, price is a key consideration for consumers when assessing affordability and the suitability of a product's benefits and quality. The more the price aligns with consumer expectations, the more likely they are to make a purchase. In the Group of Facebook Forum Jual Beli Surakarta Casuals, consumers can easily compare prices between sellers, making price a key factor in determining purchasing decisions. Competitive prices that align with product quality can increase consumer interest in making a transaction. Based on this description, the hypothesis in this research is:
H₁: Price is suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals
2. Online transaction security is a crucial factor influencing consumer purchasing decisions in digital buying and selling activities. Transaction security relates to the protection of personal data, clarity of payment systems, and assurance that transactions are conducted safely and reliably. The higher the level of security perceived by consumers, the greater their confidence in making purchases. In the Group of Facebook Forum Jual Beli Surakarta Casuals, transaction security is a consumer concern because transactions are conducted online between sellers and buyers who do not always know each other in person. Consumers tend to consider payment security, the clarity of the seller's identity, and the risk of fraud before deciding to make a purchase. A sense of security in transactions can increase consumer confidence in making purchases. Based on this description, the hypothesis in this research is:
H₂: Online transaction security is suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.

3. Product quality is one factor that can influence consumer purchasing decisions. Product quality reflects a product's ability to meet consumer needs and expectations, including durability, reliability, functionality, and appearance. The better the product quality offered, the higher consumer interest in making a purchase. In the Group of Facebook Forum Jual Beli Surakarta Casuals, consumers tend to pay attention to product quality before making a purchase. Consumers typically assess product quality through product descriptions, photos, and reviews or testimonials from other buyers. Good product quality can increase consumer trust and satisfaction, thus encouraging purchasing decisions. Based on this description, the hypothesis in this research is:

H₃: Product quality is suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.

4. Consumer purchasing decisions are influenced by various factors, including price, online transaction security, and product quality. Price is a key consideration for consumers when assessing affordability and the suitability of a product's benefits to the cost. Competitive pricing that meets consumer expectations can increase purchase intention. In addition to price, online transaction security is also a crucial factor in social media transactions. Consumers will feel more confident making a purchase if there are guaranteed security guarantees in the transaction process, such as payment security, clarity of seller identity, and minimal risk of fraud. A good level of transaction security can increase consumer confidence in online purchases. Product quality also influences consumer purchasing decisions. Products that are of good quality, match the description, and meet consumer needs will increase satisfaction and encourage consumers to make a purchase. In the Group of Facebook Forum Jual Beli Surakarta Casuals, consumers tend to consider product quality through information, photos, and the experiences of other buyers before deciding to buy. Based on this description, the hypothesis in this research is:

H₄: Price, online transaction security, and product quality are suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.

RESEARCH METHODS

The method used in this study is quantitative, with data sources in the form of primary data collected from respondents. Primary data acquisition was carried out by collecting respondents' responses from members of the Group of Facebook Forum Jual Beli Surakarta Casuals distributed using Google Forms. Therefore, the population in this study is the members of the Group of Facebook Forum Jual Beli Surakarta Casuals (FJB Surakarta Casuals), which based on the group description as of January 2025 totaled 37,600 members. By referring to the Slovin formula, the sample size used in this study was 100 respondents. The sampling method applied in this study was purposive sampling with the criteria of being active users of the Facebook Forum Jual Beli Surakarta Casuals group (FJB Surakarta Casuals) and having made product purchase transactions.

In this study, the dependent variable is purchasing decisions, while the independent variables are price, online transaction security, and product quality. The operational definitions of each variable in this study can be explained as follows:

1. Purchasing Decision

A purchasing decision is a stage consumers go through in selecting and purchasing a product, starting with identifying needs, gathering information, evaluating available alternatives, and ultimately deciding to make a purchase. According to Apriwati in Ritonga (2024), purchase decision indicators include: confidence in the product, recommendations from others, purchasing habits, and repeat purchases.

2. Price

Price is defined as the amount of money a buyer must pay to obtain a product and the buyer's perception of the fairness and appropriateness of the price relative to the benefits received. Price is measured based on the buyer's perception of affordability, the appropriateness of the price to the product's quality, the competitiveness of the product's price, and the appropriateness of the price to the benefits.

3. Online Transaction Security

Online transaction security is defined as the level of protection provided to users when transacting on a digital platform, including personal data security, transaction reliability, and user trust in the system. Some indicators used include: guaranteed transaction security, ease of payment processing

for cash-on-delivery (COD) and online transactions, availability of proof of transaction through a shipping receipt, a good seller reputation, and assurance of product quality (Wisnu in Pebrianti, 2024).

4. Product Quality

Product quality is defined as a product's ability to meet the needs and desires of buyers. Indicators used include: performance, features, reliability, conformance to specifications, durability, ease of repair, aesthetics, and perceived quality (Garvin in Arianto et al., 2020).

These indicators were used as the basis for developing the research instrument items in the form of questions in the questionnaire. Furthermore, respondents' answers were measured using a Likert scale consisting of: strongly agree (scored 5), agree (scored 4), somewhat disagree (scored 3), disagree (scored 2), and strongly disagree (scored 1).

This study used multiple linear regression analysis as the data analysis technique. This analysis aims to test whether or not the independent variables influence the dependent variable (Draper & Smith, 1992; Sudjana, 1992). The multiple linear regression equation can be stated as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Where :

Y = purchasing decision

X₁ = price

X₂ = online transaction security

X₃ = product quality

β₀ = constant

β₁ = regression coefficient of the price variable

β₂ = regression coefficient of the online transaction security variable

β₃ = regression coefficient of the product quality variable

ε = error

Data analysis calculations including descriptive statistics, validity test, reliability test, regression coefficients, t-tests, F-tests, and coefficients of determination were carried out using SPSS software version 26 (Santoso, 2001).

RESULTS AND DISCUSSION

Descriptive Statistics

In this study, the descriptive statistics of respondents in the Group of Facebook Forum Jual Beli Surakarta Casuals describe respondent data viewed from the aspects of gender, age, occupation, and frequency of conducting buying and selling transactions. The sample size used in this study was 100 respondents. The results of the respondent data description are as follows:

1. Gender

Below is a description of respondent data viewed from the gender aspect:

Table 1. Gender Aspect

Gender	Quantity (people)	Percentage (%)
Male	66	66
Female	34	44
Total	100	100

Source: results of primary data processing 2025

Referring to Table 1 above, the majority of respondents in this study were male, totaling 66 people or 66%, while female respondents were recorded at 34 people or 34%.

2. Age

Below is a description of respondent data viewed from the age aspect:

Table 2. Age Aspect

Age (tahun)	Quantity (people)	Percentage (%)
16 – 20	16	16
21 – 25	74	74
26 - 31	10	10
Total	100	100

Source: results of primary data processing 2025

Referring to Table 2 above, the majority of respondents in this study who made transactions were respondents aged between 21 – 25 years, totaling 74 people or 74%. Meanwhile, respondents aged between 16 – 20 years who made transactions totaled 16 people or 16%, and respondents aged between 26 – 31 years who made transactions totaled 10 people or 10%.

3. Job Type

Below is a description of the respondent data reviewed from the aspect of job type:

Table 3. Aspects of Job Type

Job Type	Quantity (people)	Percentage (%)
Self-employed	5	5
Student	45	45
Private Sector Employee	49	49
Freelancer	1	1
Total	100	100

Source: results of primary data processing 2025

Referring to Table 3 above, it shows that the most transactions were carried out by respondents who worked as private sector employees (49 people, or 49%). Meanwhile, 45 respondents were students (45%), 5 respondents were self-employed (5%), and 1 respondent was a freelancer (1%).

4. Frequency of Buying and Selling Transactions

Below is a description of the respondent data reviewed from the aspect of the frequency of buying and selling transactions:

Table 4. Aspect of The Frequency of Buying And Selling Transactions

Frequency of Buying And Selling Transactions	Quantity (people)	Percentage (%)
1 - 2 times	45	45
More than 2 times	55	55
Total	100	100

Source: results of primary data processing 2025

The data in Table 4 above shows that 45 respondents or 45% made buying and selling transactions in the group 1 - 2 times. Meanwhile, respondents who made transactions more than twice were recorded as 55 people or 55%.

Validity Test

The validity test in this study used product-moment correlation. Question items are considered valid if the Sig. value is less than 0.05. The results of the validity test calculations for the variables price (X_1), online transaction security (X_2), product quality (X_3), and purchasing decisions (Y) are as follows:

Table 5. Validity Test Results

Item	r-count	Sig.	Description
X _{1.1}	0.794	0.000	Valid
X _{1.2}	0.741	0.000	Valid
X _{1.3}	0.647	0.000	Valid
X _{1.4}	0.776	0.000	Valid
X _{2.1}	0.741	0.000	Valid
X _{2.2}	0.629	0.000	Valid
X _{2.3}	0.793	0.000	Valid
X _{2.4}	0.604	0.000	Valid
X _{2.5}	0.741	0.000	Valid
X _{3.1}	0.554	0.000	Valid
X _{3.2}	0.622	0.000	Valid
X _{3.3}	0.578	0.000	Valid
X _{3.4}	0.517	0.000	Valid
X _{3.5}	0.650	0.000	Valid
X _{3.6}	0.681	0.000	Valid
X _{3.7}	0.725	0.000	Valid
X _{3.8}	0.675	0.000	Valid
X _{3.9}	0.587	0.000	Valid
Y.1	0.551	0.000	Valid
Y.2	0.694	0.000	Valid
Y.3	0.853	0.000	Valid
Y.4	0.741	0.000	Valid

Source: results of primary data processing 2025

Based on the validity test results, as shown in Table 5 above, the Sig value is less than 0.05. This indicates that all questionnaire items used are valid.

Reliability Test

The reliability test used in this study was Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha is greater than 0.6. The results of the Cronbach's Alpha calculation are as follows:

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X ₁)	0.715	Reliable
Online Transaction Security (X ₂)	0.739	Reliable
Product Quality (X ₃)	0.768	Reliable
Purchasing Decisions (Y)	0.681	Reliable

Source: results of primary data processing 2025

Based on the reliability test results, as shown in Table 6 above, Cronbach's Alpha was greater than 0.6. This indicates that all variables are reliable.

Research Result

To determine whether or not price, online transaction security, and product quality significantly influence purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, a multiple linear regression analysis was conducted. Using SPSS version 26 software, the following results were obtained:

Table 7. SPSS Output Regarding Multiple Linear Regression Analysis

Variable	Regression Coefficient	Standard Error	t-value	Sig
Constant	-1.449	1.565	-0.926	0.357
Price (X ₁)	0.344	0.090	3.832	0.000
Online Transaction Security (X ₂)	0.242	0.088	2.735	0.007
Product Quality (X ₃)	0.173	0.055	3.164	0.002
F-value = 38.533				0.000
R ² = 0.546				

Source: results of primary data processing 2025

Referring to the calculation results presented in Table 7 above, the multiple linear regression equation model can be formulated as follows:

$$Y = -1.449 + 0.344 X_1 + 0.242 X_2 + 0.173 X_3 + e$$

Table 7 shows that the price variable has a regression coefficient of 0.344 with a positive value. This means that price has a positive influence on purchasing decisions. This indicates that the better consumers perceive price, the higher the consumer's tendency to make a purchase decision. If consumer perception of price increases by 1 point, then the consumer's tendency to make a purchase decision increases by 0.344 points. To determine the significance of the variable's influence, statistical testing was conducted using a t-test. The regression coefficient on the price variable was used to test the first hypothesis. Based on the analysis results, the t-value was obtained at 3.832 with a significance level of 0.000. Because the significance value is smaller than the specified significance level, which is 0.05, it can be stated that the test results show a significant influence. Thus, this provides evidence that price perception has a significant positive influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. Therefore, the first hypothesis in this study, which states that price has a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, is proven and accepted.

The regression coefficient obtained for the online transaction security variable is 0.242 and is positive. This positive value indicates a unidirectional relationship between online transaction security and consumer purchasing decisions. This means that the higher the level of online transaction security perceived by consumers, the greater their tendency to make a purchase. In other words, every one-point increase in the perception of online transaction security will be followed by an increase in purchasing decisions by 0.242 points, assuming other variables are held constant. To determine whether this effect is significant or not, a statistical test was conducted using a t-test. The regression coefficient value for the online transaction security variable was used as the basis for testing the second hypothesis. Based on the analysis results, the t-value was 2.735 with a significance level of 0.007. This study used a significance level of 0.05. Because the significance value of 0.007 is smaller than 0.05, the t-test results indicate that the influence of the online transaction security variable on purchasing decisions is statistically significant. These results indicate that online transaction security plays an important role in influencing consumer purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. The more consumers perceive that their transactions are secure, trustworthy, and capable of protecting their data and payment processes, the greater their confidence in making purchases. Therefore, the second hypothesis in this study, which states that online transaction security is suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, is proven and accepted.

The regression coefficient obtained for the product quality variable is 0.173 with a positive coefficient value. This positive value indicates a unidirectional relationship between product quality and consumer purchasing decisions. This means that the better the consumer's perception of the quality of the product offered, the higher the consumer's tendency to purchase the product. In other words, if the consumer's perception of product quality increases by one point, the purchasing decision is expected to increase by 0.173 points, assuming other variables remain constant. To determine whether the influence of the product quality variable is significant or not, a statistical test was conducted using a t-test. The regression coefficient for the product quality variable was used as the basis for testing the third

hypothesis. Based on the analysis results, the t-value was obtained at 3.164 with a significance level of 0.002. In this study, a significance level of 0.05 was used. Because the significance value of 0.002 is smaller than 0.05, the test results indicate that the influence of product quality on purchasing decisions is statistically significant. The results of this study indicate that product quality plays an important role in influencing consumer purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. Consumers tend to be more confident in making a purchase if the product offered is considered to have good quality, such as product durability, suitability to needs, optimal product function, and the product's ability to provide satisfaction to consumers. Thus, the third hypothesis stating that product quality is suspected to have a significant influence on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals is declared proven and acceptable.

To determine the effect of price, online transaction security, and product quality variables on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals, a simultaneous test was conducted using the F-test. Based on the analysis results in Table 5, the calculated F-value was 38.533 with a significance level of 0.000. This study used a significance level of 0.05. Because the significance value of 0.000 is smaller than 0.05, the F-test results indicate that the research model has a significant influence simultaneously. These results indicate that the variables of price, online transaction security, and product quality together are able to influence consumer purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. Thus, the better the consumer's perception of price, the level of online transaction security, and the quality of the product offered, the higher the consumer's tendency to make purchasing decisions. In addition, based on the calculation of the coefficient of determination (R^2), a value of 0.546 was obtained. This value indicates that price, online transaction security, and product quality contribute 54.6% to purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. Meanwhile, the remaining 45.4% is influenced by factors outside the variables examined in this study, such as promotions, consumer trust, service quality, lifestyle, and other factors not included in the research model.

Discussion

The results of this study indicate that price has a partial positive effect on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. This indicates that the more positive consumers' perceptions of price, the higher their tendency to purchase. Price is an important element in the marketing mix that directly influences consumer behavior, namely determining purchasing decisions. According to Tjiptono (2019), price plays a strategic role because it is directly related to consumer purchasing power and perceived value. Consumers will tend to make a purchase if the price offered is considered appropriate to the benefits received. Likewise, in the context of the Facebook Forum Jual Beli Surakarta Casuals Group, consumers highly consider the price aspect before making a purchase decision. The more competitive, affordable, and in accordance with consumer perceptions, the higher the likelihood of consumers making a purchase. This research is consistent with the results of research by Gunarsih et al. (2021), Rahayu (2021), and Kurniawan & Mariana (2024) who conducted research concluding that price has a significant influence on purchasing decisions. This research is inconsistent with the research results of Mulyana (2021), Melpiana & Sudrajat (2022), Ambarita & Wasino (2024), and Mufian & Bambang (2024) who conducted research with the conclusion that price does not have a significant influence on purchasing decisions.

The results of the study indicate that online transaction security partially positively influences purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. This can be interpreted as the higher the level of security perceived by consumers in online transactions, the higher the consumer's decision to make a purchase. Good online transaction security can increase consumer trust and reduce perceived risk, thus encouraging consumers to make a purchase. The results show that members of the Facebook Forum Jual Beli Surakarta Casuals Group consider online transaction security as an important factor before making a purchase. Online transaction security is a crucial factor in online trading activities because it is related to personal data protection, payment security, and consumer trust in making transactions. Consumers tend to avoid risks when making online transactions, so a high level of security will increase their sense of security and encourage purchases. This research is consistent with the results of research by Agustiningrum & Andjarwati (2021) and Febrianah & Sukaris (2022), which concluded that online transaction security has a significant influence on purchasing decisions. Meanwhile, this study is inconsistent with the research results of Susetyo & Cahyadi (2023), and Hakim

& Rachmawati (2024) who conducted research with the conclusion that online transaction security does not have a significant influence on purchasing decisions.

The results of the study indicate that product quality partially positively influences purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals. This illustrates that the higher the product quality perceived by consumers, the higher the consumer's decision to make a purchase. Good product quality can provide satisfaction and increase consumer trust, thus encouraging consumers to choose and purchase the product. In the context of buying and selling on social media or e-commerce, where consumers cannot see the product directly, the perception of quality becomes very crucial. If product quality is doubtful, consumers will tend to delay or even cancel the purchase decision. The better the quality of the product offered, both in terms of authenticity, durability, and conformity to the description, the higher the consumer's tendency to make a purchase. This research is consistent with the results of research by Rahayu (2021), Melpiana & Sudrajat (2022), Ramadan & Sarah (2024), Mufian & Bambang (2024), and Kurniawan & Mariana (2024), which conducted research concluding that product quality has a significant influence on purchasing decisions. This research is inconsistent with the research results of Ambarita & Wasino (2024) who conducted research with the conclusion that product quality does not have a significant influence on purchasing decisions.

CONCLUSION AND SUGGESTIONS

Based on the data analysis and discussion outlined previously, the conclusions of this study are as follows:

1. Price has a significant positive effect on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals
2. Online transaction security has a significant positive effect on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.
3. Product quality has a significant positive effect on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.
4. Price, online transaction security, and product quality simultaneously have a significant effect on purchasing decisions in the Group of Facebook Forum Jual Beli Surakarta Casuals.

The recommended suggestion is that sellers in the Group of Facebook Forum Jual Beli Surakarta Casuals need to pay attention to competitive pricing, improve transaction security, and maintain consistent product quality. These three factors have been proven to be the main determinants in increasing consumer purchasing decisions. Beyond these three factors, business development needs to pay attention to promotions, consumer trust, brand image, and service quality. Future research is recommended to add other factors that influence consumer purchasing decisions, including consumer trust, service quality, promotional strategies, and the company's brand image. In addition, the research can be expanded to other marketplaces or online buying and selling communities so that the results have a broader level of generalization.

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