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The Effect of Individual Factor and Social Factor on Buying Decision Moderated by Product Quality: The Case of Blibli E-Commerce in Palembang City

Gustin Emir, Sri Rahayu, Zaleha Trihandayani

Universitas Muhammadiyah Palembang
Corresponding Author: Emirgustin12@yahoo.co.id
Ayumir67@yahoo.com

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Abstract

This study aims to examine: 1) The effect of personal factors on purchasing decisions among Blibli e-commerce users in Palembang; 2) The effect of social factors on purchasing decisions among Blibli e-commerce users in Palembang; 3) The effect of product quality on purchasing decisions among Blibli e-commerce users in Palembang; 4) The effect of personal factors on purchasing decisions moderated by product quality among Blibli e-commerce users in Palembang; 5) The effect of social factors on purchasing decisions moderated by product quality among Blibli e-commerce users in Palembang. This is a verificative study examining variables, including personal factors, social factors, product quality, and purchasing decisions. The sample consists of 349 Blibli e-commerce users aged 17 and above in Palembang, selected through purposive sampling. Primary data were collected through questionnaires and analyzed using multiple linear regression and Moderated Regression Analysis (MRA) with SPSS software. The results indicate that 1) Personal factors have a significant positive effect on purchasing decisions; 2) Social factors have a significant positive effect on purchasing decisions; 3) Product quality has a significant positive effect on purchasing decisions; 4) Personal factors have a significant positive effect on purchasing decisions moderated by product quality; 5) Social factors have a significant positive effect on purchasing decisions moderated by product quality. The coefficient of determination for personal factors, social factors, and product quality accounts for 73.6% of the variance in purchasing decisions, while the remaining 26.4% is attributed to other variables.

Keywords: Individual Factor, Social Factor, Product Quality, Buying Decision, E-Commerce

1. Introduction

Marketing activities are closely related to efforts to meet consumer needs and desires, as well as understanding market demand. The primary goal of marketing is to meet consistently customer needs through product development and innovation (Trihandayani & Fawwaz, 2024). This consistency can ultimately become a profitable business opportunity (Hery, 2019). According to the American Marketing Association, marketing includes a series of activities, institutions, and processes involved in creating and managing broad communication

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relationships. Therefore, the implementation of marketing activities requires qualified skills to run effectively and efficiently (Firmansyah, 2019). The main goal of marketing activities is to achieve customer satisfaction by meeting their needs and desires for a product, which ultimately influences the decision to purchase (Trihandayani, 2023). The purchasing decision-making process is an essential aspect of consumer behavior when making transactions. The purchasing decision is the stage at which consumers actually decide to buy a product (Kotler, 2016). This process involves several stages, including conducting customer surveys, gathering additional information about a particular product, and evaluating the potential performance of each brand or product choice (Tjiptono & Chandra, 2016). Consumer decisions in making purchases are influenced by many factors, both internal and external. Internal factors relate to personal and psychological aspects, such as needs, motivations, perceptions, and individual attitudes toward the product. External factors encompass elements from the individual's external environment, including product quality, price, distribution system, and promotion, as well as social, cultural, economic, technological, and political factors (Kotler & Keller, 2016). All of these factors interact with one another and shape the purchasing decisions made by consumers. Product quality refers to the extent to which an item can provide performance that meets or exceeds customer expectations (Kotler & Keller, 2016). Aspects included in this quality include the function, durability, and appearance of the product, which directly affect consumer perceptions of the product. The role of product quality is vital in influencing purchasing decisions. Products with good quality are not only able to meet customer expectations but also contribute to building loyalty and trust. This encourages consumers to make repeat purchases. Therefore, companies must ensure that the products they offer have a quality that meets or exceeds consumer expectations in order to compete in the market and increase sales figures. Personal factors in purchasing decision-making are related to individual characteristics, such as age and the stage of life being lived. Throughout their lives, people tend to buy different types of goods and services according to their age. Preferences for a product often change with age. In addition, work and economic conditions are also personal factors that influence. Consumer choice of a product is greatly influenced by the type of work they do and the level of income they have, especially in terms of purchasing power or income available to spend. Another aspect included in personal factors is the individual's personality and self-concept. In addition, lifestyle and values are also essential characteristics. Although someone may come from the same sub-culture or social class or have the same type of job, they can still show different lifestyles (Kotler & Armstrong, 2018).

Social factors refer to the interactions that occur in society, both formally and informally, which form groups with similar goals, desires, and behaviors. According to Kotler & Keller (2016), this social factor plays a vital role in shaping consumer behavior. Social interactions with family, friends, and the surrounding environment can influence a person's purchasing decisions. Reference groups, which consist of individuals or groups used as references, play a significant role in shaping consumer attitudes and behavior. The wider your social network, the greater the influence you have in the purchasing decision-making process. Researchers found inconsistencies in the results of previous studies regarding the influence of personal factors on purchasing decisions. Research by Abdullah, Yulianto, and Mawardi (2017) showed that personal factors influence buying decisions. However, a study conducted by Towoliu and Tumbuan (2017) found that individual factors had no significant effect on purchasing decisions. Additionally, there are discrepancies in findings from previous studies regarding the impact of social factors on buying decisions. Research by Bahari and Ashoer (2018) and Febrianti,

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Rahmawati, and Sa'adah (2024) has shown that social factors influence purchasing decisions.

In contrast, research by Sari and Suryani (2019) and Hudani (2020) concluded that social factors do not influence purchasing decisions. There are several differences in the results of previous studies regarding the influence of personal factors on purchasing decisions, which are moderated by product quality. Research conducted by Pemani, Massie, and Tielung (2017) found that personal factors influence purchasing decisions, which are moderated by product quality. However, research by Sari and Suryani (2019) yielded different results, indicating that product quality did not have a significant moderating effect on the influence of personal factors on purchasing decisions. Furthermore, regarding the influence of social factors on purchasing decisions moderated by product quality, research by Wikantari (2022) demonstrated that social factors influence buying decisions, which are moderated by product quality.

In contrast, research by Wang and Yu (2022) found that product quality did not significantly moderate the influence of social factors on purchasing decisions. Researchers found differences in the results of previous studies regarding the impact of product quality on purchasing decisions. Research conducted by Wibowo and Santosa (2018) and Dewi, Hasiholan and Minarsih (2016) has shown that product quality significantly influences purchasing decisions. However, research by Anggraeni and Lestari (2018) yielded different results, indicating that product quality does not influence purchasing decisions. Recognizing the differences in these findings, researchers sought to conduct further research to explore more deeply the factors that influence purchasing decisions, particularly in the context of varying product qualities across each study. The very rapid development of technology, information, and communication provides opportunities for every marketer. The most widely used marketing strategy today is utilizing the internet as a medium that reaches a broad audience, which can have a significant impact on business actors (Trihandayani & Yamaly, 2022).

Along with the development of technology, the number of internet users is increasing, allowing business actors to choose to market their goods online through e-commerce platforms. The growth of e-commerce in Indonesia is said to be very rapid. This can also provide convenience to consumers who shop online through specific marketplaces, including Blibli. Blibli is an online shopping site under PT Global Digital Niaga, one of the pioneers of online shopping malls, committed to providing a safe and comfortable online shopping experience. Based on SimilarWeb data, Blibli is an e-commerce marketplace category that achieved the lowest site visits in Indonesia in February 2024, with a total of 24.15 million visitors. Researchers also conducted a pre-research survey of 30 Blibli users in Palembang City regarding purchasing decisions.

Based on the results of the pre-research survey, a phenomenon was identified regarding purchasing decisions, where many Blibli e-commerce users felt that Blibli did not offer a wider selection of products than other e-commerce platforms and that the products sold on Blibli were not superior to those provided by other e-commerce sites. Then, the variety of brands on the Blibli application is not more varied than that of different e-commerce platforms, and it does not offer a choice of brands that suit the user's budget. The results of the pre-research survey showed that Blibli e-commerce users felt uncomfortable shopping at Blibli compared to other e-commerce and Blibli did not provide all the products needed by its users. Then, Blibli e-commerce users think that the products sold on Blibli cannot meet their needs and are unsure whether they can buy products without hesitation. Next, it was found that Blibli e-commerce users do not stock goods by shopping at Blibli, and there are still users who do not shop at Blibli

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according to their needs.

Blibli is one of the largest e-commerce in Indonesia. However, in fact, Blibli often receives bad reviews from its consumers, including those regarding the quality of the products. One of the phenomena regarding product quality found on Blibli e-commerce, as reported by Mediakonsumen.com in 2021, involves consumers ordering an 8-door refrigerator but receiving a 6-door model, resulting in a discrepancy between the product description in the application and the product received. Blibli does not take any action on this issue. Based on the results of the pre-research survey, a phenomenon was found regarding product quality where many Blibli e-commerce users did not shop at Blibli and felt that the Blibli application had errors. Then, many users did not feel more comfortable shopping at Blibli than at other e-commerce sites. The results of the pre-research survey showed that many users felt that Blibli did not have superior features to other e-commerce platforms and could find features as good as Blibli's on different e-commerce sites. Then, they did not feel that Blibli would guarantee the goods if they were received in imperfect condition and did not feel that Blibli ensured the products it sold were functioning properly (i.e., not damaged or failed). The results of the pre-research survey showed that many Blibli e-commerce users felt that the features on Blibli were not easier to understand than those of other e-commerce platforms and did not feel that Blibli guaranteed that all products sold were in accordance with those listed in the application and the goods that arrived at the buyer. Furthermore, many users did not find the Blibli application's appearance attractive. Then, Blibli e-commerce users found the Blibli application confusing. Based on the results of the pre-research survey, a phenomenon was identified regarding personal factors, where many Blibli users feel that Blibli does not provide products that meet their needs and that the products sold at Blibli do not evolve. Many Blibli e-commerce users feel that Blibli does not offer products at prices that are affordable for their income level and, therefore, do not shop at Blibli. Furthermore, a phenomenon was observed where many Blibli e-commerce users do not feel that shopping at Blibli aligns with their lifestyle and, therefore, do not shop at Blibli to gain more confidence. Based on the results of the pre-research survey, a phenomenon was identified regarding social factors, where many Blibli e-commerce users feel that they do not buy products on Blibli because they follow friends and groups. Then, Blibli e-commerce users do not purchase products at Blibli because of previous experiences from family members and due to requests from partners or children. Furthermore, Blibli e-commerce users do not buy products at Blibli to enhance their social status and do not represent their roles and social standing in society.

2. Literature Review

The Influence of Personal Factors on Purchasing Decisions. Personal factors refer to how a person consistently organizes and responds to situations. Consumer behavior in purchasing a product is influenced by individual personality factors, which include psychological aspects and environmental influences, including the individual's dominant traits and characteristics. Although personality is an essential factor in studying consumer behavior, some marketers argue that personality influences the type and brand of product chosen. An individual's personality is shaped by various factors, including their parents' occupations, economic conditions, and lifestyle. The higher the parents' positions, the better financial stability, and the more established the lifestyle, the more likely the individual is to make purchasing decisions. Research conducted by Syafirah, Mananeke, and Rotinsulu (2017) shows that personal factors have a significant influence on purchasing decisions. The field research found that many Blibli users felt that Blibli did not provide products that met their needs, and the products sold at Blibli

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did not evolve. Then, many Blibli e-commerce users felt that Blibli did not offer products at prices that were affordable to their income level and, therefore, did not shop at Blibli. Furthermore, it was found that many Blibli e-commerce users did not feel that shopping at Blibli was in accordance with their lifestyle and did not shop at Blibli to gain more confidence.

The Influence of Social Factors on Purchasing Decisions. Every individual in their life constantly interacts with other people, either directly or indirectly. This continuous interaction can influence their purchasing behavior. Social factors include groups of people who have the same status or appreciation in the community, which are established through both formal and informal interactions. Consumer behavior is influenced by social factors, including reference groups, family, and social roles and status. Reference groups have a direct or indirect influence on individual attitudes and behavior. Roles and status in social groups also influence purchasing decisions, as individuals tend to buy and use products according to the role and status they hold within the group. This social factor is also seen in relationships with friends, family, and parents, which can influence purchasing decisions. The stronger the relationship with friends, family, and parents, the more likely the individual is to make a purchase. This opinion is in line with the theory put forward by Kotler and Keller (2016), which states that purchasing decisions are influenced by various factors, including internal factors such as personal and psychological factors, as well as external factors such as product quality, price, distribution, promotion, and social, cultural, economic, technological, and political factors. In accordance with the research results of Syafirah, Mananeke, and Rotinsulup (2017), which showed that social factors significantly influence purchasing decisions. Facts in the field revealed a phenomenon related to social factors, where many Blibli e-commerce users felt that they did not buy products on Blibli because they followed friends and groups. Then, Blibli e-commerce users did not purchase products at Blibli because of previous experiences from family members, as well as not due to requests from partners or children. Furthermore, Blibli e-commerce users do not purchase products at Blibli to enhance their social status and do not represent their roles and social standing in society.

The Influence of Product Quality on Purchasing Decisions. Kotler and Keller (2016) explain that product quality is a key factor influencing consumer purchasing decisions. If consumers assess a product as having good quality, they are more likely to make a purchase. Conversely, if the product quality is considered poor or fails to meet expectations, consumers are more likely to seek out other products that are perceived as of better quality. This finding aligns with research conducted by Hidayat and Prabowo (2017) and Fitria and Purnomo (2021), which demonstrates that product quality has a significant influence on purchasing decisions. However, research conducted by Suyanto and Marwan (2019) yielded different findings, specifically that product quality does not have a substantial impact on buying decisions. The facts on the ground regarding product quality are that many Blibli e-commerce users do not shop at Blibli and feel that the Blibli application has had errors. Then, many users do not feel more comfortable shopping at Blibli than at other e-commerce sites. Furthermore, many users believe that Blibli lacks superior features compared to other e-commerce platforms and can find features that are just as good as Blibli's on different e-commerce sites. Then, they do not feel that Blibli will guarantee the goods if they are not in perfect condition and do not feel that Blibli ensures the products it sells are functioning correctly (i.e., not damaged or failed). Facts on the ground indicate that many Blibli e-commerce users believe the features on Blibli are not easier to understand than those of other e-commerce platforms and do not feel that Blibli guarantees all products sold match those in the application with the goods that arrive at the buyer.

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Furthermore, many users do not find the Blibli application's appearance attractive. Then, Blibli e-commerce users feel that the Blibli application is confusing.

The Influence of Personal Factors on Purchasing Decisions Moderated by Product Quality. Personal factors are one of the elements that influence purchasing decisions, according to Kotler and Armstrong (2018). Additionally, product quality plays a crucial role in buying decisions (Tjiptono & Chandra, 2016). Based on this reasoning, personal factors significantly influence purchasing decisions, while product quality also plays a substantial role in the purchasing decision-making process. This finding aligns with research conducted by Xu et al. (2024) and Kurniawan (2021), which also found that personal factors can influence purchasing decisions based on product quality. Facts in the field regarding personal factors indicate that many Blibli users feel that Blibli does not meet their needs, and the products sold on Blibli do not evolve. Many Blibli e-commerce users feel that Blibli does not offer products at prices that are affordable for their income level and, therefore, do not shop at Blibli. Furthermore, a phenomenon was observed where many Blibli e-commerce users do not feel that shopping at Blibli aligns with their lifestyle and, therefore, do not shop at Blibli to gain more confidence. Facts on the ground regarding product quality are that many Blibli e-commerce users do not shop at Blibli and feel that the Blibli application has errors. Then, many users do not feel more comfortable shopping at Blibli than at other e-commerce sites. Furthermore, many users believe that Blibli lacks superior features compared to other e-commerce platforms and can find features that are just as good as Blibli's on different e-commerce sites. Then, they do not feel that Blibli will guarantee the goods if they are not in perfect condition and do not feel that Blibli ensures the products it sells function properly (i.e., are not damaged or fail). Many Blibli e-commerce users feel that the features on Blibli are not easier to understand than those of other e-commerce platforms and do not feel that Blibli guarantees that all products sold match those in the application with the goods that arrive at the buyer. Furthermore, many users do not find the Blibli application's appearance attractive. Then, Blibli e-commerce users feel that the Blibli application is confusing.

The Influence of Social Factors on Purchasing Decisions Moderated by Product Quality. Social factors are one of the elements that influence purchasing decisions, as expressed by Solomon (2019). On the other hand, Tjiptono and Chandra (2016) also stated that product quality influences consumer purchasing decisions. Based on the understanding of the two theories, social factors play a role in making purchasing decisions, while product quality also contributes to the process of forming these decisions. Research conducted by Yunita and Aprilianto (2022) and Susanto and Andronicus (2021) yielded similar findings, namely that social factors influence purchasing decisions, with product quality acting as a mediating variable in this relationship.

Facts in the field revealed a phenomenon related to social factors, where many Blibli e-commerce users felt that they did not buy products on Blibli because they followed friends and groups. Then, Blibli e-commerce users do not purchase products at Blibli because of previous family member experiences, as well as not because of requests from spouses or children. Furthermore, Blibli e-commerce users do not purchase products at Blibli to enhance their social status and do not represent their role and social standing in society. Facts on the ground regarding product quality are that many Blibli e-commerce users do not shop at Blibli and feel that the Blibli application has had errors. Then, many users do not feel more comfortable shopping at Blibli than at other e-commerce sites. Furthermore, many users believe that Blibli lacks superior features compared to other e-commerce platforms and can find features as good

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as those offered by Blibli on various other e-commerce sites. Then, they do not feel that Blibli will guarantee the goods if they are not in perfect condition and do not feel that Blibli ensures the products it sells function properly (i.e., are not damaged or fail). Many Blibli e-commerce users feel that the features in Blibli are not easier to understand than those of other e-commerce platforms and do not feel that Blibli guarantees that all products sold match those in the application with the goods that arrive at the buyer. Furthermore, many users do not find the Blibli application's appearance attractive. Then, Blibli e-commerce users feel that the Blibli application is confusing.

3. Research Method

The research objects in this study include personal factors (X1), social factors (X2), product quality (Z), and purchasing decisions (Y). This study focuses on Blibli E-Commerce users. The purpose of selecting these objects is to examine the influence of personal and social factors on purchasing decisions, with product quality as an intermediary variable, especially among Blibli E-Commerce users in Palembang City. The research objects in this study include personal factors (X1), social factors (X2), product quality (Z), and purchasing decisions (Y). This study focuses on Blibli E-Commerce users. The purpose of selecting these objects is to examine the influence of personal and social factors on purchasing decisions, with product quality as an intermediary variable, especially among Blibli E-Commerce users in Palembang City. This study involves two independent variables, namely personal factors and social factors. In addition, there is one moderating variable, namely product quality, and one dependent variable, namely purchasing decisions. The indicators of buying decisions are product choice, brand choice, distributor choice, purchase time, and purchase amount. The indicators of product quality are performance, additional features, reliability, conformity to specifications, and aesthetics. The indicators of personal factors include age, economic situation, purchasing power, and lifestyle. The indicators of social factors include reference groups, family, roles, and status. The population of this study consists of users or individuals who have used Blibli E-Commerce in Palembang City, the number of whom is not precisely known. The characteristics or criteria of the sample in this study are individuals who have used Blibli E-Commerce in Palembang City with a minimum age of 17 years. To ensure the robustness of the study, the sample size was determined by considering the population that cannot be ascertained or is unlimited. In this study, data collection was conducted by distributing questionnaires electronically using the Google Forms platform, ensuring a comprehensive reach. The types of data used in this study comprise primary and secondary data, providing a comprehensive view of the research area. The analysis technique used is multiple regression analysis with moderating variables, a rigorous method for examining complex relationships.

4. Findings and Discussions

This multiple linear regression analysis is used to determine the influence of personal and social factors on purchasing decisions.

Based on the results of the multiple linear regression test obtained using SPSS, the multiple linear regression is obtained as follows: Y= 2.054 + 0.606X1 + 0.356X2 + 0.369X3. The constant value of 2.054 indicates that if personal factors and social factors are equal to zero, then the purchasing decision remains the same value = 2.054. The personal factor regression coefficient value is 0.606 (positive), indicating that personal factors have a positive effect on the purchasing decisions of Blibli application users. This figure illustrates that as personal factors increase, so do purchasing decisions, and vice versa. The social factor regression

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coefficient value is 0.356 (positive); social factors have a positive effect on the purchasing decisions of Blibli application users. This figure illustrates that as social factors increase, purchasing decisions also increase, and vice versa. The product quality regression coefficient value is 0.369 (positive), indicating that product quality has a positive effect on the purchasing decisions of Blibli application users. This figure illustrates that as product quality improves, purchasing decisions tend to increase, and vice versa.

Table 1. Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.054	1.000	
	Individual Factor	.606	.060	.354
	Social Factor	.356	.061	.248
	Product Quality	.369	.040	.387

a. Dependent Variable: Buying Decision

Table 2. Moderated Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	30.782	.585	
	Individual Factor	.111	.049	.081
	Social Factor	.748	.050	.616
	Product Quality	.605	.032	.652
	Individual Factor x Product Quality	.023	.002	.837
	Social Factor x Product Quality	.031	.002	1.207

a. Dependent Variable: Buying Decision

The results show a constant value of 30.782, indicating that if personal factors, social factors, product quality, the interaction of individual factors and product quality, and the interaction of social factors and product quality are equal to zero, then the purchasing decision remains at 30.782. The coefficient value for personal factors moderated by product quality is 0.23 (positive), indicating a positive relationship between individual factors and purchasing decisions, with product quality serving as a moderator. This means that product quality can strengthen the influence of personal characteristics on purchasing decisions. So, the impact of individual factors on buying decisions will be more substantial if the product quality is high. The coefficient value for social factors moderated by product quality is 0.31 (positive), indicating a positive relationship between social factors and purchasing decisions, with product quality serving as a moderator. This means that product quality can strengthen the influence of social factors on buying decisions. So, the influence of social factors on purchasing decisions will be more substantial if the product quality is high.

Determine the t-table with a confidence level of 95% and an error rate (α) of 5% = 0.05 and degrees of freedom (df) = n-k. Then (df) = 0.05 / 2 (349-3) is (df) = 0.025 (346), so the t-table is 1.960. Based on the results of the t-test, it can be seen as follows: a) The t-count value for

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Personal Factors is 10.039> tTable 1.960 with a sig.t level of 0.00 <0.05 (significant), then Ho1 is rejected, meaning that there is an influence of Personal Factors on Purchasing Decisions on Blibli users in Palembang City. b) The calculated t-value for Social Factors is 5.787> t-table 1.960 with a sig.t level of 0.00 <0.05 (significant), then Ho2 is rejected, meaning that there is an influence of Social Factors on Purchasing Decisions for Blibli users in Palembang City. c) The calculated t-value for Product Quality is 9.324 > t-table 1.960 with a significance level of 0.00 < 0.05 (significant); therefore, Ho3 is rejected, meaning that there is an influence of Product Quality on Purchasing Decisions for Blibli users in Palembang City. d) The calculated t-value for Personal Factors moderated by Product Quality as moderation is 12.055> t-table 1.960 with a sig.t level of 0.000 <0.05 (significant), then Ho4 is rejected, meaning that there is an influence of Personal Factors on Purchasing Decisions moderated by Product Quality on Blibli E-Commerce Users in Palembang City. e) The calculated t-value for Social Factors moderated by Product Quality as moderation is 17,910 > t-table 1.960 with a sig.t level of 0.000 < 0.05 (significant), then Ho5 is rejected, meaning that there is an influence of Social Factors on Purchasing Decisions moderated by Product Quality on Blibli E-Commerce Users in Palembang City.

Table 3. t-test

Model		t	Sig.
1	(Constant)	52.645	.000
	Individual Factor	2.274	.024
	Social Factor	14.841	.000
	Product Quality	18.968	.000
	Individual Factor x Product Quality	12.055	.000
	Social Factor x Product Quality	17.910	.000

a. Dependent Variable: Buying Decision

The Influence of Personal Factors on Purchasing Decisions of Blibli E-Commerce Users in Palembang City. The results of the partial hypothesis test show a significant influence of personal factors on the purchasing decisions of Blibli e-commerce users in Palembang City. These results suggest that high or low personal factors influence high or low purchasing decisions. The results of this study align with the theory proposed by Syafirah, Mananeke, and Rotinsulu (2017), which indicate that personal factors have a significant impact on purchasing decisions. Based on the research findings on this personal factor variable, it was found that there were problems, especially in the statements denied by the respondents as follows: a. Age indicator, as many as 119 respondents, or 34.1%, "disagree" and 103 respondents, or 29.5%, "strongly disagree" with the statement "Blibli provides needs that are appropriate for my age" and as many as 103 respondents or 29.5% "disagree" and 129 respondents or 36.9% "strongly disagree" with the statement "Products sold at Blibli develop over time." b. Indicators of economic conditions or purchasing power, as many as 42 respondents, or 12%, "disagree" and 219 respondents, or 62.8%, "strongly disagree" to the statement "Blibli provides products at prices that suit my ability" and as many as 149 respondents or 42.7% "disagree" and 113 respondents or 32.4% "strongly disagree" to the statement "I shop at Blibli because it suits my income." c. Lifestyle indicators, as many as 81 respondents, or 23.2%, "disagree" and 139 respondents, or 39.8%, "strongly disagree" with the statement "Shopping at Blibli suits my lifestyle" and as many as 105 respondents, or 30%, "disagree" and 97 respondents or 27.8% "strongly disagree" to the statement "I shop at Blibli to be more confident." The impact of these

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problems on the purchasing decisions of Blibli application users suggests that, as a practical implication, researchers recommend considering personal factors to enable Blibli to develop over time, follow lifestyles, and meet the needs of its customers.

The Influence of Social Factors on Purchasing Decisions of Blibli E-Commerce Users in Palembang City. The results of the partial hypothesis test show a significant influence of social factors on the purchasing decisions of Blibli e-commerce users in Palembang City. These results suggest that high or low social factors will influence the high or low purchasing decisions made. The results of this study align with the theory proposed by Syafirah, Mananeke, and Rotinsulu (2017), which suggests that social factors have a significant impact on purchasing decisions. Based on the research findings on this social factor variable, it was found that there were problems, especially in the statements denied by the respondents as follows: a. Reference group indicator, as many as 130 respondents, or 37.2%, "disagree" and 102 respondents, or 29.2%, "strongly disagree" with the statement "I buy products at Blibli because I follow friends" and as many as 104 respondents or 29.8% "disagree" and 158 respondents or 45.3% "strongly disagree" with the statement "I buy products at Blibli because I follow a group." b. Family indicators: As many as 56 respondents, or 16%, "disagree" with the statement, and 186 respondents, or 53%, "strongly disagree" with the statement, "I buy products at Blibli because of previous experiences from family members." c. Role and status indicators: 101 respondents, or 28.9%, "disagree" with the statement, and 161 respondents, or 46.1%, "strongly disagree" with the statement, "I buy products at Blibli to improve my status." As a result of this problem has an impact on purchasing decisions for Blibli e-commerce users where Blibli users do not buy products at Blibli because they follow friends, do not buy products at Blibli because they follow groups, do not buy products at Blibli because of previous experiences from family members, and do not buy products at Blibli to improve my status. As a practical implication, the researcher suggests that Blibli should enhance its social proof strategy, utilizing testimonials from the environment, develop a reference system, and conduct campaigns to increase public awareness of Blibli.

The Influence of Product Quality on Purchasing Decisions of Blibli E-Commerce Users in Palembang City. The results of the partial hypothesis test show a significant influence of product quality on the purchasing decisions of Blibli e-commerce users in Palembang City. These results suggest that high or low product quality will influence the high or low purchasing decisions made. This finding aligns with the results of research conducted by Hidayat and Prabowo (2017), which revealed that product quality significantly influences purchasing decisions. Based on the findings of the study on the product quality variable, it was found that there were problems, especially in the statements denied by respondents as follows: a. Performance indicators, as many as 126 respondents, or 36.1%, "disagree" and 86 respondents, or 24.6%, "strongly disagree" with the statement "Customers make purchases at Blibli because the Blibli application never has errors" and as many as 81 respondents or 23.2% "disagree" and 161 respondents or 51.9% "strongly disagree" with the statement "Customers feel more comfortable shopping at Blibli than other e-commerce." b. Additional privilege indicators, as many as 47 respondents, or 13.5%, "disagree" and 164 respondents, or 47%, "strongly disagree" on the statement "Blibli has superior features than other e-commerce" and as many as 162 respondents, or 46% "disagree" and 90 respondents or 25.8% "strongly disagree" on the statement "Customers do not find features as good as Blibli on other e-commerce: c. Reliability indicators, as many as 77 respondents, or 22.1%, "disagree" and 144 respondents, or 41.2%, "strongly disagree" on the statement "Blibli will guarantee a guarantee if the goods received by the

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customer are not in perfect condition" and as many as 69 respondents or 19.8% "disagree" and 153 respondents or 43.8% "strongly disagree" on the statement "Blibli ensures that the products it sells function properly (not damaged/failed)." d. Indicators conformity to specifications, as many as 128 respondents, or 36.6%, "disagree" and 84 respondents, or 24.1%, "strongly disagree" to the statement "The features on Blibli are easier to understand than other e-commerce" and as many as 112 respondents or 32.1% "disagree" and 149 respondents or 42.7% "strongly disagree" to the statement "Blibli guarantees that all products sold are in accordance with those in the application with the goods that arrive to the buyer." e. Aesthetic indicators, as many as 108 respondents, or 31%, "disagree" and 114 respondents, or 32.7%, "strongly disagree" with the statement "The appearance of the Blibli application is attractive" and as many as 102 respondents or 29.2% "disagree" and 82 respondents or 23.5% "strongly disagree" to the statement "The appearance of the Blibli application is not confusing." This illustrates that the Blibli application has had errors, and customers do not feel more comfortable shopping at Blibli compared to other e-commerce. Then, Blibli does not have superior features to other e-commerce platforms, and customers can find features as good as those on Blibli on different e-commerce sites. Furthermore, customers feel that Blibli does not guarantee the condition of the goods received if they are not in perfect condition, and Blibli does not ensure that the products it sells are functioning correctly (i.e., they are not damaged or defective). Then customers feel that the features on Blibli are not easy to understand, and Blibli does not guarantee that all products sold match those in the application with the goods that arrive to the buyer. Customers also feel that the appearance of the Blibli application is unattractive and confusing. As a practical implication regarding product quality, researchers suggest that Blibli make improvements to the Blibli application, add features that can make Blibli superior to other applications, better guarantee the products that reach its customers, and enhance the aesthetics of the Blibli application.

The Influence of Personal Factors on Purchasing Decisions Moderated by Product Quality on Blibli E-Commerce Users in Palembang City. The results of the Moderated Regression Analysis show that personal factors have an influence on purchasing decisions, moderated by product quality, among Blibli e-commerce users in Palembang City. This means that product quality can enhance the impact of personal factors on buying decisions. So, the influence of individual characteristics on purchasing decisions will be more substantial if the product quality is high. This finding aligns with research conducted by Xu et al. (2024) and Kurniawan (2021), which also found that personal factors can influence purchasing decisions based on product quality. Based on the analysis results, the distribution of respondents' answers indicates a linear relationship between social factor variables and product quality in purchasing decisions. This means that any changes in social factor variables and product quality can be predicted proportionally to changes in purchasing decisions.

The Influence of Social Factors on Purchasing Decisions Moderated by Product Quality on Blibli E-Commerce Users in Palembang City. The results of the Moderated Regression Analysis show that social factors have an influence on purchasing decisions, which is moderated by product quality, among Blibli e-commerce users in Palembang City. This means that product quality can strengthen the impact of social factors on purchasing decisions. So, the influence of social factors on buying decisions will be more substantial if the product quality is high. This finding aligns with research conducted by Yunita and Aprilianto (2022) and Susanto and Andronicus (2021), which suggest that social factors can influence purchasing decisions, albeit moderated by product quality. Based on the analysis results, the distribution of respondents'

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answers indicates a linear relationship between social factor variables and product quality in purchasing decisions. This means that any changes in the social factor variables and product quality can be predicted proportionally to changes in purchasing decisions.

5. Conclusion

There is a significant influence of individual factors and social factors moderated by product quality on purchasing decisions on Blibli e-commerce in Palembang City. Blibli can pay more attention to personal factors, social factors, and product quality, as these factors significantly affect its customers' purchasing decisions. Regarding personal factors, Blibli is expected to evolve over time, adapt to lifestyles, and meet the needs of its customers. Regarding social factors, Blibli is expected to enhance its social proof strategy, which is particularly relevant to the environment, develop a reference system, and conduct campaigns to increase public awareness of Blibli. Regarding product quality, Blibli is advised to expand its product catalog, adjust prices to offer competitive deals compared to other e-commerce platforms, and provide more complete and relevant products to its users.

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