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## Conflict of Interest Statement

The author declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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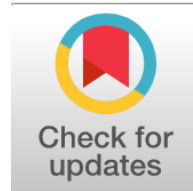
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# Price, Marketing Communications and E-commerce Services on Consumer Purchase Intention in Online Shopping

## *Harga, Marketing Communication, dan Layanan E-Commerce Terhadap Minat Beli Konsumen Berbelanja Online*

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### Abstract

**General Background:** The rise of technology and internet use has significantly influenced shopping behaviors in Indonesia, particularly with the growth of online shopping. **Specific Background:** Factors such as price, marketing communication, and e-commerce services are essential in shaping consumer purchasing decisions in this digital space. **Knowledge Gap:** Limited research has examined the combined impact of these variables on online purchase intentions. **Aims:** This study investigates the effects of price, marketing communication, and e-commerce services on consumer purchasing intentions. **Results:** Using a quantitative approach with 96 respondents, the analysis reveals that all independent variables significantly influence consumer purchase intentions in online shopping. **Novelty:** This research integrates multiple influencing factors into a single study, emphasizing their collective impact. **Implications:** Findings indicate that e-commerce platforms should focus on competitive pricing, effective marketing strategies, and quality services to enhance consumer purchase intentions, contributing to a thriving online retail environment.

### Highlights:

- Significant Influence: Price, marketing communication, and e-commerce services collectively impact consumer purchasing decisions in online shopping.
- Research Gap: This study fills the void by examining the combined effects of multiple factors on purchase intentions.
- Strategic Implications: E-commerce platforms should prioritize competitive pricing and effective marketing strategies to boost consumer engagement and sales.

**Keywords:** Price, Marketing Communication, E-Commerce Services, Consumer Purchase Intention, Online Shopping

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