

The Roles of Internet Advertising, Price, and Promotion on Mobile Commerce Application Purchase Decision

Dotty Wimpertiwi, Abdul Rosid Sunarto, Bella Nurhaliza, Made Esa Kameswara Suputra
Management Study Program, BINUS Business School Undergraduate Program, Universitas Bina Nusantara,
Jakarta, Indonesia

ABSTRACT

Objective – The purpose of this study was to determine the effect of internet advertising, promotions and prices on consumer purchasing decisions on mobile commerce applications.

Methodology – This study employed a quantitative method, sample selection using a non-probability sampling technique in the form of purposive sampling. The sample used is the general public in Jakarta, the primary data is obtained from questionnaires distributed online.

Findings – Based on the results of data processing and statistical tests, the researchers succeeded in proving that there was indeed a significant effect of advertising, prices, and promotions on purchasing decisions made by consumers in m-commerce applications.

Novelty – This study tested the m-commerce app purchase decision by taking a sample of 171 m-commerce shoppers who had purchased online for substantial time.

Keywords: *m-commerce, advertising, promotion, price, online shopping*

JEL Classification: A21, D90, D91

Article Info: Received 3 January 2023; Revised 11 January 2023; Accepted 17 January 2023

Article Correspondence: dwimpertiwi@binus.edu

Recommended Citation: Wimpertiwi, D., Sunarto, A. R., Nurhaliza, B., & Suputra, M. E. K. (2022). The roles of internet advertising, price, and promotion on mobile commerce application purchase decision. *Journal of Business, Management, and Social Studies*, 2(4), 155-165.

I. INTRODUCTION

M-commerce can be used to help in business development. Consumers may easily obtain information about products, place orders, and communicate with vendors by using mobile commerce (Gitau, 2014). This is certainly an added value so as to attract consumer buying interest, if consumers experience a satisfying shopping experience, they will usually make their next purchase (Lemon & Verhoef, 2016). Consumer decisions to buy goods or services can be influenced by various factors. Internet advertising, sales promotions and price perceptions greatly influence purchasing decisions, especially in m-commerce applications (Nabillah, 2019). Purchasing decisions are part of consumer behavior which includes how consumers buy, use, utilize and how these goods and services satisfy their needs (Finolda & Padmalia, 2019). Advertising is an inseparable part of a business process; every company competes to create unique and creative advertisements to increase consumer buying interest. So far, internet advertising is a very effective marketing activity because it has a wide network without space and time limits, providing various conveniences for companies to carry out marketing according to predetermined target markets (Hatta & Khairunnisa, 2020).

The development of information technology is considered a technological challenge that must be faced by every marketer, digital marketing is a marketing theory that is completely new and born from the progress of the times, not only incorporating elements of internet-based technology into conventional markets. However, taking a new approach by first understanding and identifying the characteristics and dynamics of consumers to create an effective strategy (Taiminen & Karjaluo, 2015). By looking at the advertisements displayed by the seller, it is hoped that consumers will have a positive evaluation that will influence the consumer's decision to buy an item. Therefore, advertising is a very important part and has an influence on consumer purchasing decisions.

Consumers tend to seek as much information as possible, consumers use various considerations related to purchasing decisions. After getting information through advertising, consumers will look for other factors that can influence purchasing decisions. Promotion is one that consumers can consider before deciding to buy. Promotion is part of the company's marketing strategy to increase sales. Promotions can be provided in various forms and methods that are used as a means of conveying information on an item to consumers with the aim of influencing purchasing decisions (Limpo et al., 2018).

Companies can offer various promotions with attractive packages and sentences, keep in mind that consumers get information through the advertisements they see. Promotion is expected to help the purchasing decision process appropriately. Promotions that are commonly provided by e-commerce can be in the form of discounts, buy 1 get 1 free, cashback, shopping vouchers and free shipping. Promotion is part of the marketing mix which is very influential on purchasing decisions (Firmansyah et al., 2021). This is reinforced by other opinions which state that sales promotion is a core ingredient in the ongoing marketing strategy, with promotion able to attract many consumers and increase purchasing decisions (Khan et al., 2019).

In addition to advertising and promotion, price perception is one of the factors that influence consumer buying interest. Price can be used as a reference for the quality of an item, consumers tend to identify the quality, benefits, and useful life of an item just by looking at the price. It is undeniable that the first thing consumers see when they see an item in a new price tag is followed by paying attention to other purchasing factors (Zhao et al., 2021). The determination of the price of an item should be reasonable according to the quality and benefits of the product, high prices can reduce buying interest if not followed by quality. Conversely, if the price is too low, consumers will often question the quality and benefits of the product. Purchase decisions are influenced by basic psychology which plays an important role in understanding how consumers make their purchasing decisions (Kotler & Keller, 2016). Price is based on the value that a person or entrepreneur is willing to release the goods or services owned to another party. Price is a very sensitive variable in purchasing decisions, for similar goods certain consumers are willing to spend time comparing prices from one place to another until the right price is found.

Based on this background, the objective of this study is to analyze the influences of internet advertising, price, and promotions on m-commerce purchase decision. The following problem formulation will be: (1) How does internet advertising influence consumer purchasing decisions in mobile commerce applications? (2) How does promotion influence consumer purchase decisions in mobile commerce applications? (3) How does price affect consumer purchase decisions in mobile commerce applications? (4) How do internet advertising, prices and promotions simultaneously affect purchasing decisions on mobile commerce applications?

II. LITERATURE REVIEW

Promotion

Promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. Promotion is one of the critical success factors in a marketing program. Regardless

of the quality of a product, if consumers have never heard of it and believe that the product will not be useful to them, then they will never buy it (Machdar, 2019). Promotional offer is an activity that communicates the benefits of a product and persuades target consumers to buy the product (Pangaribuan et al., 2018). Promotion is part of marketing activities and is known as an element of the marketing mix (Kotler & Keller, 2016). Promotion indicators are advertising, personal selling, sales promotion, publicity and public relations, word of mouth, direct marketing. Promotion as a communication activity carried out to inform (to inform), persuade (to persuade), remind (to remind) the market regarding products produced by companies, individuals or groups (Alexandrescu & Milandru, 2018).

Price

Price is the value of an item, which is formed from various costs and prices will affect production profits. Deciding on the cost requires extraordinary thought because it is one of the factors that will be taken into consideration when buying. Price is the value used as a benchmark for the value of an item or service. The amount of money charged for an item or service, or the amount of money exchanged by consumers for the benefits of owning or using the product or service (Parhusip et al., 2021). How consumers view certain prices (high, low, fair) has a strong influence on buying intent and satisfaction. Consumers rely on reference prices when assessing the fairness of prices. The reference price is any price used by consumers as a basis for comparison in assessing other prices (Kotler & Keller, 2016).

Internet Advertising

Advertising is one of the most widely used advertisements by companies to promote a product they produce. At this time, internet users among the public have increased because the internet is a familiar thing. Therefore, it triggers companies to create and place advertisements on potential publisher websites (Horbal et al., 2017). The Internet has had a radical influence on how companies communicate with customers and build relationships between them. According to Kotler and Armstrong (2012), the Internet advertising has become a driving force for current advertising initiatives and efforts. Online transactions are expanding along with the wider use of the internet and even becoming a media for advertising for products being marketed. Internet advertising is part of a series of digital marketing activities whose purpose is to generate buying interest, increase profits and compete with large organizations, using digital media, can spread the product or product brand itself throughout the world (Mayasari & Patmawati, 2019).

Purchase Decision

Purchasing decisions are processes carried out by individuals starting from seeing goods, choosing, considering until deciding to buy these goods. Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption (Kotler & Keller, 2016), meaning that the behavior of purchasing decisions leads to the final buying behavior of consumers, both individuals and homes households that buy goods and services for personal consumption. Other experts define purchasing decisions as a process where consumers go through certain stages before finally deciding to buy a product (Qazzafi, 2019), then purchasing decisions made by consumers are also strongly influenced by several factors including motivation, attitudes, beliefs, lifestyle, and demographics.

Hypothesis Development

Internet Advertising toward Purchase Decision

Advertising is one of the ways that companies use to provide information related to the products they sell to the public. Advertising is very influential on brand recall and stimulation. Brand recall has a role in influencing consumer behavior which refers to the need, interest and satisfaction of an item which can then

provide a strong incentive to buy the item. Advertisements have the ability to answer various questions related to products, advertisements are used to publish goods so that they can focus on maximizing sales (Stephen et al., 2020). Based on this description, the following hypothesis can be made:

H1: Internet advertising influences purchasing decisions on m-commerce applications.

Perceived Price toward Purchase Decision

For consumers, price is a determining component in choosing to buy an item. Assuming the benefits obtained are more prominent or equivalent to the money spent to obtain the item, the buyer chooses to buy the item. Assuming the buyer imagines that the benefits of an item outweigh the money spent, then, at that point, the buyer will believe the item is expensive, and the buyer will reconsider. Buyer purchases are influenced by income or the amount of money they have and purchases in large quantities are usually made after consumers have also had a lot of income (Parhusip et al., 2021). In deciding the price, the company must first determine its objectives and then determine the price. The goal of the company is generally to try to accurately value the workforce and product. The objective must be clearly stated on the grounds that pricing has a direct influence on consumer behavior and purchasing decisions. Based on this description, the following hypothesis can be made:

H2: Perceived price influences purchasing decisions on m-commerce applications.

Promotion toward Purchase Decision

From a production point of view, promotion has several goals that companies want to achieve, in particular providing information about products, differentiating products from products owned by competitors, displaying product benefits, increasing offer prices and retaining customers that the company already has (Aji et al., 2019; Gandhi & Hairuddin, 2018; Kim, 2019). Promotion can be carried out in various ways and for certain periods according to a predetermined plan, promotion can also be carried out using various media. Based on this description, the following hypothesis can be made:

H3: Promotion influences purchasing decisions on m-commerce applications.

Internet Advertising, Price, and Promotion toward Purchase Decision

Currently, innovation has become the main driver for changing people's behavior, especially businesspeople. Many new businesses start advertising techniques by creating attractive apps backed by innovative advancements and promotions. One of them is web-based advertising publication which can create interaction between buyers and sellers. Publishing internet ads is influenced by attractive color composition, language style, position, font dimensions and unique concepts. Good advertisements are those that can convey the idea that people do not buy the goods but rather the benefits of the thing, and moreover, appealing commercials are promos that are noticeable and memorable enough to compel people to act on making purchases (Appel, 2020). The consumer's view of price is the consumer's perception or perspective on company costs. Price is one of the important qualities that buyers value so that they can influence the buyer's perspective. Overall, at a certain level of value that has been given by consumers, consumers can feel the advantages of the goods they have purchased. Furthermore, buyers will feel satisfied if the benefits they get are comparable or much higher than the money they spend. Sales promotion consists of all sales activities, apart from individual offerings, promoting and advertising will also strengthen consumer interest in an item. Promotion must be able to increase or give confidence to the product, present and create trust. This will also increasingly influence consumer purchasing decisions. Based on this description it can be hypothesized that:

H4: Internet advertising, price, and promotions have a simultaneous effect on purchasing decisions on m-commerce applications.

III. METHODOLOGY

Research Approach

This research uses quantitative methods. In this study, the authors will use a non-probability sampling technique in the form of purposive sampling. Purposive sampling is a sampling technique for data sources with certain considerations. In this study, the authors took the general population in Jakarta. The sample to be used in this study is a community that has the following criteria: respondent already had an m-commerce application on their cellphones, respondents had seen digital m-commerce advertisements, and respondents had or often made transactions on m-commerce applications.

The number of variables in this study were 4 (four), so the number of samples in this study was set at 100 samples. By examining a portion of the population, it is expected to obtain results that can describe the nature of the population in question.

Questions in the questionnaire are directed so that respondents choose one of the answers that have been provided using the Likert measurement scale, the Likert measurement scale is used to measure attitudes, opinions and perceptions of a person or group of people about the phenomenon that is happening. The answer to each question has a gradation of the highest value is 5 (five) and the lowest score is 1 (one). The explanation of the score used is as follows: SS = Strongly Agree (score 5); S = Agree (4); N = Neither Agree nor Disagree (3); TS = Disagree (2); STS = Strongly Disagree (1). Specifically, 6 items of the advertising construct were adapted from Stephen et al.'s (2020) study. The authors adapted 6 items on price from Parhusip et al.'s (2021) study and 6 items on promotion from Gandhi and Hairuddin et al.'s (2019) study. A valid research instrument means that the instrument used in a study is valid, and validity concerns what should be measured (Mohajan, 2017). This study was using SPSS to test the validity of the data using bivariate Pearson correlation.

Advertising

Advertising is an activity that focuses on the advertisement itself. Includes activities to remind advertisements, convey, introduce and like and believe in these advertisements. This indicator is a measure that is centered on the brand and an overview of all evaluations which then carry out several evaluations of ineffective components or make improvements to several steps that are considered wrong (Appel, 2020). Physically, indicators of the effectiveness of internet advertising can be seen from these components: known brand, ads remembered, ad message understood, understand the advantages.

Price

Perceived price is all information related to the price of a product or service that is widely understood and accepted by consumers (Kotler & Keller, 2016). The indicators used in price perception are: conformity of price with product quality, price competitiveness, price suitability with product benefits, competitive price.

Promotion

Promotion is part of the marketing mix that focuses on informing, persuading and reminding consumers about the products being marketed (Alexandrescu & Milandru, 2018). Some indicators that affect the quality of promotion of an item include promotion time, promotional quality, sales frequency, promotions offered, and length of the promotion.

IV. RESULTS AND DISCUSSION

A total of 171 respondents were involved in filling out the online questionnaire. However, because there were some incomplete data, 168 data could be taken for the researchers to process. Respondents were male

as many as 95 people (56%) and as many as 73 people (44%) were female. Next, we classify respondents based on predetermined age categories, so that 14 people are obtained from respondents with age < 20 years, 112 people aged 21-30 years, 23 people aged 31-40 years, 41-50 years old 13 people and age > 50 years as many as 6 people. It can be concluded that many m-commerce applications are accessed by users between the ages of 21-30 years. Regarding m-commerce applications that are frequently used, the researchers provided 5 (five) m-commerce options to respondents: Tokopedia, Bukalapak, Shopee, Lazada, and Blibli.com. Based on the results of the data obtained from the questionnaire, information was obtained that the use of m-commerce applications was dominated by 101 Shopee users (60%), Tokopedia 60 (36%), Lazada 5 (3%), Bukalapak 2 (1%) and Blibli no respondent uses the application. Thus, it can be concluded that the respondents are more dominant or more often access the Shopee application for transactions, followed by the nation's children's start-up company, Tokopedia, in second place.

Table 1. Validity and Reliability Tests

Construct	Item	Corrected item – total correlation	Alpha
Advertising	X1.1	0.809	0.944
	X1.2	0.847	
	X1.3	0.819	
	X1.4	0.780	
	X1.5	0.772	
	X1.6	0.819	
Price	X11	0.863	0.944
	X12	0.757	
	X13	0.794	
	X14	0.768	
	X15	0.788	
	X16	0.848	
Promotion	X3.1	0.766	0.944
	X3.2	0.710	
	X3.3	0.798	
	X3.4	0.764	
	X3.5	0.795	
	X3.6	0.698	
Purchase Decision	Y1	0.737	0.944
	Y2	0.674	
	Y3	0.817	
	Y4	0.795	
	Y5	0.575	
	Y6	0.811	

Validity and Reliability Tests

When testing the validity of the data using bivariate Pearson correlation, it is said to be valid if $r_{count} \geq r_{table}$ (significant test 0.05). The results of the validity test can be seen in Table 1. It is known that r_{table} for data (N) 30 with a significance of 0.05 is 0.1266, the results of r calculations show that all statements in each variable used as research instruments are above 0.1226. Thus, $r_{count} \geq r_{table}$ so that it can be concluded that all statements in the questionnaire used in this study are valid. If the alpha value > 0.7 means that the quality of reliability is adequate, if alpha > 0.80 this indicates that all items are reliable, and all consistent tests have strong reliability. The following are the results of the reliability test in Table 1. If alpha > 0.90, excellent reliability. Assuming alpha is between 0.70-0.90, the quality of reliability is high. If the alpha is 0.50-0.70 then the stable quality is moderate. Alpha < 0.50, low quality reliability. Assuming low alpha, it can be assumed that there are some unreliable components. Based on the results of the reliability

test, the Cronbach’s Alpha value is 0.944. meaning that the reliability value is more than 0.90 so that it can be concluded that all statements in the questionnaire have extraordinary reliability.

Multicollinearity Test

In Table 1, it can be noted that each variable has a standard error of less than one. $X1 = 0.054$, $X2 = 0.053$ and $X3 = 0.066$. As well as the value of the beta coefficient $X1 = 0.185$, $X2 = 0.549$ and $X3 = 0.191$. Thus, it can be said that the standard error is low, and multicollinearity is not detected.

Coefficient of Determination (R)

This test is carried out to find out how much the Y variable can be explained by variable X, namely or to find out how much influence the independent variables (advertising, price, promotion) have on the dependent variable of purchase decision. The results can be seen in Table 2.

Table 2. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.816	0.665	0.659	1.13818

The results of the regression calculations can be found that the coefficient of determination (R Square) obtained is 0.665. This means that the consumer buying decision is affected by 66.5% by X1, X2, and X3 while the remaining 33.5% explained by other reasons.

Table 3. Coefficients

Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	4.471	1.160		3.853	0.000		
Advertising	0.158	0.054	0.185	1.902	0.004	0.502	1.993
Price	0.484	0.053	0.549	9.210	0.000	0.574	1.742
Promotion	0.180	0.066	0.191	1.747	0.007	0.422	1.369

Dependent Variable: Purchase Decision

T test

The *t* calculates advertising 1.902 with a significant value of 0.004 which < 0.05 , meaning that advertising has a significant effect on purchase decision (see Table 3). So, it can be concluded that advertising affects purchase decision. Also, the *t* calculates price 9.210 with a significant value of 0.000 which < 0.05 , which means that price has a significant effect on purchase decision. So, it can be concluded that the price affects purchase decision. Finally, the *t* calculates promotion 1.747 with a significant value of 0.007 which < 0.05 , which means that promotion has a significant effect on purchase decision. So, it can be concluded that the promotion affects purchase decision.

F-test

F-Test is a simultaneous test of independent variables affecting together or not on dependent variables. From Table 4, it is known that F calculates 108.691 $>$ F table 3.94 with a significant value of 0.000 $<$ 0.05 which means that it has a significant effect. The regression model can then be used to predict social media marketing variables; in other words, there is an effect of promotion (X1), price (X2), and advertising (X3) on purchase decision variables simultaneously (Y).

Table 4. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1490.744	3	496.915	108.691	0.000
	Residual	749.774	164	4.572		
	Total	2240.518	167			

Dependent Variable: Purchase Decision

Predictors: (Constant), Promotion, Price, Advertising

The Influence of Advertising on Purchasing Decisions in m-Commerce

Advertising is part of the marketing process created with the aim of helping consumers to obtain the information they need regarding goods and services. Advertising is a marketing medium used by companies to help companies understand consumers' wants and needs, as well as to help consumers obtain product-related information and assist them in making purchasing decisions. The results of this study are in line with the opinion of Kotler and Keller (2016) which state that advertising is used by many companies to communicate specific messages about themselves, their products and services to predetermined targets to stimulate consumer response. Product advertising on m-commerce is an important factor in influencing consumer attitudes towards purchasing decisions for a product, advertising also acts as a tool to convince consumers about the benefits and quality of goods. For a consumer, advertising can be likened to a window of information related to the product needed, this can also be seen from the high value of respondents' answers related to advertising variables. Advertising will have a significant influence on purchasing decisions if it is supported by interesting content, advertisements and brands are easy to remember, display product advantages and are able to convince consumers so as to influence purchasing decisions.

Regarding purchasing decisions in m-commerce, internet advertising has an important role in today's marketing activities. Given the growth of digital or online transactions is growing rapidly (Stephen et al., 2020). Internet advertising has great power to drive advertising initiatives and efforts. The development of internet advertising is also supported by its increasingly widespread use and is accompanied by increasing online transactions. Advertisers will place advertisements on potential websites including social media, and every company, both conventional and online, must be able to adapt to the challenges of technological advances, including those who focus on doing e-commerce business.

The Influence of Price on Purchasing Decisions in m-Commerce

These findings are in line with expert opinion which states that there is a relationship between price and purchasing decisions, price is an important variable that influences consumer decisions in making purchases. The higher the price offered, the smaller the purchase decision, conversely, if the price offered is low, the purchase decision will turn out to be high (Kotler & Keller, 2016). The effect of price on purchasing decisions is also supported by various indicators such as price compatibility with quality, benefits and consumer urgency regarding the use of these goods or services. In addition, the higher the consumer's perception of the price of an item, the higher the urge or desire to buy it (Parhusip et al., 2021). So based on these findings it can be concluded that the higher the price of products offered in m-commerce will affect the lowering of purchasing decisions, and conversely the lower the price of products offered in m-commerce, it will lead to an increase in purchasing decisions on the m-commerce application. Because consumers tend to compare prices from one m-commerce with another m-commerce before finally making a decision.

The Influence of Promotion on Purchasing Decisions in m-Commerce

Based on data obtained from respondents' answers regarding promotions provided by m-commerce, consumers tend to be interested in promotions that they consider to be profitable and as needed. Another indicator that consumers consider in a promotion is the duration or length of time the promotion lasts so that consumers can adjust their purchases to the time of the promotion. In general, m-commerce competes

to offer various promotions, such as in the form of shopping vouchers, free shipping, buy 1 get 1 free or promotions in the form of cashback which essentially encourage consumers to make purchases on the m-commerce. The results of this study are in line with the results of previous studies which state that promotions carried out by e-commerce with various types can influence consumer purchasing decisions.

The Influence of Advertising, Price, and Promotion on Purchasing Decisions in m-Commerce

To answer the formulation of the problem that researchers have made before, namely how the influence of advertising, price and promotion on purchasing decisions in m-commerce. This study can conclude that the three independent variables namely advertising, price and promotion have an effect on the purchasing decision variable. The results of this study are in line with the results of previous research which stated that consumer purchasing decisions on e-commerce are strongly influenced by various factors that are interrelated with one another (Nabillah, 2019). The main factor that is very sensitive is the price factor, which consumers tend to choose places that offer more affordability with the quality of goods as expected (Wilis & Nurwulandari, 2020). The second factor is promotion, which consumers will consider various profitable promotions before making a purchasing decision. It is not uncommon for some consumers to delay purchasing decisions and adjust to promotions that he thinks are very appropriate to his needs (Stephen et al., 2020). Finally, advertising is the driving force that will lead to consumer purchasing decisions through attractive, memorable, informative, and repetitive advertisements speeding up the consumer buying decision process (Mosa, 2021).

V. CONCLUSION

The purpose of this study was to determine the effect of advertising, price and promotion on purchasing decisions in m-commerce applications. Based on the results of data processing and statistical tests, the researchers succeeded in proving that there was indeed a significant effect of advertising, prices and promotions on purchasing decisions made by consumers in m-commerce applications. This is also based on the answers to each question given in the questionnaire which represents each dimension and variable indicator studied.

Implications

Advertising is an important variable that influences consumer purchasing decisions in m-commerce applications. Ads that are made uniquely and attractively can create interest in a product, influence consumer behavior which will then become a purchase decision. By using advertisements carried out in various media, especially internet media and social media, it really helps consumers to get information about the advantages and benefits of the products they need. In addition, advertisements that are packaged properly accompanied by unique and interesting content will be able to foster a positive attitude which will foster feelings of liking for goods so that they are interested in buying these goods. This study found that advertising has a major influence on consumer purchasing decisions in m-commerce applications, in line with Stephen et al.'s (2020) study.

In general, consumers want goods at low prices but have maximum quality and benefits. This study shows that price has a significant effect on purchasing decisions in m-commerce applications, which is in line with Parhusip et al.'s (2021) study. Price indicators that influence purchasing decisions include price compatibility with quality goods, affordable, competitive prices and the choice of payment methods offered by m-commerce. Consumers tend to compare prices from one m-commerce to another m-commerce until finally after going through a lot of consideration they decide to buy on an m-commerce which they think provides the best price and is accompanied by ease of payment.

It has become commonplace nowadays, all m-commerce are competing to provide various and attractive promotional offers. For consumers, promotion is a profitable opportunity which basically will be used if it can reduce costs or provide various benefits according to their needs. Based on the research results, promotions have a significant effect on consumer purchasing decisions in m-commerce applications, which is in line with Aji et al.'s (2019) and Gandhi and Hairuddin's (2018) studies. Promotions that are given for a long duration, are varied and attractive will certainly be a consideration for consumers in making a purchase decision. The more attractive the promotion given, the higher the influence on consumer purchasing decisions on the m-commerce application.

This study also shows that internet advertising, prices and promotions have a simultaneous effect on purchasing decisions in m-commerce applications. The consumer's view of price is the consumer's perception or perspective on company costs. Price is one of the important qualities that buyers value so that they can influence the buyer's perspective. Overall, at a certain level of value that has been given by consumers, consumers can feel the advantages of the goods they have purchased. Furthermore, buyers will feel satisfied if the benefits they get are comparable or much higher than the money they spend.

Limitations and Future Research

This study has several limitations, one of which is the lack of references and supporting theories. However, some suggestions that the researcher can convey include: 1. For further research, it is advisable to expand or conduct deeper exploration related to theory and references regarding m-commerce 2. For further research, researchers can add other variables that can influence consumer purchasing decisions in m-commerce application. Such as brand, perceived quality and consumer loyalty to a brand. 3. Future research can use data collection methods such as in-depth interviews with informants to obtain in-depth and varied information. 4. In this study, the Shopee application is a m-commerce application that is in great demand. Suggestions for other m-commerce are to review the ads served to make them more attractive by using various media, increasing promotions that are more diverse and attractive such as purchase discounts, cashback, free shipping promos and other types of promotions that are different from what is currently available. Keep in mind that unique and repeated advertisements and promotions will grow brand awareness of m-commerce which will further influence purchasing decisions.

REFERENCES

- Aji, N. S., Djawahir, A. H., & Rofiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *JAM: Jurnal Aplikasi Manajemen*, 17(1), 152-161.
- Alexandrescu, M-B., & Milandru, M. (2018). Promotion as a form of communication of the marketing strategy. *Land Forces Academy Review*, 23(4), 268-274.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48, 79-95.
- Finolda, F., & Padmalia, M. (2019). The analysis of consumers' purchasing factors on boga service start-up. *Journal of Entrepreneur and Entrepreneurship*, 8(1), 25-32.
- Firmansyah, M. R., Sumarwan, U., Ali, M. M. (2021). Marketing mix, brand equity, and purchase decisions of packaged rice products. *Jurnal Manajemen & Agribisnis*, 18(3), 240-251.
- Ghandy, A., & Hairuddin, J. A. (2018). Analysis of promotion and product differentiation of Jukajo on consumer purchase decision. *Binus Business Review*, 9(1), 9-18.
- Gitau, L., & Nzuki, D. (2014). Analysis of determinants of m-commerce adoption by online consumers. *International Journal of Business, Humanities and Technology*, 4(3), 1-7.
- Hatta, H., & Khairunnisa, S. (2020). Pengaruh Efektivitas Iklan Online Terhadap Minat Beli Pelanggan Bukalapak. *Journal of Entrepreneurship, Management and Industry (JEMI)*, 3(1), 1-5.

- Horbal, N., Naychuk-Khrushch, M., & Orlykova, B. (2017). *Internet advertising: The specifics, tendencies of development and impact of sales. Econtechmod: An International Quarterly Journal*, 6(1), 37-46.
- Khan, M., Tanveer, A., & Zubair, S. S. (2019). Impact of sales promotion on consumer buying behavior: A case of modern trade, Pakistan. *Governance and Management Review*, 4(1), 38-53.
- Kim, J. (2019). The impact of different price promotions on customer retention. *Journal of Retailing and Consumer Services*, 46, 95-102.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15th Ed. Pearson.
- Kotler, P. & Armstrong, G. (2012). *Principles of Marketing*, 14th Ed. Pearson.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Limpo, L., Rahim, A., & Hamzah (2018). Effect of product quality, price, and promotion to purchase decision. *IJOASER*, 1(1), 9-22.
- Machdar, N. M. (2019). The effect of information quality on perceived usefulness and perceived ease of use. *Business and Entrepreneurial Review (BER)*, 15(2), 131-146.
- Mayasari, H., & Patmawati. (2019). Pengaruh Iklan Internet, Celebrity Endorder dan Gaya Hidup terhadap Minat Beli pada Shopee di Kota Padang. *Jurnal Manajemen dan Kewirausahaan*, 10(4), 1-10.
- Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru University*, 17(3), 58-82.
- Mosa, R. A. (2021). The impact of advertising credibility on purchase intentions: An empirical study among Iraqi Facebook users. *European Journal of Business and Management Research*, 6(5), 228-234.
- Nabillah, Z. R. (2019). *Pengaruh efektivitas iklan internet, persepsi harga dan promosi terhadap keputusan pembelian konsumen pada mobile commerce Zalora* [Undergraduate thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia]. STEI Library Repository. <http://repository.stei.ac.id/6335/>
- Pangaribuan, C. H., Yandi, M., & Ardiansyah, M. (2018). Analyzing the effects of product quality, packaging, promotional offer, availability, and variety toward brand loyalty of "Mie Sedaap." *Journal of Business and Entrepreneurship*, 6(1), 1-14.
- Parhusip, A. A., Kiem, S. R., & Dalimunthe, T. K. (2021). Pengaruh Harga dan Promosi Terhadap Keputusan Pembelian Belanja Online Dengan Produk Sebagai Variabel Intervening (Studi Kasus Pengguna Aplikasi Belanja Online Lazada di Kota Medan). *Accumulated Journal*, 3(1), 1-14.
- Qazzafi, S. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130-134.
- Stephen, A., Canthika, A., Subrata, D., & Veronika, D. (2020). Pengaruh Iklan Terhadap Keputusan Pembelian Konsumen. *Indonesian Business Review*, 2(2), 233-248.
- Taiminen, H., & Karjaluo, H. (2015). The usage of digital marketing channels in SMEs. *Journal of Small Business and Enterprise Development*, 22(4), 633-651.
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of e-service quality, e-trust, price and brand image towards e-satisfaction and its impact on e-loyalty of Traveloka's customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 4(3), 1061-1099.
- Zhao, H., Yao, X., Liu Z., & Yang, Q. (2021). Impact of pricing and product information on consumer buying behavior with customer satisfaction in a mediating role. *Frontiers in Psychology*, 12:720151.