

The Influence of Perceived Ease, Perceived Benefit, and Sales Promotion on Purchasing Decisions on the Shopee Marketplace

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Abstract

The purpose of this study was to investigate the direct influence of Perceived Ease, Perceived Benefits and Sales Promotion on Purchasing Decisions, to determine the direct influence of Perceived Ease, Perceived Benefits and Sales Promotion on Purchasing Decisions. As well as the joint influence of Perceived Ease, Perceived Benefits and Sales Promotion on Purchasing Decisions of Shopee marketplace consumers. Data collection was carried out using a questionnaire distributed online using Google Form via social media, such as Whatsapp and Instagram. The population in this study were all Shopee users in the Jabodetabek area. The questionnaires collected were 160 respondents and the data was processed using multiple regression analysis tools. From the results of the study, it was found that Perceived Ease influenced Purchasing Decisions. Perceived Benefits had a positive influence on Purchasing Decisions. Sales Promotions did not influence Purchasing Decisions, and Perceived Ease, Perceived Benefits and Sales Promotions had a joint influence on Purchasing Decisions.

Keywords: *perception of ease, perception of benefits, sales promotion, and buying decision.*

INTRODUCTION

The development of technology and information in Indonesia has grown very rapidly, especially in the business world where many have utilized technology to run their businesses. The large number of competitors has become a consideration for entrepreneurs to enter the highly competitive business environment. Progress in this digital era has helped people's shopping lifestyles become easier and more modern, by simply placing online shopping orders through applications on smartphones or through marketplace and e-commerce platforms such as Shopee, Tokopedia, Lazada, and others (Sari, 2021). Appropriate marketing and media strategies are needed to reach predetermined target markets, so as to increase sales volume and profit, with the aim of improving performance expansion to achieve a certain level of growth.

Shopee has become one of the online marketplace applications that facilitates consumers and sellers in conducting buying and selling transactions easily, quickly, and comfortably. This convenience has made shopping through marketplaces attractive to many people. In Indonesia, Shopee has become one of the most prominent e-commerce platforms across various segments of society, providing a wide range of products, from household equipment, electronics, food, fashion, automotive products, and many others. Recorded from January to March, Shopee managed to reach 157.9 million visits per month and became superior with a significant number (Adi Ahdiat, 2023). The growth in

the use of the Shopee platform shows that it has successfully attracted public attention and trust in conducting buying and selling transactions in the marketplace. However, there are still many unanswered questions regarding the factors that influence consumer purchasing decisions on the Shopee marketplace. Therefore, in this study, the author focuses on the factors of perceived ease of use, perceived usefulness, and sales promotion on purchasing decisions in the Shopee marketplace.

Perceived ease of use explains the extent to which users believe that using a technology system does not require excessive effort (Wardhana, 2016). According to Prasetya & Suwitho (2022), systems that offer various benefits perceived by users in online shopping, such as the ability to make purchases quickly, obtain complete product information, easy payment processes, flexible time and place, ease in searching for desired products, availability of quick assistance from the system when needed to understand each application menu, and clear and easy-to-understand interactions. The higher the perceived ease related to benefits or usefulness, the easier and more advantageous it is for users to make purchasing decisions, which ultimately creates a positive experience for them (Nofiyanti & Wiwoho, 2020). According to Frimayasa (2022), perceived ease of use greatly influences online purchasing decisions and becomes one of the important factors that must be considered by companies because this perception is needed by consumers. In contrast, Deliyanti (2023) states that perceived ease of use has a negative and insignificant effect on purchasing decisions, because the ease of accessing and using marketplaces tends to make consumers compare more products. This can prolong the process before consumers finally make purchasing decisions.

Perceived usefulness is highly needed to improve purchasing decisions in marketplaces, because consumers decide to purchase a product based on the benefits it provides. In conducting online transactions, there must also be clear certainty, whether in the cash on delivery (COD) system or bank transfer systems, ShopeePay, and others. According to Widhiaswara & Soesanto (2020), perceived usefulness has a positive and significant effect on purchasing decisions, because the more benefits and advanced technologies provided by marketplaces, the more people will decide to make purchases. Meanwhile, according to Hidajat & Setiawan (2022), perceived usefulness has a negative and insignificant effect on purchasing decisions, because consumers may not yet understand the information provided regarding the benefits of products sold on the marketplace, thus influencing their purchasing decisions.

In addition to providing convenience and benefits, shopping in marketplaces, especially on Shopee, always offers many attractive sales promotions, which can encourage users to make purchasing decisions on Shopee. Sales promotion through online media presents challenges for each marketplace in penetrating the Indonesian market. Shopee is required to be skilled in formulating sales promotion strategies, because in online buying and selling transactions, sales promotion is a very important factor. In conducting promotions, Shopee must be able to package them attractively in order to gain added value and attract consumer responses to make purchasing decisions. According to Siahaan & Putriku (2021), sales promotion has a positive influence on purchasing decisions, because when companies intensively enhance sales promotions, purchasing decisions will increase. In contrast, Irawan & Kamil (2022) state that sales promotion has not been proven to have a significant effect on purchasing decisions, because not all sales promotions are necessarily appropriate and in line with consumer expectations.

After consumers experience the benefits, perceive the ease of use of the existing system, and encounter numerous sales promotions from products offered in the marketplace, they become interested and proceed to make purchasing decisions. In Frimayasa (2022), purchasing decisions are explained as the stage of information searching and comparing available alternatives as part of decision-making. According to Ardelia & Hidayat (2023), purchasing decisions are the most important aspect to consider, because they greatly influence the marketing conducted by each marketplace. However, in Yahya & Sukandi (2022), consumers who have made purchases often feel disappointed with the products received due to discrepancies between the displayed photos and the actual items. Furthermore, Sari et al. (2024) explain that perceived ease of use, perceived usefulness, and sales promotion have a positive effect on purchasing decisions, because the ease of using marketplace platform systems makes them more accessible and beneficial for everyone, supported by strong sales promotions that make consumers increasingly interested in making purchasing decisions in marketplaces.

Perceived usefulness is closely related to effectiveness, reflecting the belief that information technology that is easy to understand can increase effectiveness. In addition, perceived ease of use also plays an important role in the availability of applications that are easy for customers to use in order to enhance their utilization. These facilitating conditions, however, do not have a significant influence on purchasing decisions. This indicates that the facilities used to access the Shopee e-commerce application may still have shortcomings and are not yet adequate. Nevertheless, this study differs from previous research, particularly in the operationalization of variables, where previous studies used Perceived Usefulness, Perceived Ease of Use, and Facilitating Conditions on Purchasing Decisions. In this study, the author uses the variables of Perceived Ease of Use, Perceived Usefulness, and Sales Promotion on Purchasing Decisions in the Shopee marketplace. The purpose of this study is to examine the factors influencing purchasing decisions in terms of the effects of perceived ease of use, perceived usefulness, and sales promotion both partially and simultaneously. The expected benefit of this study is to provide an empirical contribution to consumer behavior theory and TAM, as well as to offer insights for business actors who use the Shopee marketplace as a digital marketing platform to market their products.

RESEARCH METHODS

In this study, the researcher used a quantitative approach. According to Noor (2011), a quantitative approach is a method to test certain theories by examining the relationships between variables. These variables are usually measured using research instruments so that the data, consisting of numerical values, can be analyzed based on statistical procedures. The data were collected using an online survey method by distributing questionnaires through Google Forms. The survey method was chosen because this study requires primary data regarding respondents' perceptions. This study used a Likert scale questionnaire. The research population consisted of all Shopee marketplace users in the Jabodetabek area. In selecting respondents, the researcher used a non-probability sampling method with a purposive sampling technique. Purposive sampling is a population selection technique based on certain criteria that have been predetermined (Yadav et al., 2019). The criteria for respondents in this study were consumers aged at least 17 years who have used and made purchases on Shopee for a minimum of one year.

In this study, since data collection was conducted using a questionnaire, instruments were required to measure validity and reliability. The validity test in this study used the Pearson product-moment correlation technique, with the requirement that the instrument is considered valid if the significance value is < 0.05 (Ghozali, 2016). To test reliability, Cronbach's alpha was used, with the standard that the instrument is considered reliable if the Cronbach's alpha value is > 0.6 (Purwanto & Sudargini, 2021). Furthermore, assumption tests were conducted as part of the multiple regression analysis model. These classical assumption tests included the normality test, autocorrelation test, multicollinearity test, and heteroscedasticity test (Santoso, 2016). Hypothesis testing in this study used Multiple Regression Analysis, and to test the simultaneous effect, the F-test was used with the requirement that the hypothesis is accepted if the significance value is < 0.05 . Meanwhile, to test the partial effect, the t-test was used with the requirement that it is accepted if the significance value is < 0.05 (Ghozali, 2016). Furthermore, the coefficient of determination test (R^2) represents the square of the correlation coefficient, and this test is useful for determining the magnitude of the variable contribution (Noor, 2011).

RESULTS AND DISCUSSION

Table 1. Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Sig Value	Beta Value	Description	Conclusion
H1	Perceived Convenience has a positive effect on Purchase Decisions	0.163	0.134	Data Does Not Support the Hypothesis	H1 Rejected
H2	Perceived Benefits has a positive effect on Purchase Decisions	0.891	-0.013	Data Does Not Support the Hypothesis	H2 Rejected
H3	Sales Promotion has a negative effect on Purchase Decisions	0.000	1.165	Data Supports the Hypothesis	H3 Accepted
H4	Perceived Convenience, Perceived Benefits, and Sales Promotion have a joint effect on Purchase Decisions	0.000		Data Supports the Hypothesis	H4 Accepted

Source: Data Processed by the Author, 2025

In this study, Perceived Ease of Use in the eyes of consumers does not influence Purchasing Decisions. This can be interpreted to mean that perceived ease is not a determining factor in consumers' purchasing decisions. Although consumers can shop anytime (not limited by time), have easy payment transaction systems, and benefit from return policies that are considered simple, these factors do not influence consumers to shop through Shopee. The results of this study prove that although technological systems, especially in e-commerce, offer convenience, technical problems still frequently occur, such as unstable internet connections, application errors, and excessive advertisements that are disruptive, causing consumers to be reluctant to make purchasing decisions. The findings of this study contribute to the TAM theory, where consumers perceive ease in using the Shopee application; however, the ease factor is not the main determinant for consumers in making purchasing decisions. This study also contributes to consumer behavior theory, indicating that purchasing decisions are influenced by many factors beyond psychological factors (perceived ease of use). The respondents in this study were dominated by Gen Z, who are highly digitally literate and prefer instant and simple solutions, and most of them already fully understand that Shopee is easy to use. Shopee implements various strategies specifically designed to attract Gen Z, who are digital natives characterized by a preference for entertainment, high activity on social media, and sensitivity to trends and user experience. Therefore, Shopee carries out marketing strategies by offering gamification through Shopee Games that combine entertainment and rewards appealing to Gen Z, who enjoy digital challenges and fun. In addition, live streaming and short video formats allow direct interaction with sellers, brands, and influencers, creating an engaging shopping experience. Shopee also uses K-Pop idols such as Stray Kids, Twice, and local artists in their campaigns. This is highly effective in attracting Gen Z, who are strongly influenced by Korean pop culture. In addition, micro and nano influencer marketing is also used to reach Gen Z communities in a more personal and relatable way. This illustrates that perceived ease of use of the Shopee application is not a factor considered by Gen Z in making purchasing decisions. The results of this study are not consistent with Dwiaستutningsih & Fertiaz (2024), who stated that perceived ease of use has a positive and significant effect on purchasing decisions, because the utilization of technology and the many features provided by e-commerce systems facilitate online shopping activities, leading many individuals to ultimately make purchasing decisions.

Furthermore, perceived usefulness does not have a significant influence on Purchasing Decisions. This indicates that although consumers can compare prices, use attractive search features, and receive responsive services from sellers, these factors do not influence their purchasing decisions. In addition, Shopee has provided live video features that allow sellers to interact directly with potential buyers; however, this is not a determining factor in consumer purchasing decisions. This study contributes to TAM theory by showing that perceived usefulness of application usage is not a determining factor in purchasing decisions. It also contributes to consumer behavior theory by indicating that purchasing decisions are influenced by many factors beyond psychological factors (perceived usefulness). Most respondents, who are Gen Z, better understand the benefits of one-click checkout features without needing to explore all available features, as well as the usefulness of ShopeePay transactions, where transactions through ShopeePay can provide price discounts. These aspects should continue to be maintained to ensure that consumers remain interested and loyal to online shopping. Factors such as

having numerous programs that help increase productivity in shopping or selling products online may provide consumers with multiple product options, causing them not to immediately make purchasing decisions. Having too many product options may also confuse potential consumers in choosing and making purchasing decisions. The results of this study are not consistent with Tulyanti & Salam (2024), who stated that perceived usefulness has a positive and significant effect on purchasing decisions, because the higher the utilization of products online in marketplaces, the higher the online purchasing decisions in marketplaces.

In this study, sales promotion influences Purchasing Decisions. This means that sales promotion is a determining factor in consumers' Purchasing Decisions. Cashback and large discounts provided by Shopee as part of sales promotions can attract consumers to discounted products, influencing them to purchase these discounted products in larger quantities. This can also mean that the discounts offered by Shopee serve as a reason for consumers to buy more products, as purchasing in larger quantities increases the opportunity to receive greater discounts. Thus, consumers' interest in large discounts from Shopee encourages them to pay attention to detailed product information and drives their purchasing decisions on Shopee. Flash sales, free shipping, cashback, and Shopee Coins are highly attractive incentives for Gen Z, who are often price-conscious yet impulsive shoppers. Shopee campaigns such as 11.11, 12.12, and 9.9 are designed with attractive visuals and hype countdowns, in line with Gen Z's FOMO (Fear of Missing Out) style. The results of this study support consumer behavior theory, which states that one factor influencing purchasing decisions is economic factors (sales promotions provided by sellers to consumers). The findings of this study are consistent with Leonandri & Erpurini (2024), who stated that sales promotion has a significant influence on purchasing decisions, because the more creative and attractive the sales promotions, the higher the consumer purchasing decisions.

Perceived ease of use, perceived usefulness, and sales promotion simultaneously influence purchasing decisions. This can be interpreted to mean that perceived ease experienced by consumers who can shop anytime on Shopee, along with perceived usefulness from the various programs provided by Shopee to increase productivity in shopping or selling products online, and Shopee's sales promotion system offering many discounts to attract consumers, lead to the emergence of consumer purchasing decisions on Shopee, which provides various product options to meet their needs. Thus, consumers feel comfortable using Shopee because it is easy to understand and beneficial, eliminating the need to physically visit stores, and the abundance of sales promotions further increases their interest, accelerating purchasing decisions. Shopee actively uses TikTok, Instagram, and YouTube Shorts to spread dance challenges, memes, and viral trends with hashtag campaigns that invite participation from Gen Z, who are the dominant respondents in this study. Shopee also presents an intuitive application interface, integration with e-wallets (ShopeePay), one-click checkout, and fast delivery via Shopee Express. The results of this study are consistent with Putri (2021), who stated that the ease of using technology systems becomes an attraction for consumers to prefer utilizing them in online shopping to meet daily needs, and the abundance of sales promotions offered on the platform encourages consumers to choose to make purchasing decisions online.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that perceived ease of use does not have a significant effect on consumer purchasing decisions. This means that perceived ease of use is not a determining factor in consumer purchasing decisions. Furthermore, it can be concluded that perceived usefulness does not have a significant effect on purchasing decisions. This implies that the perceived usefulness experienced by consumers is not the main factor in increasing purchasing decisions, because behind the benefits provided by Shopee, there are often problems experienced by consumers.

Furthermore, it can be concluded that sales promotion influences purchasing decisions. This means that the more sales promotions offered with large discounts, the greater the likelihood that consumers will ultimately make purchasing decisions. Other factors such as cashback, free shipping, and flash sales can serve as attractions that encourage consumers to make purchasing decisions.

Furthermore, it can be concluded simultaneously that perceived ease of use, perceived usefulness, and sales promotion influence purchasing decisions. This means that the ease of using technology in online shopping activities becomes an attraction for consumers to prefer utilizing it for shopping activities, and the abundance of sales promotions offered makes consumers more interested in making purchasing decisions on Shopee. This study contributes to the TAM theory by showing that perceived ease of use and perceived usefulness of application usage are not determining factors in the purchasing decisions made. This study also contributes to consumer behavior theory by indicating that purchasing decisions are influenced by many factors beyond psychological factors (perceived ease of use and perceived usefulness) as well as economic factors (sales promotion).

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