

Research Article

The Influence of Price Perception and Delivery Speed on Purchase Decision of Skintific Products and Its Impact on Customer Satisfaction on the Shopee Marketplace in Pontianak City

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ABSTRACT

The rapid growth of e-commerce has driven changes in consumer behavior, particularly in purchasing skincare products online. This study aims to analyze the influence of price perception and delivery speed on purchase decisions, as well as their impact on customer satisfaction with Skintific products on the Shopee marketplace in Pontianak City. A quantitative approach with an associative method was employed, involving 100 respondents selected using purposive sampling. Data were collected via questionnaires and analyzed using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) method with the assistance of SmartPLS 4.0 software. The results indicate that price perception and delivery speed have a positive and significant influence on purchase decisions. Furthermore, purchase decisions significantly and positively affect customer satisfaction. However, price perception and delivery speed do not have a direct significant impact on customer satisfaction. Indirectly, both price perception and delivery speed show a positive and significant influence on customer satisfaction through purchase decisions as an intervening variable. These findings highlight the important role of purchase decisions in the relationship between exogenous variables and customer satisfaction. The implications of this study emphasize the importance of competitive pricing strategies and efficient delivery services in enhancing purchase decisions, which ultimately contribute to achieving customer satisfaction in the digital era.

Keywords: Price Perception, Delivery Speed, Purchase Decision, Customer Satisfaction

1. INTRODUCTION

The rapid advancement of information and communication technology has transformed the way people conduct buying and selling activities. E-commerce, particularly marketplace platforms, has emerged as a primary channel for fulfilling consumer needs in the digital era. In Indonesia, the growth of e-commerce has been substantial. The Ministry of Trade projected that e-commerce transactions in Indonesia could reach IDR 533 trillion by 2023 (Anggela, 2024). Among several e-commerce platforms in the country such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak, Shopee recorded the highest site visits in 2023, accumulating approximately 2.35 billion visits from January to December. During the same period, Tokopedia had around 1.25 billion visits, Lazada reached 762.4 million, Blibli attracted 337.4 million, and Bukalapak gathered 168.2 million visits.

According to data from Semrush, visits to Shopee Indonesia (Shopee.co.id) continued to increase throughout the fourth quarter of 2024. In October, the site recorded 128.6 million global visits, rising to 144.8 million in November and reaching 145.1 million in December. Cumulatively, Shopee experienced a 16.5 million visit increase in Q4 2024, reflecting a 12.8% growth (Ahdiat, 2025). Shopee consistently outperformed other platforms, maintaining the highest traffic compared to Tokopedia, Lazada, Blibli, and Bukalapak. Its parent company, Sea Ltd., reported a 23% revenue increase, totaling USD 3.73 billion (IDR 60 trillion) at the end of Q1 2024 (CNBC Indonesia, 2024). First launched in Singapore in 2015, Shopee has since expanded to countries including Malaysia, Thailand, Taiwan, Indonesia, Vietnam, the Philippines, and Brazil. Officially entering the Indonesian market on December 1, 2015, Shopee offers various attractive features such as free shipping, cash on delivery, cashback and vouchers, Shopee Coins and ShopeePay, and in-app games. The platform covers numerous product categories, including fashion, skincare and body care, homeware, kitchenware, mother and baby products, health supplies, mobile phones and accessories, electronics, and food and beverages.

The rise in online shopping for beauty and skincare products has grown alongside shifting consumer behavior that increasingly values convenience and efficiency. Consumers now prefer shopping through e-commerce platforms due to the ease of comparing prices, reading product reviews, and enjoying offers like discounts and free shipping. Access to detailed product information, such as ingredients, BPOM certification, and expiration dates, also play a crucial role in making purchase decisions. Moreover, consumers are drawn to loyalty programs offered by platforms, including rewards points and cashback, which help reduce spending over time. According to *Compas.co.id* (2024a), the growth trend of beauty and personal care sales on Indonesia's top three e-commerce platforms Shopee, Tokopedia, and Blibli have shown consistent progress from Q1 2023 to Q1 2024. Shopee dominates the market with a 92% share, demonstrating steady quarterly growth and a notable spike in Q4 2023, followed by stability in Q1 2024. Tokopedia maintained its position as the second-largest platform, while Blibli's contribution remained relatively small. This quarter-over-quarter increase indicates a positive growth trend in the online beauty and skincare market.

Skintific, a Canadian beauty brand founded by Kristen Tveit and Ann-Kristin Stokke and first launched in Oslo, Norway in 1957, officially entered the Indonesian market in August 2021. The brand offers a wide range of skincare products including face masks, moisturizers, toners, facial cleansers, and serums (Wijianti & Budiarti, 2023). Skintific has received strong positive responses and has become a popular choice among Shopee users. The brand commands a market share of 89.2% in the beauty set category, primarily driven by its official store, Skintific_ID. According to *Compas.co.id* (2024b), Skintific_ID sold approximately 149,900 products on Shopee, with total revenue reaching IDR 47.6 billion. In Q1 2024, Skintific ranked first as the top local facial care brand, with official store sales totaling IDR 64 billion and non-official store sales amounting to IDR 7 billion (*Compas.co.id*, 2024c).

Purchase decisions are a critical aspect of consumer behavior, representing the consumer's readiness to choose a product based on rational and emotional evaluations. According to Firmansyah in Noviani & Siswanto (2022) defines purchase decision-making as an individual's problem-solving process to select the most appropriate behavioral alternative. According to Alma in Cahyaningtyas & Budiarti (2022) highlights that purchase decisions are influenced by factors such as economic conditions, price, product quality, location, culture, and brand image. The process reflects consumer awareness and preparedness to buy Rahmawati, Widi & Anas (2023), involving stages such as problem recognition, information search, alternative evaluation, actual purchase, and post-purchase evaluation (Tjiptono in Rosyada & Akbar, 2024).

Among the key determinants of purchase decisions is price perception. According to Fadilla, Untari, & Andrian (2024) emphasize that price is a major factor driving demand, while Setiowati & Farida (2024) explain that price perception is shaped when consumers assess the value of a product relative to the benefits received. In Skintific's case on Shopee, price perception differs between official and non-official stores. Official stores are perceived as more expensive but are trusted for product authenticity and quality, whereas non-official stores may offer lower prices but raise concerns about authenticity. Therefore, price perception is a crucial factor in shaping purchase intentions, as consumers seek value for money.

In addition to price, delivery speed is a significant external factor influencing online purchase behavior. According to Zhang et al in Siahaan, et al. (2024) assert that fast delivery is a top priority for e-commerce consumers, as it enhances satisfaction. Many Shopee reviews for Skintific highlight well-packaged and promptly delivered orders. Shipping services such as SPX Instant, GoSend, GrabExpress, and JNE YES provide reliable estimated delivery times (Shopee, 2024b), reinforcing trust in the seller and the platform. Customer satisfaction is an essential metric for evaluating service and product effectiveness. According to Sakti & Mahfudz (2018) describe satisfaction as an emotional response arising when consumption outcomes exceed initial expectations. Kotler & Armstrong in Saidani, Lusiana, & Aditya (2019) suggest that satisfaction occurs when a product's performance matches customer expectations. According to Daryanti & Shihab (2019) further note that satisfaction results when perceived performance aligns with or surpasses what was anticipated. Satisfaction emerges when services or products successfully meet or exceed customer expectations (Widiastuti & Diatmika, 2024).

Previous studies confirm a strong relationship between price perception and purchase decisions. Higher price perception correlates with stronger consumer purchase intentions (Wijaya & Budiani, 2022), while consistent price perception has a positive and significant effect on purchase decisions (Clarita & Khalid, 2023). Delivery speed has also been shown to directly and indirectly influence purchase decisions (Saddam & Iskandar, 2023). Among delivery-related factors speed, service cost, and service quality delivery speed has the greatest impact on customer choice of courier services (Siahaan, et al., 2024). Moreover, both price perception and delivery speed affect customer satisfaction. Price perception has a significant positive influence on consumer satisfaction in e-commerce platforms, particularly Shopee (Pertiwi, Ali & Sumantyo, 2022; Wijianti & Budiarti, 2023). Delivery speed also contributes positively and significantly to customer satisfaction (Anggraeni, Septianti & Siregar, 2024; Bramasta & Ikram, 2024). Based on these findings, this study aims to analyze the influence of price perception and delivery speed on purchase decisions and their impact on customer satisfaction. The study is entitled: "The

Influence of Price Perception and Delivery Speed on Purchase Decisions of Skintific Products and Its Impact on Customer Satisfaction in the Shopee Marketplace in Pontianak City.”

2. RESEARCH METHOD

Type of Research

This study adopts an associative research method. According to Siregar (2020), associative research aims to determine the relationship between two or more variables. Therefore, this research is designed to examine the influence of price perception and delivery speed on purchasing decisions and consumer satisfaction in the Shopee marketplace in Pontianak City.

Data Collection Techniques

The data collection techniques employed in this study include both primary and secondary data sources. As stated by Siregar (2020), primary data is data collected directly by the researcher from the original source or research subject. In this research, primary data were obtained through interviews and the distribution of questionnaires. Interviews were conducted with several consumers in Pontianak City who had purchased Skintific products through the Shopee marketplace. Questionnaires were distributed to consumers in the same region who had also purchased Skintific products via Shopee. Secondary data used in this study include: a list of the five most visited e-commerce platforms in Indonesia, a graph of e-commerce popularity in West Kalimantan, an analysis of the beauty and skincare market, sales figures of Skintific products on e-commerce platforms, data comparing sales in official and non-official stores, the popularity trend of Skintific products in West Kalimantan, and the 2025 price list of Skintific product categories.

Population and Sample

According to Sugiyono (2019), the population refers to the generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consists of all consumers who have purchased Skintific products through Shopee. Based on Roscoe's (1982) guideline as cited in Sugiyono (2019), an appropriate sample size for research ranges from 30 to 500. This study determined a sample of 100 respondents. The sampling technique used is purposive sampling. According to Sugiyono (2019), purposive sampling is a technique for determining samples based on specific considerations. The criteria for respondents included being active Shopee users residing in Pontianak City, at least 18 years old, having purchased Skintific products through Shopee at least twice, and using JNE as the delivery service.

Research Variables and Measurement Scale

This study involves three types of variables: independent, intervening, and dependent variables. The independent variables are price perception (X1) and delivery speed (X2). The intervening variable is purchase decision (Y1), while the dependent variable is consumer satisfaction (Y2). A Likert scale is used to measure these variables. According to Sugiyono (2019), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups concerning social phenomena." The scale consists of five response options ranging from strongly disagree (1) to strongly agree (5).

Data Analysis Technique

This study utilizes the Structural Equation Modeling (SEM) approach. As explained by Hair Jr. et al. (2021), SEM enables researchers to simultaneously model and estimate complex relationships among multiple dependent and independent variables. The constructs under study are typically unobservable and are indirectly measured using multiple indicators. Data analysis is carried out using SmartPLS software, which applies the Partial Least Squares (PLS) approach. The data analysis process includes two stages: Measurement Model: This stage evaluates outer loadings, construct reliability, discriminant validity, and overall model fit. Structural Model: This stage assesses the direct and indirect effects between variables.

Variable Indicators

The indicators for price perception, as stated by Kotler, Armstrong, & Opresnik in Clarita & Khalid (2023), include: Affordability of the price, Price in accordance with product quality, Competitive pricing, and Price aligned with perceived benefits. According to Juniariska in Bramasta & Ikram (2024), there are two indicators of delivery speed: Timeliness of arrival and Timeliness of dispatch. Based on Kotler and Armstrong as cited in Priansa (2017), the indicators for purchase decision consist of: Problem recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase evaluation. According to Tjiptono in Indrasari (2019), the indicators of customer satisfaction are: Expectation fulfillment, Intention to repurchase and Willingness to recommend.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

Convergent validity measures the extent to which indicators in a construct are significantly correlated with each other, indicating that the indicators represent the same construct. This test is based on the factor loading value of each indicator relative to the latent construct. The higher the factor loading value, the stronger the correlation. The criterion for convergent validity is met if the factor loading is > 0.70. The results of the convergent validity test for each variable are presented in **Table 1**.

Table 1. Convergent Validity Test Results

Variable	Indicators	Loading Factors	Description
Price Perception (X1)	X1.1	0.731	Valid
	X1.2	0.823	
	X1.3	0.811	
	X1.4	0.828	
	X1.5	0.800	
	X1.6	0.733	
	X1.7	0.840	
	X1.8	0.839	
	X1.9	0.814	
	X1.10	0.832	
	X1.11	0.829	
Delivery Speed (X2)	X2.1	0.740	Valid
	X2.2	0.816	
	X2.3	0.755	
	X2.4	0.737	
Purchase Decision (Y1)	Y1.1	0.786	Valid
	Y1.2	0.790	
	Y1.3	0.837	
	Y1.4	0.785	
	Y1.5	0.815	
	Y1.6	0.793	
	Y1.7	0.799	
	Y1.8	0.868	
	Y1.9	0.741	
	Y1.10	0.816	
	Y1.11	0.769	
	Y1.12	0.809	
	Y1.13	0.813	
	Y1.14	0.818	
	Y1.15	0.815	
	Y1.16	0.808	
	Y1.17	0.847	
	Y1.18	0.774	
Customer Satisfaction (Y2)	Y2.1	0.763	Valid
	Y2.2	0.741	
	Y2.3	0.787	
	Y2.4	0.757	
	Y2.5	0.818	
	Y2.6	0.781	
	Y2.7	0.744	

Source: Processed Data, 2025

Based on **Table 1**, it can be seen that all indicators in each variable, namely Price Perception, Delivery Speed, Purchase Decision, and Customer Satisfaction, have a factor loading value in the original sampling of > 0.70. This shows that all of these indicators are valid and able to represent the construct or latent variable being measured.

3.1.2 Discriminant Validity

Discriminant validity test is used with the Fornell-Larcker criteria to ensure that each construct can be clearly distinguished from other constructs. Discriminant validity is fulfilled if the Fornell-Larcker value for a construct is higher than its correlation with other constructs, with a minimum limit of 0.70. This indicates that the indicator is stronger in representing its own construct than other constructs. The test results are presented in **Table 2**.

Table 2. Discriminant Validity Test Results

Variable	Delivery Speed	Customer Satisfaction	Purchase Decision	Price Perception
Delivery Speed	0.763			
Customer Satisfaction	0.709	0.771		
Purchase Decision	0.753	0.727	0.805	
Price Perception	0.776	0.556	0.743	0.808

Source: Processed Data, 2025

Based on **Table 2**, it can be seen that each construct has a higher Fornell-Larcker criterion value than its correlation value with other constructs. This indicates that these indicators are stronger in measuring their own constructs than other constructs. Therefore, it can be concluded that each construct has good discriminant validity, as it can clearly distinguish itself from other constructs in the model.

3.1.3 Average Variance Extracted (AVE)

The next method for determining construct validity can be obtained by looking at the Average Variance Extracted (AVE). A construct is considered valid if it has an AVE value > 0.5. The AVE values in this study can be seen in **Table 3**.

Table 3. Average Variance Extracted (AVE)

Constructs	AVE
Price Perception (X1)	0.653
Delivery Speed (X2)	0.582
Purchase Decision (Y1)	0.648
Customer Satisfaction (Y2)	0.594

Source: Processed Data, 2025

Based on **Table 3**, it can be seen that all variables in this study have an AVE value above 0.5. Thus, all constructs have met the discriminant validity criteria, so it can be concluded that the indicators used in this study are valid in measuring each latent variable.

3.1.4 Reliability Test

The composite reliability test aims to assess the internal consistency of the construct in measuring variables. A composite reliability value is considered good if it is ≥ 0.7 , indicating a high level of reliability. To support these results, Cronbach's Alpha values with a minimum limit of 0.6 are also used. The reliability test results are shown in **Table 4**.

Table 4. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Price Perception (X1)	0.947	0.954
Delivery Speed (X2)	0.760	0.847
Purchase Decision (Y1)	0.968	0.971
Customer Satisfaction (Y2)	0.886	0.911

Source: Processed Data, 2025

Based on **Table 4**, it can be seen that all constructs in the tested model have met the reliability criteria. This is indicated by the Composite Reliability values, all of which are above 0.70, and the Cronbach's Alpha values, which exceed 0.60. Therefore, it can be concluded that all measurement items for each variable are reliable and suitable for use in this study.

3.1.5 Coefficient of Determination (R-Square)

In SEM-PLS, the R-square (R^2) value is used to measure how well the independent variables explain the variation in the dependent variables. The higher the R^2 value, the better the model is at predicting endogenous constructs. This value shows the proportion of endogenous construct variability explained by exogenous constructs. The results of the calculation are presented in **Table 5**.

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Purchase Decision (Y1)	0.630	0.622
Customer Satisfaction (Y2)	0.602	0.589

Source: Processed Data, 2025

Based on **Table 5**, the results can be explained as follows:

- The Adjusted R-Square value for the Purchase Decision variable (Y1) of 0.622 indicates that the Purchase Decision variable is simultaneously influenced by the Price Perception variable (X1) and Delivery Speed variable (X2) by 62.2%, while the remaining 37.8% is influenced by factors outside the scope of this research model. Additionally, the R-Square value of 0.630 indicates that the influence of the exogenous constructs of Price Perception and Delivery Speed on Purchase Decision falls into the Moderate category.
- The Adjusted R-Square value for the Customer Satisfaction (Y2) variable is 0.589, indicating that the Customer Satisfaction variable is simultaneously influenced by the Price Perception (X1), Delivery Speed (X2), and Purchase Decision (Y1) variables by 58.9%, while the remaining 41.1% is influenced by other factors outside this research model. In addition, the R-Square value of 0.602 indicates that the influence of the exogenous constructs of Price Perception, Delivery Speed, and Purchase Decision on Customer Satisfaction falls into the Moderate category.

3.1.6 Goodness of Fit (GoF)

The Goodness of Fit (GoF) test in SEM-PLS is used to evaluate the overall suitability of the model, both in the structural (inner) and measurement (outer) models. GoF is measured using the SRMR (Standardized Root Mean Square Residual) value, which reflects the average difference between actual covariance and predicted covariance. The lower the SRMR value, the better the resulting model. The results are shown in **Table 6**.

Table 6. Goodness of Fit Test Results

SRMR	Model Estimasi
	0.070

Source: Processed Data, 2025

Based on **Table 6**, it can be seen that the test results show that the SRMR value is 0.070, which is below 0.08. This indicates that the model has a very good fit between the estimated model structure.

3.2 Hypothesis Testing

3.2.1 Direct Effect Test

Direct effect is used to measure the direct influence of exogenous latent variables on endogenous latent variables. The coefficient values are obtained through bootstrapping analysis. The results of the direct effect test are shown in **Table 7**.

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Price Perception → Purchase Decision	0.634	5.387	0.000	Significant
H2	Delivery Speed → Purchase Decision	0.277	2.255	0.025	Significant
H3	Purchase Decision → Customer Satisfaction	0.802	6.596	0.000	Significant
H4	Price Perception → Customer Satisfaction	-0.123	0.974	0.331	Not Significant
H5	Delivery Speed → Customer Satisfaction	0.197	1.513	0.131	Not Significant

Source: Processed Data, 2025

Based on **Table 7**, the results of the Direct Effect can be explained as follows:

1. Price Perception (X1) directly influences Purchase Decision (Y1). This is indicated by a T-Statistic value of 5.387 > 1.96, and a P-Value of 0.000 < 0.05. Therefore, it can be concluded that the direct effect of Price Perception on Purchase Decision is positive and significant.
2. Delivery Speed (X2) directly influences Purchase Decision (Y1). This is indicated by a T-Statistic value of 2.255 > 1.96, and a P-Value of 0.025 < 0.05. Therefore, it can be concluded that the direct effect of Delivery Speed on Purchase Decision is positive and significant.
3. Purchase Decision (Y1) directly influences Customer Satisfaction (Y2). This is indicated by a T-Statistic value of 6.596 > 1.96, and a P-Value of 0.000 < 0.05. Therefore, it can be concluded that the direct effect of Purchase Decision on Customer Satisfaction is positive and significant.
4. Price Perception (X1) does not have a significant direct effect on Customer Satisfaction (Y2). This is indicated by a T-Statistic value of 0.974 < 1.96 and a P-Value of 0.331 > 0.05. Therefore, it can be concluded that Price Perception does not have a positive and significant effect on Customer Satisfaction.
5. Delivery Speed (X2) does not have a significant direct effect on Customer Satisfaction (Y2). This is indicated by a T-Statistic value of 1.513 < 1.96 and a P-Value of 0.131 > 0.05. Therefore, it can be concluded that Delivery Speed does not have a positive and significant effect on Customer Satisfaction.

3.2.2 Indirect Effect Test

The indirect effect measures the indirect influence of exogenous latent variables on endogenous latent variables through mediating variables. This analysis is based on specific outputs from bootstrapping results. The results of the indirect effect test are shown in **Table 8**.

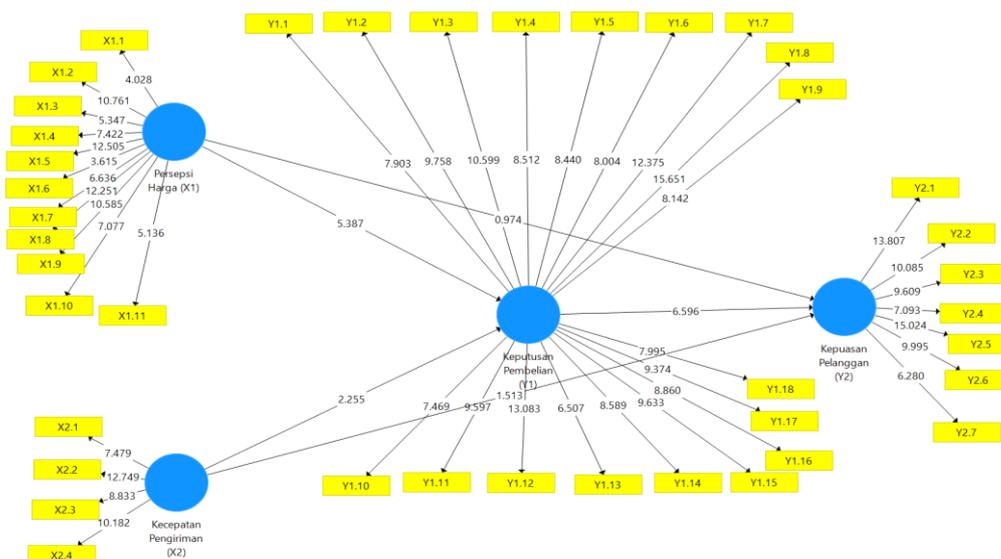
Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Price Perception → Purchase Decision	0.508	4.499	0.000	Significant
	Customer Satisfaction				
H7	Delivery Speed → Purchase Decision	0.222	2.093	0.037	Significant
	Customer Satisfaction				

Source: Processed Data, 2025

Based on **Table 8**, the indirect effect results can be interpreted as follows:

1. Price Perception (X1) has a positive and significant indirect effect on Customer Satisfaction (Y2) through the Purchase Decision variable (Y1). This is evidenced by a T-statistic value of 4.499 > 1.96, and a P-value of 0.000 < 0.05. Thus, it can be concluded that Price Perception significantly influences Customer Satisfaction through the mediating role of Purchase Decision.
2. Delivery Speed (X2) has a positive and significant indirect effect on Customer Satisfaction (Y2) through the Purchase Decision (Y1) variable. This is evidenced by a T-statistic value of 2.093 > 1.96 and a P-value of 0.037 < 0.05. Therefore, it can be concluded that Delivery Speed significantly influences Customer Satisfaction through the mediating role of Purchase Decision.



Source: SmartPLS output, 2025

4. CONCLUSION

Based on the results of the analysis using the SEM-PLS method, it was found that both price perception and delivery speed have a positive and significant effect on purchase decisions. This indicates that the more favorable consumers perceive the price and delivery speed, the more likely they are to make a purchase. Furthermore, purchase decisions were proven to have a positive and significant effect on customer satisfaction. In other words, when purchases are made based on well-considered decisions, customers tend to be more satisfied with the products they receive. However, both price perception and delivery speed do not have a direct significant effect on customer satisfaction. Their significant influence only emerges through purchase decisions as a mediating variable. Thus, purchase decisions serve as a crucial link between external factors (price perception and delivery speed) and customer satisfaction. The implication of these findings suggests that companies need to focus more on developing balanced pricing strategies that align quality with perceived value, while also ensuring reliable and timely delivery systems to stimulate purchase decisions that lead to greater customer satisfaction in today's highly competitive digital era. Future research is encouraged to expand the scope of variables by including aspects such as consumer trust, service quality, or digital shopping experience, which may influence long-term loyalty. Additionally, subsequent studies are recommended to cover a broader population across various regions and adopt a mixed-methods approach to gain a more comprehensive understanding of consumer behavior in the evolving e-commerce ecosystem.

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