

THE INFLUENCER OF PRICE ADJUSTMENT STRATEGIES ON CUSTOMER TRUST IN ONLINE STORES ON THE SHOPEE MARKETPLACE

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Abstract

This research aims to analyze the effect of price adjustment strategies on consumer trust in the Norest online store on Shopee. Data were analyzed using simple linear regression with SPSS version 24. The results showed that the price adjustment strategy had a positive and significant influence on consumer confidence with a regression coefficient of 0.977 and a significance value of 0.000 ($p < 0.01$). The coefficient of determination of 0.900 indicates that 90% of the variation in consumer confidence is explained by the price variable. This finding is in line with previous studies which state that price can increase consumer confidence in the context of e-commerce, because price acts as an indicator of quality.

Keywords: Price Adjustment Strategy, Consumer Confidence

Introduction

The rapid growth of Indonesia's economy and the widespread use of the internet have changed how people spend money, especially when it comes to shopping. Now, many people buy things online through platforms like Shopee. In addition, social media platforms such as WhatsApp, Instagram, and TikTok are important tools for marketing and connecting with customers. This shows that digital interaction through social media is a main way to build trust and influence consumer decisions in today's digital world (Effendy, et. al. 2025). Shopee, one of the leading marketplaces, offers a wide range of products, including shoes, using various marketing strategies.

One of these strategies is adjusting prices or offering discounts on specific dates or events. These price reductions are a major factor that attracts consumers because they offer good value and a variety of product choices. Besides price, consumer trust is also a key factor in making online purchase decisions on marketplaces. Trust includes consumers' belief in the safety of transactions, the honesty of sellers, and the quality of the products offered. Consumers consider this trust as a basis for choosing and buying products, including shoes on Shopee. Trust also contributes, though to a lesser extent, so both factors together influence buyers' decisions to make a transaction. According to Triyono (2019), consumer trust is consumers' knowledge about an object, its attributes, and its benefits. Consumer trust in a product can be built by ensuring that the received

product matches the specifications listed on the company's website. When consumers get a product or service that matches the advertisement, it increases their trust. In addition, being honest and providing detailed information about product characteristics is also important.

Offering guarantees or warranties, such as replacing damaged goods or after-sales service, also strengthens consumer trust. If trust in an online store is low, consumers will hesitate to shop online. On the other hand, the higher the trust, the lower the consumer's worries about making a transaction (Rosdiana et al., 2019). Therefore, in the context of this mini research product, which is shoes called Norest that want to be sold on the Shopee marketplace, it's important to explore how the price adjustment strategies used can influence an increase in consumer trust, which in turn encourages consumers to buy Norest shoes on the platform. Effective price adjustments and building consumer trust can be the key to the success of this product in the competitive digital marketplace.

Theoretical Framework

Price Strategy

Shopee is an e-commerce platform that offers various attractive features and added value to customers, such as free shipping, promotional vouchers, and flash sales that happen almost every day.

With these advantages, Shopee can help customers make better choices when selecting products to buy. Low prices attract customers to make purchases. When customers are offered the same product at a cheaper price, price discounts are a form of price-based sales promotion. Most customers do not plan to buy anything, but with attractive discounts, they tend to make impulsive purchases (Safa'atillah, 2017). According to Philip & Armstrong (2018), price is the amount of money charged for a product or the amount of money given by consumers in exchange for the benefits they gain from owning or using a service.

Consumer Trust

Trust is a fundamental element in business activities. Trust is the main foundation in business relationships with various parties, such as suppliers and customers, and plays a central role in building loyalty, retention, and advocacy. There are several factors that contribute to the formation of trust between suppliers and companies, which in turn affects the quality of business relationships. Trust can improve the quality and quantity of output from suppliers (Gorton et al., 2015). Specifically, trust encourages suppliers to engage in productive activities by sharing valuable information, making commitments towards common goals, which in the end helps coordinate the work methods and requirements of both parties. This trust creates a foundation for productive and mutually beneficial cooperation in various fields, including the context of goods and service exchange, as well as on e-commerce platforms.

Trust, as defined by Priansa (2017), is "the belief that one party will act fairly and honestly towards another party in a business transaction."

Trust is a very important factor, especially in the buying and selling process. When customers have a high level of trust in something, whether it's a brand, product, or other, they are more willing to spend their money to buy that product. According to Nooteboom, as cited by Eka (2015), trust is related to dependence and risk between the party giving trust and the party receiving trust.

Method

This study uses a quantitative research method, with data collected through questionnaires. The number of respondents in this study is 102 consumers. The sample size was determined using the Lemeshow formula. The formula is as follows:

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$$n = \frac{z^2 1 - \alpha / 2 P (1 - P)}{d^2}$$

Explanation:

N : Sample size

Z : Z-score for 95% confidence level = 1.96

P : Maximum estimated value of 5% = 0.5

d : Error level of 10% = 0.10

So that:

$$n = \frac{1,96^2 - 0,5(1-0,5)}{0,10^2}$$

n = 96,04 atau dibulatkan 97

Based on the calculation above, the minimum sample size needed is 97 respondents. However, the study uses 102 respondents. The method used in this research is a questionnaire. In this study, the questionnaire will be distributed directly and also through Google Form.

Results

Responden Deskripsi By Gender

Tabel 1. Gender Of Respondents

Gender	Amount	Presentase
Male	29	28,4%
female	73	71,6%
Total	102	100%

Based on the recapitulation results in Table 1, the respondents in this study were predominantly female, with 73 individuals or approximately 71.6% of the total 102 respondents. Meanwhile, there were 29 male respondents, accounting for 28.4%. This proportion indicates that women have a higher participation rate in completing questionnaires related to purchasing behavior on Shopee. This dominance of female respondents is also consistent with previous research that states women tend to be more active and responsive to online shopping activities, particularly on e-commerce platforms like Shopee, where they are often the target of promotions and the primary users of review and rating features.

Respondent Deskripsiption by Age

Tabel 2. Age Of Respondent

Age	Amount	Presentase
15-25	89	87,3%
26-35	13	12,7%
Total	102	100%

The age distribution of respondents listed in Table 2 shows that most of them are between 15 and 25 years old, with 89 people or 87.3% of the total 102 respondents. On the other hand, the age group of 26 to 35 years only has 13 people or 12.7%. This finding suggests that Shopee's customers are still mostly made up of young people, especially those in the late teenage and early adult stages. This situation aligns with the growth trend of e-commerce in Indonesia, which is largely driven by young people who are more adaptable to digital technology, used to using online apps, and have a strong tendency towards shopping based on customer reviews and ratings.

Description of Respondents Based on Work

Tabel 3. Reponden Occupation

Pekerjaan	Amount	Presentase
Student	26	25,5%
Collage Student	53	52%
Worker	15	14,7%
Entrepreneur	8	7,8%
Total	102	100%

Based on the data in Table 3, it can be seen that the majority of respondents are students, totaling 53 people or 52% of the total respondents. Next, students are in second place with 26 people or 25.5%. There are also 15 respondents (14.7%) who work as employees, and 8 respondents (7.8%) who are entrepreneurs. This job composition shows that the majority of respondents are young people who are still in education or have just started entering

the workforce. This finding aligns with the characteristics of today's e-commerce consumers, where younger generations have a high level of engagement in digital activities, are accustomed to using technology to search for product information, read reviews, and make online purchasing decisions.

Test Result

Hipotesis and Uji Regresi

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.087	1.107		.983	.328
Harga(x)	.977	.033	.949	29.196	.000

a. Dependent Variable: Kepercayaan(y)

Based on the calculation results, the simple linear regression equation can be obtained as follows:

$$Y = 1.087 + 0.977X_1$$

The results of the simple linear regression analysis show that the price adjustment strategy variable (X1) has a strong and significant effect on consumer trust (Y) in the Norest online store on the Shopee marketplace. The constant value (a) of 1.087 indicates that if the price adjustment strategy variable (X1) is considered constant or does not change ($X = 0$), the value of consumer trust (Y) will remain at 1.087. The regression coefficient (b) is 0.977, indicating a positive relationship. This means that for every one-unit increase in the price adjustment strategy variable (X1), consumer trust (Y) will increase by 0.977 units. A positive direction indicates that the more efficient and appropriate the price adjustment strategy implemented by the Norest online store, the higher the level of consumer trust in the store. The results of the hypothesis test (t-test) show that the calculated t-value is 29.196, with a significance value (Sig) of 0.000. This value is compared to the t-table value of 1.983 at a significance level of $\alpha = 0.05$. Since the calculated t-value (29.196) is greater than the t-table value (1.983) and the Sig (0.000) is less than 0.05, the decision made is to reject H_0 and accept H_1 .

Correlation and Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.949 ^a	.900	.899	2.719	2.181

a. Predictors: (Constant), Harga(x)

b. Dependent Variable: Kepercayaan(y)

The correlation test results above show a correlation coefficient (R) value of 0.949, which indicates a very strong and positive relationship between the price adjustment strategy variable and consumer confidence in the Norest online store on the Shopee marketplace. This means that the more effective the price adjustment strategy is, the higher the

consumer confidence in the store. The determination value (R Square) of 0.900 explains that 90% of the variation in consumer confidence can be explained by the price adjustment strategy variable, while the remaining 10% is influenced by other factors outside this research model. The adjusted R Square of 0.899 indicates that the regression model used remains strong and valid for predicting the level of consumer trust, considering the number of variables and sample size. The standard error of 2.719 is the average prediction error of the model, which in the context of this study shows a fairly accurate estimate. Overall, pricing adjustment strategies have a very strong and significant relationship with consumer confidence in this research model.

Conclusion

Based on the research findings, it can be concluded that the price adjustment strategy implemented by the Norest online store on the Shopee marketplace has a positive and significant influence on consumer trust. This is evidenced by a regression coefficient value of 0.977 and a significance value of 0.000, which is less than 0.05, indicating that price significantly influences consumer trust. Approximately 90% of consumer confidence variation is explained by price variables. Additionally, 94% of respondents rated price-quality fit as the main factor in their purchasing decisions. Consumers make decisions faster when prices are considered competitive, transparent, and commensurate with the product's benefits. Thus, setting the right price is crucial in building trust and influencing purchasing decisions in online shopping.

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