



The Influence of Market Prices, Income, and Tastes on Demand for Fashion Products in the Virtual Market on the Shopee Application

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ABSTRACT

This study aims to find out "The Influence of Market Prices, Income, and Tastes both partially and simultaneously on the Demand for Fashion Products in The Virtual Market on Shopee Applications". The sample of this study is a Student of Development Economics of Bhayangkara University Surabaya. Sampling techniques are performed using saturated sampling techniques. This data test uses normality test, reliability test, and validity test, multiple linear regression test, F Test, T Test, R Square Test, and Dominant Test. The results of this study show that variable market prices, income, and tastes positively and significantly affect the demand for fashion products. Among the variables of market prices, income, and tastes, the dominant variable towards the demand for fashion products in the virtual market on the Shopee App is the variable tastes.

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1. INTRODUCTION

Along with the rapid development of information and technology, the world of internet marketing is experiencing promising developments (Setiawati, 2017). With the increasing number of internet users, Indonesia has become a huge market for e-commerce. The rapid internet network has also indirectly brought about a new phenomenon among people who use internet facilities for online shopping (Irawan et al., 2020). The present online shopping itself is a phenomenon that is popular with the public, especially during the Covid-19 pandemic because it is considered more practical, safe and has more convenience (Biasa et al., 2021). The emergence of Covid-19 has reduced the need to shop directly at shops or retailers, and replaced it with buying necessities online (Anjani, 2021).

Online shops for fashion products and accessories are apparently the most common in social networks today. According to Putri (2021) A fashion product is a product that has precise specific characteristics and represents a trending style in a certain period. Meanwhile according to Widuri et al. (2020), argues that people's

behavior, especially to buy fashion products online is influenced by various factors, which are influenced by personal psychological factors both from perceptions, attitudes and other motivations that influence buying behavior.

The higher public interest in shopping online is not wasted by e-commerce, one of which is Shopee (Cendrawati & Firdausy, 2021). Shopee is the first consumer-to-consumer (C2C) mobile marketplace application that is safe, fun, easy and practical in buying and selling (Puspita et al., 2022). Shopee is a newcomer to the online world, but it has attracted a lot of sellers and buyers because there are many benefits that sellers can get by selling their goods on a Shopee account (Karlina et al., 2020). Many consumers have also switched to Shopee because of the many promos, flash sales, good reviews, good, lots of seller choices, and various sweepstakes provided, such as the Shopee shake, the Shopee quiz, and others with millions of rupiah in prizes (Amalia, 2022)(Rahmawati et al., 2022).

Shopee began to develop and provide convenience to students, most of whom have taken advantage of technological sophistication (Khofifah, 2022). The needs of students are increasingly diverse, especially fashion products, where they sometimes buy a product just because they want to look trendy, thus sacrificing their savings to buy something they don't really need (Kangean & Rusdi, 2020; Riyanjaya, 2022). According to Hanifah & Rahadi (2020) the current online shop phenomenon, the writer wants to know how much students are starting to switch and make online shopping choices easier, especially students of the Faculty of Economics and Business, Development Economics Study Program, Bhayangkara University, Surabaya. The presence of an online shop that can be used by students to view products or goods that are displayed in full in the form of images or videos such as advertisements delivered online will certainly provide various conveniences for consumers such as a more practical shopping process, products delivered to the house, payments made by transfer or pay on the spot (COD), affordable prices, and save costs and time (Dimas Tutik et al., 2020).

In addition, online shopping also has weaknesses, namely the lack of assistance when shopping where consumers cannot make direct physical contact with sellers and products cannot be touched or tried, the possibility of product damage when delivery cannot be canceled and fraud that often occurs when shopping online (Hanifah & Rahadi, 2020b). To minimize this, in online shopping activities, consumers need to find complete information about the product they are going to buy to prevent negative impacts (Sari & Suriyadi, 2021). Based on the explanation that has been presented, the researcher is interested in conducting research on "The Influence of Market Prices, Income, and Tastes on Demand for Fashion Products in the Virtual Market on the Shopee Application".

The research problem in this study concerns the problem of price changes, taxes and income from consumers that must be paid for online purchases. This study aims to find out "The Influence of Market Prices, Income, and Tastes both partially and simultaneously on the Demand for Fashion Products in The Virtual Market on Shopee Applications. theoretical study of the problem under study about the theory of online purchase tax based on theory (Einav et al., 2014), a state sales tax increases online purchases by state residents by almost 2 percent, while decreasing their online purchases from completing the state by 3-4 percent. the hope of this research is that there will be a reduction in online purchase taxes so that economic growth will increase again.

2. RESEARCH METHOD

This study uses a quantitative descriptive approach. Quantitative descriptive method is a quantitative research in the form of a numerical description (statistics). The point is that this research is related to the elaboration of statistical figures (Sugiyono, 2018). According to Arikunto (2002), descriptive research method is a method that aims to

create an objective picture or description of a situation using numbers, starting from data collection, interpretation of the data as well as the appearance and results.

According to Hamid & Dkk (2019), the object of research is anything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. The object of this study were students of the Bhayangkara University Development Economics Study Program, in which to find out the relationship between market prices, income, and tastes on demand for fashion products in the virtual market on the shopee application.

According to Sugiyono (2018) The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study were active students of the Development Economics Study Program, Faculty of Economics and Business, involving the 2016, 2017, 2018, 2019 and 2020 batches. The total number was 101 students.

According to Sugiyono (2017), explained that the sampling technique is a sampling technique to determine the sample to be used in research. The technique used in sampling in this study is that the authors use saturated or census sampling, namely a technique in which the sample is determined if all members of the population are used as samples, this is often done when the population size is relatively small or with the aim of research that wants to make generalizations with small errors (Ghozali, 2018). On this basis, all existing populations were taken as samples, namely active students of Development Economics Study Program, Faculty of Economics and Business class of 2016, 2017, 2018, 2019 and 2020 with a total of 101 students. The distribution of questionnaires was carried out through the assistance of the head of the economics and development studies study program using the Google form. this is because the head of the department has complete address data and student personal contacts. In taking samples census sampling.

Data analysis technique is a method or way to process data into information so that the characteristics of the data are easy to understand and also useful for finding solutions to problems, which are primarily research problems (Notoatmodjo, 2018). Or data analysis can also be interpreted as an activity carried out to change the resulting data from a research into information that can later be used to draw a conclusion figures (Sugiyono, 2018)(Fiantika, 2022; Zainuddin, 2020). Data analysis used in this study is multiple linear regression. Multiple Linear Analysis is a technique used to determine the influence of the independent variables (market prices, income, tastes) on the dependent variable (demand for fashion products). This analysis technique is used to determine the influence of the independent variables (market prices, income, tastes) on the dependent variable (demand for fashion products).

3. RESULTS AND DISCUSSIONS

3.1 Multiple Linear Regression Analysis

Multiple Linear Analysis is a technique used to determine the influence of the independent variables (market prices, income, tastes) on the dependent variable (demand for fashion products). This analysis technique is used to determine the influence of the independent variables (market prices, income, tastes) on the dependent variable (demand for fashion products).

Table 1. Results Of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign
	B	Std. Error	Beta		
Constant	,839	1,664		,504	,616
Market Prices	,343	,117	,273	2,930	,004
Incomes	,147	,148	,159	1,988	,026

Tastes	,665	,108	,574	6,130	,000
a. Dependent Variable: Permintaan Produk Fashion					

Based on the table above, the multiple regression equation is obtained as follows (Mushon,2006; Ghozali,2018).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0,839 + 0,343X_1 + 0,147X_2 + 0,665X_3 + 1,664$$

Keterangan:

Y	= Demand for fashion products
a	= Constanta
X ₁	= Market Prices
X ₂	= Incomes
X ₃	= Tastes
b ₁ , b ₂ , b ₃	= Coefisien regression
e	= Standart error

Furthermore, from the regression equation above, it can be seen the magnitude of the influence of the independent variables (X₁, X₂, X₃) on the dependent variable (Y), so that it will be known which of the three independent variables has the greatest influence.

3.2 F Test (Simultaneous)

The F test is used to determine the effect of the independent variables (price, income, and tastes) simultaneously (together) on the demand for fashion products. The results of the F test with the SPSS version 25 program can be seen in the following table:

Table 2. F Test (Simultaneous)

ANOVA ^a			
Model	Sum of Squares	df	Mean Square
Regression	579,413	3	193,138
Residual	285,142	97	2,940
Total	864,554	100	

- a. Dependent Variable: Demand for fashion products
b. Predictors: (Constant), Tastes, Incomes, Market Prices

In the table above, based on SPSS calculations, it shows that the Fcount value is 65.702 and the Ftable value = 2.70 with a probability value (sig) = 0.000. So it is known that Fcount (65.702) > Ftable (2.70) and the sig value is smaller than the probability value of 0.05 or the value of 0.000 < 0.05. According to the test criteria, H₁ is accepted. So it can be concluded that simultaneously (together) the independent variables, namely market prices (X₁), income (X₂), and taste (X₃) affect the dependent variable, namely demand for fashion products in the virtual market on the Shopee application.

3.3 Partial Test (t test)

The t test is used to test the partial effect of each of the independent variables (market prices, income, tastes) on the dependent variable (demand for fashion products). The t test in this study used the statistical data processing tool SPSS version 25 which can be seen in the following table:

Table 5. t test (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign
	B	Std. Error	Beta		
Constant	,839	1,664		,504	,616
Market Prices	,343	,117	,273	2,930	,004
Incomes	,147	,148	,159	1,988	,026

Tastes	,665	,108	,574	6,130	,000
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a. Dependent Variable: Demand for fashion products

In the table above, based on SPSS calculations, it shows that the t test in this study uses a significance level of 5% or 0.05 with a two-tailed test and df (n-k) so that $t_{table} = 1.66055$

Then it can be explained as follows: $H_1 : t_{count} (2.930) > t_{table} (1.66055) = H_1$ is accepted H_0 is rejected, $H_2 : t_{count} (1.988) > t_{table} (1.66055) = H_1$ is accepted H_0 is rejected, $H_3 : t_{count} (6.130) > t_{table} (1.66055) = H_1$ is accepted H_0 is rejected.

4. CONCLUSION

The conclusion from this research is that the results of the F test analysis obtained an Fcount value of 65.702 and a Ftable value = 2.70 with a probability value (sig) = 0.000. This means that there is a simultaneous (together) influence between the independent variables, namely Market Price (X1), Income (X2), and Tastes (X3) on the dependent variable, namely Demand for fashion products in the virtual market on the Shopee application. While the results of the t-test analysis for market prices obtained a tcount of 2.930 which is greater than the ttable value of 1.66055 with a significant level of 0.004 <0.05. This means that there is a partial influence of market prices on the demand for fashion products. The results of the t-test analysis for Income obtained a tcount of 1.988 greater than the ttable value of 1.66055 with a significant level of 0.004 <0.05. This means that there is a partial effect of income on the demand for fashion products. The results of the analysis of the t test for Taste obtained a tcount of 6.130 greater than the ttable value of 1.66055 with a significant level of 0.004 <0.05. This means that there is a partial influence of taste on the demand for fashion products. Among the three variables, namely Market Price, Income, and Taste, the variable that dominantly influences the Demand for Fashion Products is the Taste Variable with a magnitude of 0.839 on the Demand for Fashion Products. The main findings that have been made are market price, income, and tastes have a positive and significant effect on the demand for fashion products. Among the market price, income, and taste variables, the variable that dominates the demand for fashion products in the virtual marketplace on the Shopee application is the variable taste.

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