

Original Article

The Effect of Price, E-Commerce, and Service Quality on Purchasing Decisions Via Online During the Covid-19 Pandemic at PT Gluten-Free Indonesia

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Abstract: *The purpose of this research is to determine how much influence price, e-commerce, and service quality have on online purchasing decisions during the COVID-19 pandemic at PT Gluten-free Indonesia. This research was conducted using quantitative methods. The population in this research was 994 respondents, and the results were determined using the Slovin formula, with as many as 285 respondents. Data collection methods include interviews, documents, and questionnaires. This research uses a validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing with the SPSS Statistics 26 program. According to the research results, price, e-commerce and service quality partially have a positive and significant influence on purchasing decisions. As well as price, e-commerce, and service quality together have an effect on purchasing decisions.*

Keywords: *Price, E-Commerce, Service Quality and Purchasing Decisions.*

I. INTRODUCTION

A firm called PT Gluten Free Indonesia was founded in 2015 and manufactures a range of gluten-free goods under the Unis Gluten Free name. The company was founded to supply gluten-free products for specific needs, including those with autism, celiac disease, gluten sensitivity, autoimmune diseases, and gluten intolerance. The processing procedure is specially tailored to ensure no gluten infringement occurs in the final products. This is the company's focus, which is very concerned about consumer product safety and quality. Sorghum is the main raw material choice, which, in addition to being sourced from local food, also has nutritional advantages (high in fibre and protein and rich in antioxidants). Unis Gluten Free products have been certified by PIRT and Halal MUI and tested by laboratory analysis, and no gluten was detected. With ongoing innovation, the business continues to grow in releasing gluten-free products.

The price of the products sold by PT Gluten Free Indonesia is quite expensive among the public. This is because of the price of production materials that do not use flour and cakes, so the costs incurred for each product are high. So that only the upper middle class can afford this product. Even though there are also middle to lower-class people who need gluten-free products because of certain diseases, the coronavirus has caused economic paralysis and weak purchasing power because of limited income and many people have even lost their jobs because of this pandemic. The "Unis Gluten Free" store, founded in 2016, was threatened with closure because of the declining purchasing power of the community. Therefore, the company expanded its market to e-commerce, selling online through social media with certain delivery services and entering supermarkets.

The services provided by the company require improvement by providing training on service to employees. So that customers feel satisfied and have the desire to make repeat purchases. A good company must treat customers very well to remain the brand of choice. Online sales also require other factors such as attractive promotions, competitive prices, a place or warehouse close to consumers so that consumers do not have to wait long for the product distribution process and, of course, quality products according to consumer needs. Seeing this phenomenon, researchers are interested in conducting research entitled "The Effect of Price, E-Commerce, and Service Quality on Purchasing Decisions Via Online During the Covid-19 Pandemic at PT Gluten Free Indonesia". The formulation of the Problem is as follows:

1. Does price affect the decision to buy gluten-free via online PT Gluten Free Indonesia during the COVID-19 pandemic?
2. Does e-commerce affect the decision to purchase gluten-free products via online at PT Gluten Free Indonesia during the COVID-19 pandemic?
3. Does service quality affect the decision to purchase gluten-free via online at PT Gluten Free Indonesia during the Covid-19 pandemic?



4. Do price, e-commerce, and service quality affect the decision to purchase gluten-free via online at PT Gluten Free Indonesia during the Covid-19 pandemic?

II. LITERATURE REVIEW

A) Price

A price is a monetary unit or another form of measurement (including other products and services) that can be traded to obtain ownership rights or usage of a good or service, according to Tjiptono (2015: 151). Suparyanto & Rosad (2015: 141) define price as the quantity of something valuable that must be given up, usually in the form of cash, to purchase a product. Price is a firm management system that will establish the appropriate base price for a good or service and must decide on strategies for discounts, freight payment, and other factors, according to Kotler and Armstrong (2016: 62). There are a number of indicators that define the price, including (1) Price Affordability, (2) Price Match with Product Quality, (3) Price Conformity with Benefits, and (4) Price according to ability or price competitiveness.

B) E-Commerce

According to Makmur (2018: 1), e-commerce is a variety of online platforms that develop either just selling used goods via the marketplace website, taking photos and uploading product photos on social media and offering them to friends, or participating in various kinds of affiliate businesses with only a link for registration.

According to Sopanah et al. (2020: 301), e-commerce is a buying and selling activity via an internet network where buyers and sellers do not meet directly but communicate via internet media. The indicators stated in e-commerce are:

1. System Quality
2. Information Quality or Accuracy
3. Quality or Quality of Service
4. Utilisation
5. User Satisfaction
6. Benefits

C) Service Quality

According to Kotler and Keller (2016: 49), quality is the sum of a product or service's attributes that influence its capacity to meet customers' needs. Tjiptono and Anastasia (2016: 157) define service quality as the degree to which the level of service rendered can satisfy the needs and expectations of the client. The quality of the service is regarded as satisfactory if it is received or felt as anticipated. Several indicators determine service quality, namely:

1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Tangible

D) Purchasing Decision

Purchase decisions, according to Tjiptono (2015: 181), are the result of a process in which customers identify their issues, research particular brands or products, and then assess how well each of these options may address their issues before making a purchase. Kotler and Keller (2016: 44) define a purchasing choice as the activity that customers do in response to purchase stimuli in order to purchase a certain product. Signs of the decision to buy, namely:

1. Product Selection
2. Brand Choice
3. Choice of Distributor
4. Purchase Time
5. Purchase Quantity
6. Payment Method

III. RESEARCH METHODOLOGY

A) Types of Research

This research is a type of quantitative research, which is described by numbers as a tool to measure information about the variables studied. The method used is the associative method, which is a method used that is causal in nature, which means that the research purpose is to determine the relationship between two or more variables.

B) Population and Samples

The population in this research are all Unis Gluten Free customers in 2020-2021 who have made repeat orders totalling 994 customers. The Slovin formula was used to calculate the sample, with the results 285.222382 rounded up to 285 samples.

C) Method of Collecting Data

The data collection techniques in this research are as follows:

1. Interview

In order to gather facts, information, or opinions about a subject, two parties—the interviewer and the interviewee—engage in a question-and-answer session. Researchers conducted interviews to collect data needed for conducting research.

2. Document

Documents in English come from the word document, the document which means something written or printed and all objects that have information that is selected to be collected, compiled, presented and distributed. Documents are meaningful or valuable messages that are written or printed and have a function to be used as evidence of information. The documents used by researchers are journals and articles related to the title and the documents needed.

3. Questionnaire

According to Sugiyono (2018: 142), a questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer them. Then, the variables that can be measured are translated into answer indicators, such as instruments that use a Likert scale. The Likert scale is a scale that contains 5 levels of answer preferences with the following options:

Table 1: Rating Scale Criteria

Remarks	Scale
Strongly Agree (SS)	5
Agree (S)	4
Neither Agree or Disagree (RR)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: (Sugiono 2018)

IV. RESULTS AND DISCUSSION

A) Data Analysis

Respondents of this research were Unis Gluten Free customers in 2020-2021 who had made repeat orders and determined respondents using the Slovin formula, so 285 respondents were obtained.

Table 2: Respondent Profile According to Gender

No	Gender	Amount	Presentation
1	Male	51	17.9%
2	Female	234	82.1%
Total		285	100%

Source: Primary Data Processing Results, 2022

Table 3: Respondent Profile According to Age

No	Age	Amount	Presentation
1	<15 Year	27	9.5%
2	16-30 Year	75	26.3%
3	31-45 Year	94	33%
4	>45 Year	89	31.2%
Total		285	100%

Source: Primary Data Processing Results, 2022

Table 4: Respondent Profile According to Profession

No	Profession	Amount	Presentation
1	Student	12	4.2 %
2	Civil Servant	36	12.6 %
3	Self-employed	110	38,6 %
4	Businessman	55	19.3 %
5	Other	72	25.3 %
Total		285	100%

Source: Primary Data Processing Results, 2022

B) Validity Test

The validity test measures whether the questionnaire is valid or not. In this validity test, the researcher used the SPSS 26 programme. This research questionnaire consists of 63 statements that need to be answered by 30 respondents. This validity test

uses the product moment formula. The questionnaire is valid if the rcount value is greater than the rTable value ($n = 30$; $\alpha = 5\%$ = 0.361). The following are the results of the validity test of the price variable (X1), e-commerce (X2), service quality (X3) and purchasing decisions (Y).

Table 5: Price Variable Validity Test (X1)

No.	Indicator Code	<i>r-product moment count</i>	<i>r-product moment table (n = 30; $\alpha = 5\%$)</i>	Conclusion
1	H1	0.511	0.361	Valid
2	H2	0.728	0.361	Valid
3	H3	0.711	0.361	Valid
4	H4	0.728	0.361	Valid
5	H5	0.511	0.361	Valid
6	H6	0.846	0.361	Valid
7	H7	0.728	0.361	Valid
8	H8	0.711	0.361	Valid
9	H9	0.637	0.361	Valid
10	H10	0.499	0.361	Valid
11	H11	0.637	0.361	Valid
12	H12	0.846	0.361	Valid

Source: Primary Data Processing Results, 2022

Table 6; Uji Validitas Variabel E-commerce (X2)

No.	Indicator Code	<i>r-product moment count</i>	<i>r-product moment table (n = 30; $\alpha = 5\%$)</i>	Conclusion
1	KUP1	0.663	0.361	Valid
2	KUP2	0.789	0.361	Valid
3	KUP3	0.654	0.361	Valid
4	KUP4	0.624	0.361	Valid
5	KUP5	0.806	0.361	Valid
6	KUP6	0.503	0.361	Valid
7	KUP7	0.709	0.361	Valid
8	KUP8	0.654	0.361	Valid
9	KUP9	0.644	0.361	Valid
10	KUP10	0.746	0.361	Valid
11	KUP11	0.789	0.361	Valid
12	KUP12	0.709	0.361	Valid
13	KUP13	0.806	0.361	Valid
14	KUP14	0.789	0.361	Valid
15	KUP15	0.806	0.361	Valid

Source: Primary Data Processing Results, 2022

Table 8: Validity Test of Service Quality Variables (Y)

No.	Indicator Code	<i>r-product moment count</i>	<i>r-product moment table (n = 30; $\alpha = 5\%$)</i>	Conclusion
1	KP1	0.673	0.361	Valid
2	KP2	0.580	0.361	Valid
3	KP3	0.880	0.361	Valid
4	KP4	0.834	0.361	Valid
5	KP5	0.718	0.361	Valid
6	KP6	0.566	0.361	Valid
7	KP7	0.492	0.361	Valid
8	KP8	0.750	0.361	Valid
9	KP9	0.669	0.361	Valid
10	KP10	0.591	0.361	Valid
11	KP11	0.836	0.361	Valid
12	KP12	0.834	0.361	Valid

No.	Indicator Code	<i>r-product moment count</i>	<i>r-product moment table (n = 30; α = 5%)</i>	Conclusion
13	KP13	0.740	0.361	Valid
14	KP14	0.685	0.361	Valid
15	KP15	0.707	0.361	Valid
16	KP16	0.581	0.361	Valid
17	KP17	0.752	0.361	Valid
18	KP18	0.707	0.361	Valid

Source: Primary Data Processing, 2022

C) Reliability Test

The reliability test is used to show the extent to which a questionnaire, according to Sugiyono (2019: 364), the research instrument is said to be reliable if Chronbach Alpha > 0.6. The results of the reliability test on the variables of price, e-commerce, service quality and purchasing decisions:

Table 9: Price Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	12

Source: Primary Data Processing, 2022

Table 10: E-commerce Variable Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	18

Source: Primary Data Processing, 2022

Table 11: Service Quality Variable Reliability Test (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	15

Source: Primary Data Processing, 2022

Table 12: Service Quality Variable Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.935	18

Source: Primary Data Processing, 2022

D) Classic Assumption Test

According to Purnomo (2016: 07), the classic assumption test is used to determine whether there is residual normality, multicollinearity and heteroscedasticity. Classical assumptions must be fulfilled so that the test can be trusted; if any conditions are not met, the results of the regression analysis cannot be said to be BLUE (Best Linear Unbiased Estimator).

Table 13: Classic Assumption Test

Classic Assumption Test	Remarks
Normality Test	Disimpulkan bahwa data berdistribusi normal
Multicollinearity Test	Tidak ada gejala Multikolinearitas antara variabel <i>independent</i>
Linearity Test	Disimpulkan bahwa adanya hubungan yang linear secara signifikan antara variabel <i>independent</i> dengan variabel <i>dependent</i> .
Heteroscedasticity Test	Tidak ada gejala Heteroskedastisitas

Source: Primary Data Processing, 2022

E) Descriptive Statistical Analysis

In this research, the authors processed a questionnaire in the form of data consisting of 12 questions for the price variable (X1), 18 questions for the e-commerce variable (X2), 15 questions for the service quality variable (X3), and 18 questions for the purchasing decision variable (Y). A total of 285 respondents were used as a research sample using the Likert method, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Undecided / Neutral), 4 (Agree) and 5 (Strongly Agree). With the following data:

Table 14: Frequency Distribution of Price Variables

No	Item	Score										Mean	Total	
		STS		TS		RR		S		SS				
		F	%	F	%	F	%	F	%	F	%		F	%
1	H1	0	0	6	2.1	49	17.2	170	59.6	60	21.1	4.00	285	100
2	H2	0	0	5	1.8	129	45.3	59	20.7	92	32.3	3.84	285	100
3	H3	0	0	5	1.8	61	21.4	100	35.1	119	41.8	4.17	285	100
4	H4	0	0	16	5.6	52	18.2	120	42.1	97	34	4.05	285	100
5	H5	0	0	12	4.2	83	29.1	134	47	56	19.6	3.82	285	100
6	H6	0	0	5	1.8	74	26	107	37.5	99	34.7	4.05	285	100
7	H7	0	0	5	1.8	73	25.6	87	30.5	120	42.1	4.13	285	100
8	H8	0	0	5	1.8	66	23.2	114	40	100	35.1	4.08	285	100
9	H9	0	0	10	3.5	72	25.3	105	36.8	98	34.4	4.02	285	100
10	H10	0	0	0	0	62	21.8	125	43.9	98	34.4	4.13	285	100
11	H11	0	0	6	2.1	80	28.1	124	43.5	75	26.3	3.94	285	100
12	H12	10	3,5	0	0	56	19.6	109	38.2	110	38.6	4.08	285	100
Average Price Variable Score												4.03		

*Source: Primary Data Processing, 2022***Table 15: E-commerce Variable Frequency Distribution**

No	Item	Skor										Mean	Total	
		STS		TS		RR		S		SS				
		F	%	F	%	F	%	F	%	F	%		F	%
1	EC1	0	0	5	1.8	48	16.8	125	43.9	107	37.5	4.17	285	100
2	EC2	0	0	0	0	77	27	121	42.5	87	30.5	4.04	285	100
3	EC3	0	0	12	4.2	56	19.6	102	35.8	115	40.4	4.12	285	100
4	EC4	0	0	0	0	90	31.6	114	40	81	28.4	3.97	285	100
5	EC5	0	0	0	0	35	12.3	124	43.5	126	44.2	4.32	285	100
6	EC6	0	0	0	0	60	21.1	98	34.4	127	44.6	4.24	285	100
7	EC7	0	0	5	1.8	89	31.2	93	32.6	98	34.4	4.00	285	100
8	EC8	0	0	0	0	40	14	153	53.7	92	32.3	4.18	285	100
9	EC9	0	0	15	5.3	68	23.9	98	34.4	104	36.5	4.02	285	100
10	EC10	0	0	6	2.1	90	31.6	80	28.1	109	38.2	4.02	285	100
11	EC11	0	0	0	0	47	16.5	124	43.5	114	40	4.24	285	100
12	EC12	0	0	10	3.5	107	37.5	104	36.5	64	22.5	3.78	285	100
13	EC13	0	0	0	0	46	16.1	131	46	108	37.9	4.22	285	100
14	EC14	0	0	0	0	86	30.2	136	47.7	63	22.1	3.92	285	100
15	EC15	0	0	11	3.9	62	21.8	85	29.8	127	44.6	4.15	285	100
16	EC16	0	0	16	5.6	71	24.9	94	33	104	36.5	4.00	285	100
17	EC17	0	0	0	0	55	19.3	115	40.4	115	40.4	4.21	285	100
18	EC18	0	0	0	0	83	29.1	120	42.1	82	28.8	4.00	285	100
Average E-commerce Variable Score												4.09		

*Source: Primary Data Processing, 2022***Table 16: Distribusi Frekuensi Variabel Kualitas Pelayanan**

No	Item	Skor										Mean	Total	
		STS		TS		RR		S		SS				
		F	%	F	%	F	%	F	%	F	%		F	%
1	KUP1	0	0	6	2.1	80	28.1	104	36.5	95	33.3	4.01	285	100
2	KUP2	0	0	10	3.5	46	16.1	136	47.7	93	32.6	4.09	285	100
3	KUP3	0	0	6	2.1	82	28.8	130	45.6	67	23.5	3.91	285	100
4	KUP4	0	0	6	2.1	57	20	141	49.5	81	28.4	4.04	285	100
5	KUP5	0	0	6	2.1	49	17.2	122	42.8	108	37.9	4.16	285	100
6	KUP6	0	0	5	1.8	98	34.4	68	23.9	114	40	4.02	285	100
7	KUP7	0	0	6	2.1	39	13.7	149	52.3	91	31.9	4.14	285	100
8	KUP8	0	0	15	5.3	76	26.7	106	37.2	88	30.9	3.94	285	100
9	KUP9	0	0	11	3.9	61	21.4	115	40.4	98	34.4	4.05	285	100
10	KUP10	0	0	5	1.8	73	25.6	87	30.5	120	42.1	4.13	285	100
11	KUP11	0	0	5	1.8	66	23.2	114	40	100	35.1	4.08	285	100

No	Item	Skor										Mean	Total	
		STS		TS		RR		S		SS				
		F	%	F	%	F	%	F	%	F	%		F	%
12	KUP12	0	0	0	0	55	19.3	115	40.4	115	40.4	4.21	285	100
13	KUP13	0	0	10	3.5	72	25.3	105	36.8	98	34.4	4.02	285	100
14	KUP14	0	0	0	0	35	12.3	124	43.5	126	44.2	4.32	285	100
15	KUP15	0	0	11	3.9	62	21.8	85	29.8	127	44.6	4.15	285	100
Average Service Quality Variable Score												4.09		

Source: Primary Data Processing, 2022

Table 17: Frequency Distribution of Purchasing Decision Variables

No	Item	Skor										Mean	Total	
		STS		TS		RR		S		SS				
		F	%	F	%	F	%	F	%	F	%		F	%
1	KP1	0	0	0	0	40	14	153	53.7	92	32.3	4.18	285	100
2	KP2	0	0	15	5.3	68	23.9	98	34.4	104	36.5	4.02	285	100
3	KP3	0	0	6	2.1	49	17.2	170	59.6	60	21.1	4.00	285	100
4	KP4	0	0	15	5.3	76	26.7	106	37.2	88	30.9	3.94	285	100
5	KP5	0	0	12	4.2	56	19.6	102	35.8	115	40.4	4.12	285	100
6	KP6	0	0	10	3.5	46	16.1	136	47.7	93	32.6	4.09	285	100
7	KP7	0	0	6	2.1	82	28.8	130	45.6	67	23.5	3.91	285	100
8	KP8	0	0	5	1.8	61	21.4	100	35.1	119	41.8	4.17	285	100
9	KP9	0	0	5	1.8	98	34.4	68	23.9	114	40	4.02	285	100
10	KP10	0	0	0	0	55	19.3	115	40.4	115	40.4	4.21	285	100
11	KP11	0	0	10	3.5	107	37.9	104	36.5	64	22.5	3.78	285	100
12	KP12	0	0	0	0	46	16.1	131	46	108	37.9	4.22	285	100
13	KP13	0	0	10	3.5	72	25.3	105	36.8	98	34.4	4.02	285	100
14	KP14	0	0	5	1.8	73	25.6	87	30.5	120	42.1	4.13	285	100
15	KP15	0	0	0	0	90	31.6	114	40	81	28.4	3.97	285	100
16	KP16	0	0	0	0	60	21.1	98	34.4	127	44.6	4.24	285	100
17	KP17	0	0	15	5.3	68	23.9	98	34.4	104	36.5	4.02	285	100
18	KP18	0	0	0	0	35	12.3	124	43.5	126	44.2	4.32	285	100
Average Purchasing Decision Variable Score												4.08		

Source: Primary Data Processing, 2022

F) Multiple Linear Regression Analysis

The results of this multiple linear analysis test are to determine the effect of price, e-commerce, and service quality together or simultaneously on purchasing decisions online during the COVID-19 pandemic at PT Gluten Free Indonesia with the following linear analysis:

Table 18: Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.274	2.041		-2.584	.010
	Total Price	.336	.064	.213	5.274	.000
	Total E-commerce	.497	.050	.459	10.002	.000
	Total Service Quality	.421	.052	.319	8.051	.000
a. Dependent Variable: Total Keputusan Pembelian						

Source: Primary Data Processing, 2022

The multiple linear regression equation is obtained as follows:

$$Y = -5.274 + 0.336X_1 + 0.497X_2 + 0.421X_3 + e$$

The constant value (α) is negative at -5.274, meaning that it can be stated that the contribution of variables outside the regression model under research has a negative impact. The value of 0.336 is the regression coefficient value for the price

variable, so b1 is equal to 0.336. This means that the coefficient is positive, meaning that there is a positive relationship between price and purchasing decisions. The value of 0.497 is the regression coefficient value for the e-commerce variable, so b2 is equal to 0.497. This means that the coefficient is positive, meaning that there is a positive relationship between e-commerce and purchasing decisions. The value of 0.421 is the regression coefficient value for the service quality variable, so b3 is equal to 0.421. This means that the coefficient is positive, meaning that there is a positive relationship between service quality and purchasing decisions.

G) Correlation Analysis Test

Correlation analysis test using SPSS.26 as a way to determine the direction of the strength of the relationship between two independent variables with one dependent variable. The output results are obtained as follows:

Table 19: Correlation Analysis Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.841	2.572
a. Predictors: (Constant), Total Service Quality, Total Price, Total E-commerce				
b. Dependent Variable: Total Purchasing decision				

Source: Primary Data Processing, 2022

According to Table 19, the correlation value (R) obtained is 0.918. This shows that the relationship between the variables of price, e-commerce and purchasing decisions is very strong because the correlation value is close to 1.

H) Hypothesis Test

a. Partial Test (T-Test)

To find out whether the variable price (X1), e-commerce (X2), and service quality (X3) have an influence on the dependent variable purchasing decisions (Y) individually (partially). The results of the research on the t-test can be seen in the following table.

Table 20: t Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.274	2.041		-2.584	.010
	Total Price	.336	.064	.213	5.274	.000
	Total E-Commerce	.497	.050	.459	10.002	.000
	Total Service Quality	.421	.052	.319	8.051	.000

Source: Primary Data Processing, 2022

The t-test results for the price variable obtained a t-count of 5.274 with a significance value of 0.000 < 0.05 and a t-Table (df = n-k = 285-3 = 282) of 1.650. This shows that t-count > t-Table or 5.274 > 1.650; thus, H1 is accepted, and H0 is rejected, meaning that there is a partial effect of price on purchasing decisions at PT Gluten Free Indonesia. The t-test results for the e-commerce variable obtained a t-count of 10.002 with a significance value of 0.000 < 0.05 and a t-table of 1.650. This shows that t-count > t-Table or 10.002 > 1.650; thus, H1 is accepted, and H0 is rejected, meaning that there is a partial effect of e-commerce on purchasing decisions at PT Gluten Free Indonesia. The t-test results for the service quality variable obtained a t-count of 8.051 with a significance value of 0.000 < 0.05 and a t-table of 1.650. This shows that t-count > t-Table or 8.051 > 1.650; thus, H1 is accepted, and H0 is rejected, meaning that there is a partial service quality influence on purchasing decisions at PT Gluten Free Indonesia.

b. Simultaneous Test (F Test)

The F test aims to determine the effect of the independent variables of price (X1), e-commerce (X2), and service quality (X3) on the dependent variable purchasing decisions (Y) together. The provisions, if the Sig value in the Anova Table < α 0.05, then the hypothesis is rejected, but if the Sig value > α 0.05, then the hypothesis is accepted. The data needed to test the hypothesis above is in the following table:

Table 21: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9990.035	3	3330.012	503.386	.000 ^b
	Residual	1858.877	281	6.615		
	Total	11848.912	284			
a. Dependent Variable: Total Purchasing decision						
b. Predictors: (Constant), Total Service Quality, Total Price, Total E-commerce						

Source: Primary Data Processing, 2022

Obtained a significance value of 0.000, which means that the significance value is less than 0.05, the F-count value is 503.386, and the F-Table ($df = n-k-1 = 285-3-1 = 281$) is 2.637. Thus, it can be concluded that $F\text{-count} > F\text{-Table}$ or $503.386 > 2.637$, then H_1 is accepted and H_0 is rejected, meaning that price, e-commerce, and service quality simultaneously have a significant effect on purchasing decisions at PT Gluten Free Indonesia.

I) Coefficient of Determination

The coefficient of determination is conducted to measure how much influence the price, e-commerce, and service quality variables have. The coefficient of determination can be seen from the adjusted R square value. The results of the coefficient of determination can be seen from Table 22:

Table 22: F Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.841	2,572
a. Predictors: (Constant), Total Service Quality, Total Price, Total E-commerce				
b. Dependent Variable: Total Purchasing decision				

Source: Primary Data Processing, 2022

It can be seen that the adjusted R square value is 0.841, which means that $0.841 \times 100\% = 84.1\%$. This states that 84.1% of purchasing decision variables are influenced by price, e-commerce, and service quality. At the same time, the remaining 15.7% is influenced by other variables not tested in this research.

V. CONCLUSIONS AND SUGGESTIONS

A) Conclusion

According to the results of this research and the discussion that researchers explain about the effect of price, e-commerce, and service quality on purchasing decisions via online during the COVID-19 pandemic at PT Gluten Free Indonesia, it can be concluded as follows:

1. Price has a significant effect on purchasing decisions online during the COVID-19 pandemic at PT Gluten Free Indonesia. This is evidenced by the t-test, which obtained a t-count value of 5.274, greater than the t-table, namely 1.650.
2. E-commerce has had a significant effect on purchasing decisions online during the COVID-19 pandemic at PT Gluten Free Indonesia. This is evidenced by the t-test, which obtained a t-count value of 10.002 greater than the t-table, namely 1.650.
3. Service quality has a significant influence on purchasing decisions online during the COVID-19 pandemic at PT Gluten Free Indonesia. This is evidenced by the t-test, which obtained a t-count value of 8.051 greater than the t-table, namely 1.650.
4. Price, e-commerce, and service quality simultaneously have a significant effect on purchasing decisions online during the COVID-19 pandemic at PT Gluten Free Indonesia. This is evidenced by the F test with the F-count value obtained of 503.386 which is greater than the F-Table, which is 2.637.

B) Suggestions

According to the results of the research, discussion and conclusions obtained, the researcher provides the following suggestions:

a. For Company

It is hoped that this research can be used as input or consideration for PT Gluten Free Indonesia. Therefore, the researcher provides the following suggestions: (a) Make products at a more affordable price to compete with other gluten-free brands. (b) Maximising promotional features in e-commerce such as discounts, campaigns, vouchers, flexi combos and using live product features. (c) Provide good service training to employees to maximise service quality. (d) Conduct a better marketing strategy in order to optimise sales potential. (e) Create a special marketing team to expand the market and increase sales. (f) Following existing trends to keep up with market developments so that products are easily accepted by various groups. (g) Make product innovations so that consumers are interested in trying new gluten-free products.

b. For Further Researchers

For further researchers, the results of this research can be used as a reference in conducting research and can develop this research with different objects and statements. Purchasing decision variables are 74% influenced by price, e-commerce, and service quality. At the same time, the remaining 26% is influenced by other variables not tested in this research. Therefore, it is hoped that it can also use more aspects that influence purchasing decisions apart from price, e-commerce, and service quality.

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