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The Effect of Promotion and Perceived Ease of Use on Purchase Decisions of Shopee Marketplace Users in Cengkareng District

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Abstract

The rapid growth of online marketplaces in Indonesia has intensified competition among e-commerce platforms, encouraging companies to understand the factors influencing consumers' purchasing decisions. Promotion and perceived ease of use are considered important factors affecting purchasing decisions among Shopee marketplace users. This study aims to analyze the influence of promotion and perceived ease of use on purchasing decisions among Shopee marketplace users in Cengkareng District, West Jakarta. This study employed a quantitative research method. The sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination with the assistance of SPSS version 26. The results indicate that promotion and perceived ease of use have a positive and significant effect on purchasing decisions, both partially and simultaneously. Perceived ease of use has a greater influence on purchasing decisions than promotion. Furthermore, the two independent variables explain 62.8% of the variation in purchasing decisions, while the remaining 37.2% is influenced by other factors outside the research model. Therefore, improving promotional strategies and enhancing the ease of use of the Shopee application can increase consumers' purchasing decisions.

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1. Introduction

The rapid development of digital technology has significantly transformed consumer behavior, particularly in electronic commerce (e-commerce) activities. Digital marketplaces have changed the way consumers search for information, evaluate products, and conduct purchasing transactions. Online shopping has become an important component of modern consumption behavior due to technological advancement, internet accessibility, and consumer preferences toward efficient and convenient purchasing processes (Wiratami et al., 2022).

The development of e-commerce has encouraged businesses to adopt digital-based marketing strategies to reach consumers more effectively. Digital marketplaces provide advantages such as broader product accessibility, transaction efficiency, flexible purchasing processes, and easier comparison of product alternatives. These advantages have contributed to increasing consumer acceptance of online shopping platforms, where digital experience and perceived convenience influence consumer purchasing behavior (Suleman et al., 2022).

The increasing competition among marketplace platforms requires companies to understand factors influencing consumer purchasing decisions. Consumers in digital environments consider not only product attributes and prices but also marketing stimuli, service quality, trust, and technological convenience. Therefore, purchasing decisions in online marketplaces are influenced by the interaction between marketing strategies and technology acceptance factors (Sofyan et al., 2021; Saraswati & Rahyuda, 2021).

In addition to information availability and transaction convenience, consumer acceptance of digital platforms is also influenced by perceived ease of use. Consumers tend to prefer platforms that provide simple navigation, understandable features, and

efficient transaction processes because these aspects can reduce barriers during online shopping activities. Previous research has shown that ease of application use plays an important role in encouraging consumers to adopt and utilize digital commerce platforms (Salsabila et al., 2021).

Shopee is one of the marketplace platforms that has developed rapidly in Indonesia by providing various consumer-oriented features, including product variety, integrated payment systems, promotional programs, and user-friendly application services. Consumer trust, ease of use, and promotional activities are among the factors influencing purchasing decisions among Shopee users (Prabowo & Sutedjo, 2024).

Promotion represents an important marketing strategy that influences consumer purchasing decisions through incentives and persuasive communication. In digital marketplaces, promotional activities are implemented through discount programs, vouchers, free shipping offers, cashback, and limited-time campaigns to attract consumer attention and encourage transactions. Promotional activities have been shown to significantly influence purchasing decisions among marketplace users (Pramarini et al., 2024).

However, previous studies have shown inconsistent findings regarding the influence of promotion on purchasing decisions. Promotional effectiveness may differ depending on consumer characteristics, product categories, purchasing motivation, and marketplace conditions. Promotion, price, and product quality simultaneously influence purchasing decisions, although the partial effect of promotion may vary across different consumer contexts (Yahya & Sukandi, 2022).

Besides promotion, perceived ease of use is another important factor influencing consumer decisions in digital marketplaces. Perceived ease of use refers to the extent to which consumers believe that a technological system can be understood and operated without significant effort. In marketplace applications, this perception is reflected through navigation, product search features, payment procedures, and transaction completion processes. A simple and convenient system can reduce consumer barriers and encourage online purchasing activities (Bashir et al., 2022; Hasdani et al., 2021).

The relationship between perceived ease of use and consumer behavior is consistent with the Technology Acceptance Model (TAM), which explains that technology adoption is influenced by perceived usefulness and perceived ease of use. Previous studies indicate that perceived ease of use contributes to online purchase intention and digital platform adoption because consumers tend to prefer platforms with efficient and uncomplicated transaction processes (Frita et al., 2024; Wiratami et al., 2022).

In marketplace competition, digital user experience has become an important factor beyond product variety and price advantages. Consumers prefer platforms that provide simple navigation, clear information, reliable transaction procedures, and convenient services. Application interaction quality and user experience contribute to consumer intention to use digital marketplace platforms, including Shopee (Auwabina et al., 2023). Furthermore, perceived ease of use can strengthen consumer trust by reducing uncertainty during online transactions (Jinan et al., 2024).

The development of digital marketing has further changed business–consumer interaction in online marketplaces. Digital marketing strategies have expanded into personalized communication, data-based marketing, social media engagement, and technology-supported consumer interaction. Artificial intelligence adoption in digital marketing provides opportunities to improve consumer targeting, promotional effectiveness, and marketing personalization (Syam, 2025). Digital promotional content and consumer engagement also influence purchasing decisions by increasing product awareness and strengthening consumer relationships with brands (Achmad et al., 2026).

The integration of marketing strategies and technology acceptance provides a broader perspective for understanding purchasing decisions in marketplace environments. Promotion functions as an external stimulus that encourages consumers through incentives and persuasive messages, while perceived ease of use represents a technological factor that reduces transaction barriers and improves consumer experience. Combining these perspectives provides a more comprehensive explanation of digital purchasing behavior (Saraswati & Rahyuda, 2021; Prabowo & Sutedjo, 2024).

Urban consumer environments provide an important context for studying digital purchasing behavior because consumers in metropolitan areas generally have intensive interaction with technology-based services. Differences in digital experience, purchasing habits, and technological literacy may influence consumer responses toward promotional strategies and marketplace usability (Suleman et al., 2022; Wiratami et al., 2022). Cengkareng District, West Jakarta, represents an urban community with diverse consumer characteristics and intensive digital service usage, making it relevant for examining Shopee purchasing behavior.

Previous studies have examined factors influencing online purchasing decisions; however, several research gaps remain. First, findings regarding the influence of promotion are still inconsistent, with some studies showing significant effects while others reporting limited partial influence (Pramarini et al., 2024; Yahya & Sukandi, 2022). Second, studies integrating promotion and perceived ease of use as simultaneous determinants of purchasing decisions remain limited because previous research often focuses separately on marketing factors or technology acceptance factors (Bashir et al., 2022; Frita et al., 2024).

Furthermore, previous research has mainly investigated Shopee users in specific regional contexts, such as South Tangerang, Bandung, and Wonosobo. Differences in demographic characteristics, consumer experiences, and digital adoption levels may produce different relationships between promotional factors, perceived ease of use, and purchasing decisions. Therefore, examining Shopee users in Cengkareng District provides additional empirical evidence regarding digital consumer behavior in an urban metropolitan context (Prabowo & Sutedjo, 2024; Wiratami et al., 2022).

The novelty of this study lies in integrating promotion and perceived ease of use as determinants of purchasing decisions among Shopee marketplace users in Cengkareng District, West Jakarta. This study combines marketing communication and technology acceptance perspectives to explain how external promotional stimuli and internal technological perceptions influence consumer decisions.

The findings of this study are expected to contribute theoretically to digital consumer behavior studies and practically provide insights for marketplace managers and online sellers in developing effective promotional strategies and improving user experience. Understanding the influence of promotion and perceived ease of use can assist businesses in creating consumer-oriented strategies within competitive e-commerce environments (Syam, 2025; Achmad et al., 2026).

Based on the explanation above, this study aims to analyze the effect of promotion on purchasing decisions, analyze the effect of perceived ease of use on purchasing decisions, and examine the simultaneous effect of promotion and perceived ease of use on purchasing decisions among Shopee marketplace users in Cengkareng District, West Jakarta.

2. Literatur Review

2.1 Promotion

Promotion is an important component of digital marketing strategies used by companies to communicate product information, attract consumer attention, and encourage purchasing behavior. In digital marketplace environments, promotional activities are implemented through various mechanisms, including discount campaigns, vouchers, cashback programs, free shipping offers, and digital advertising. These promotional strategies provide additional value to consumers and can influence their willingness to complete purchasing transactions.

In the context of the Shopee marketplace, promotional activities are integrated into the application through various digital features, such as promotional notifications, discount programs, campaign events, and interactive marketing communication. These activities are designed to increase consumer engagement, strengthen product attractiveness, and encourage purchase decisions. Previous studies indicate that promotional strategies significantly influence consumer purchasing behavior in marketplace environments because attractive promotional offers can increase consumer motivation to purchase products (Pramarini et al., 2024; Prabowo & Sutedjo, 2024).

This study measures promotion through several dimensions relevant to digital marketplace activities, including advertising, sales promotion, direct marketing, and interactive marketing. These dimensions represent promotional activities commonly experienced by Shopee users and reflect how

marketing communication influences consumer purchasing decisions.

2.2 Perceived Ease of Use

Perceived ease of use is one of the main constructs in the Technology Acceptance Model (TAM), describing the extent to which individuals believe that a technological system can be learned and operated without requiring significant effort. A system is more likely to be accepted when users perceive that it is simple, understandable, and easy to operate in supporting their activities (Bashir et al., 2022; Wiratami et al., 2022).

In the context of e-commerce, perceived ease of use is associated with consumer experiences when interacting with digital platforms, including searching for products, understanding application features, completing checkout processes, and conducting payment transactions. A user-friendly marketplace system can reduce transaction barriers and increase consumer willingness to continue using the platform (Hasdani et al., 2021).

Previous studies have demonstrated that the ease of using digital platforms plays an important role in shaping consumer behavior. Application features that are easy to understand, simple transaction flows, and flexible service access can improve user convenience and encourage consumers to continue the purchasing process through digital platforms. Therefore, perceived ease of use becomes an important factor in determining consumer acceptance and decision-making in online shopping environments (Turnip & Harwani, 2022; Maftuchach & Safitri, 2023).

This study measures perceived ease of use through five dimensions: easy to learn, clear and understandable, easy to use, easy to become skillful, and flexible. These dimensions represent consumers' perceptions regarding the simplicity and effectiveness of using the Shopee application. Previous studies have demonstrated that perceived ease of use contributes to online purchase intention and consumer adoption of digital marketplace platforms (Frita et al., 2024; Jinan et al., 2024).

2.3 Purchase Decision

Purchase decision refers to the process through which consumers select and decide to purchase products after evaluating available alternatives. In digital marketplace environments, purchasing decisions involve several considerations, including product selection, seller evaluation, transaction methods, and purchasing experience. Consumer decisions in online shopping are influenced by both marketing factors and technological experiences provided by digital platforms (Sofyan et al., 2021).

The purchasing decision process generally involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation. These stages are also relevant in Shopee transactions, where consumers identify their needs, search for product information, compare alternatives, complete purchases, and evaluate their shopping experiences after transactions (Sofyan et al., 2021).

Consumer purchasing decisions in online marketplaces are also influenced by trust, perceived convenience, and technology acceptance. Research indicates that consumers are more likely to complete transactions when marketplace platforms provide reliable services, convenient processes, and positive digital experiences (Saraswati & Rahyuda, 2021; Wiratami et al., 2022).

2.4 Relationship Between Promotion and Purchase Decision

Promotion can act as an external stimulus that encourages consumers to make purchasing decisions through attractive offers, persuasive communication, and perceived economic benefits. Promotional programs such as discounts, vouchers, and free shipping can increase product attractiveness and strengthen consumer purchase motivation.

In addition to direct promotional incentives, online customer reviews combined with promotional strategies can influence consumers' perceptions and purchasing intentions in marketplace environments. Promotional activities supported by positive consumer feedback provide additional information that may strengthen consumer confidence and encourage purchase decisions. Previous studies have demonstrated that promotions and online customer reviews influence consumer purchase intentions on the Shopee marketplace (Mawardhany & Soebiantoro, 2025).

In the e-commerce environment, promotional strategies not only function as marketing communication tools but also serve as mechanisms to increase consumers'

perceived value. Promotional activities such as sales promotion programs, loyalty incentives, and limited-time offers can enhance consumer interest and encourage purchasing decisions on digital platforms. These strategies are particularly important because online consumers often consider economic benefits and additional value when evaluating purchasing alternatives (Julianto & Rodhiah, 2023).

Previous empirical studies have shown that promotion has a positive influence on purchasing decisions among marketplace users. Promotional activities in Shopee provide incentives that encourage consumers to complete transactions and increase purchasing interest (Pramarini et al., 2024; Prabowo & Sutedjo, 2024). However, other research has found that promotion does not always have a significant partial effect because consumer decisions may also be influenced by other factors, such as price and product quality (Yahya & Sukandi, 2022).

Other empirical findings indicate that specific promotional mechanisms, such as flash sale programs, can strengthen consumer purchase decisions by increasing perceived benefits and creating urgency in purchasing behavior. In online marketplaces, limited-time promotional offers may encourage consumers to accelerate their decision-making process because they perceive greater economic advantages from completing transactions during promotional periods (Rahma & Purwanto, 2023).

Based on theoretical explanations and previous empirical findings, the first hypothesis is formulated as follows:
H1: Promotion has a positive and significant effect on purchase decisions among Shopee marketplace users in Cengkareng District.

2.4 Relationship Between Perceived Ease of Use and Purchase Decision

Perceived ease of use influences purchase decisions because consumers tend to choose digital platforms that provide simple, efficient, and convenient transaction processes. Ease of searching products, understanding information, navigating application features, completing checkout procedures, and conducting payments can improve consumer experience and encourage purchase completion.

Previous studies have demonstrated that perceived ease of use significantly influences online purchase intention and purchasing decisions because consumers prefer platforms that minimize complexity and provide convenience during transactions (Hasdani et al., 2021; Wiratami et al., 2022). Furthermore, perceived ease of use can strengthen consumer confidence by reducing uncertainty and improving trust toward digital marketplace platforms (Jinan et al., 2024).

However, previous findings indicate that the influence of ease of use may vary depending on consumer characteristics and marketplace conditions. Some studies found that ease of use does not always have a significant partial effect when combined with other variables influencing purchasing decisions (Pramarini et al., 2024).

Based on these theoretical explanations and empirical findings, the second hypothesis is formulated as follows:
H2: Perceived ease of use has a positive and significant effect on purchase decisions among Shopee marketplace users in Cengkareng District.

2.5 Relationship Between Promotion and Perceived Ease of Use on Purchase Decision

Purchase decisions in digital marketplaces are influenced not only by marketing strategies but also by consumers' perceptions regarding technological convenience. Promotion provides external motivation through attractive offers, while perceived ease of use reduces barriers during transaction processes. The combination of attractive promotional programs and convenient application features can improve consumer experience and increase the likelihood of completing purchases.

Previous research indicates that promotion and ease of use simultaneously influence purchasing decisions in marketplace environments. Consumers are more likely to purchase products when they receive attractive promotional benefits and experience simple transaction processes through digital platforms (Pramarini et al., 2024; Prabowo & Sutedjo, 2024).

Therefore, the third hypothesis is formulated as follows:
H3: Promotion and perceived ease of use simultaneously have a positive and significant effect on purchase decisions among Shopee marketplace users in Cengkareng District.

3. Metode Penelitian

3.1 Research Design

This study employs a quantitative approach with an explanatory research design to examine the effect of promotion (X_1) and perceived ease of use (X_2) on purchase decisions (Y) among Shopee marketplace users in Cengkareng District, West Jakarta. The quantitative approach was selected because the study aims to measure relationships among variables through numerical data and statistical testing. This approach is commonly applied in studies examining consumer behavior, technology acceptance, and online purchasing decisions through hypothesis testing and statistical analysis (Wiratami et al., 2022).

The research was conducted from March to June 2026. The research model consists of two independent variables, namely promotion and perceived ease of use, and one dependent variable, namely purchase decision. The proposed model examines both the partial and simultaneous effects of independent variables on consumer purchasing decisions in the Shopee marketplace environment.

3.2 Population and Sample

The population in this study consists of individuals who live or conduct activities in Cengkareng District, West Jakarta, and actively use the Shopee marketplace application. The exact number of Shopee users in the research area is unknown; therefore, the sample size was determined using the Lemeshow formula with a 95% confidence level, an estimated population proportion of 0.5, and a margin of error of 10%. Based on this calculation, the minimum required sample size was 96 respondents. To improve data representation and facilitate analysis, the final sample size was determined as 100 respondents.

The sampling technique used was non-probability sampling with a purposive sampling method. Respondents were selected based on predetermined criteria, including: (1) residing or conducting activities in Cengkareng District, (2) being between 17 and 45 years old, (3) owning and using the Shopee mobile application, and (4) having made at least one purchase through Shopee within the last six months. Similar sampling approaches have been applied in previous studies investigating online purchasing behavior because respondents are selected based on their direct experience with digital marketplace platforms (Prabowo & Sutedjo, 2024; Wiratami et al., 2022).

3.3 Data Collection Instrument

Data were collected through observation, questionnaires, and documentation studies. The questionnaire was used as the primary research instrument because it enables systematic measurement of consumer perceptions and purchasing behavior. The questionnaire consisted of 28 statement items, including eight items measuring promotion, eight items measuring perceived ease of use, and ten items measuring purchase decisions.

Each statement was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The Likert scale approach is widely used in quantitative studies examining consumer perceptions, technology acceptance, and online purchasing behavior because it allows respondents to express their level of agreement toward measurable constructs (Bashir et al., 2022; Saraswati & Rahyuda, 2021).

3.4 Measurement of Variables

3.4.1 Promotion

The promotion variable refers to marketing activities designed to provide information, attract consumer attention, and encourage purchasing behavior in digital marketplace environments. In this study, promotion is measured through indicators relevant to Shopee promotional activities, including advertising attractiveness, ability of advertisements to encourage visits, effectiveness of discount vouchers, free shipping programs, relevance of personalized promotional notifications, frequency of direct promotional messages, influence of product reviews and ratings, and effectiveness of content creators and affiliate programs.

These indicators represent promotional activities commonly implemented in digital marketplaces and have been shown to influence consumer purchase intention and purchasing decisions (Pramarini et al., 2024; Prabowo & Sutedjo, 2024).

3.4.2 Perceived Ease of Use

Perceived ease of use represents consumers' perception regarding the simplicity and convenience of using the Shopee application. This variable is measured through indicators including ease of learning application features, understanding

transaction processes, finding menus and product categories, understanding interface displays, searching products, completing checkout and payment processes, operating application features, and accessing Shopee flexibly.

These indicators reflect the Technology Acceptance Model (TAM) perspective, where perceived ease of use influences technology acceptance and consumer willingness to use digital platforms (Bashir et al., 2022; Hasdani et al., 2021). Previous studies also demonstrate that ease of use contributes to online purchase intention and consumer adoption of marketplace applications (Frita et al., 2024; Wiratami et al., 2022).

3.4.3 Purchase Decision

Purchase decision refers to the consumer process of selecting and completing transactions after evaluating available alternatives. This variable is measured through indicators including Shopee suitability with consumer needs, information searching behavior, evaluation of alternatives, purchase confidence, transaction frequency, repurchase intention, and willingness to recommend Shopee to others.

Previous studies indicate that purchase decisions in online marketplaces are influenced by consumer experience, perceived convenience, trust, and technology acceptance factors (Sofyan et al., 2021; Saraswati & Rahyuda, 2021).

3.5 Data Analysis Technique

Data analysis was conducted using IBM SPSS Statistics version 26. The analysis procedure consisted of several stages, beginning with instrument testing, including validity and reliability testing. Validity testing was performed using Pearson Product Moment correlation, while reliability testing was conducted using Cronbach's Alpha to evaluate the internal consistency of research instruments.

Before hypothesis testing, classical assumption tests were performed, including normality testing, heteroscedasticity testing, and multicollinearity testing. These procedures ensure that the regression model meets statistical requirements before interpreting the relationship between variables.

Hypothesis testing was conducted using multiple linear regression analysis with the following equation:

$$Y = a + \alpha_1 X_1 + \beta_2 X_2 + e$$

The multiple linear regression model used in this study is expressed as $Y = a + b_1X_1 + b_2X_2 + e$. In this equation, Y represents the purchase decision variable of Shopee marketplace users, while a represents the constant value indicating the expected value of purchase decisions when all independent variables are assumed to be zero. The symbol b_1 represents the regression coefficient of promotion, which explains the magnitude and direction of the effect of promotion on purchase decisions, whereas b_2 represents the regression coefficient of perceived ease of use, indicating the extent to which perceived ease of use contributes to changes in purchase decisions. Furthermore, X_1 represents the promotion variable, X_2 represents the perceived ease of use variable, and e represents the error term that accounts for other factors outside the research model that may influence purchase decisions.

The regression analysis was conducted to examine the partial and simultaneous effects of promotion and perceived ease of use on purchase decisions among Shopee marketplace users in Cengkareng District, West Jakarta. The regression coefficients obtained from the analysis were used to determine the contribution and direction of each independent variable in explaining variations in consumer purchase decisions. Hypothesis testing was performed using the t-test to evaluate the partial effect of each independent variable and the F-test to examine the simultaneous effect of promotion and perceived ease of use on purchase decisions. The explanatory ability of the independent variables was assessed using the coefficient of determination (Adjusted R^2), which indicates the proportion of variation in purchase decisions explained by the regression model. All statistical analyses were conducted using a significance level of 5% ($\alpha = 0.05$).

4. Hasil dan Pembahasan

4.1 Respondent Characteristics

This study involved 100 Shopee users who lived or conducted activities in Cengkareng District and fulfilled the research criteria. Respondent characteristics were analyzed based on gender, age, and occupation to provide an overview of the demographic profile of the research sample. Pasted markdown

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Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
Male	45	45%
Female	55	55%
Total	100	100%

Source: Processed primary data (2026).

Table 1 shows that female respondents consisted of 55 respondents (55%), while male respondents consisted of 45 respondents (45%). This composition indicates that the distribution of respondents based on gender was relatively balanced, although female users were slightly more dominant in the research sample.

Table 2. Respondent Characteristics Based on Age

Age Group	Frequency	Percentage
17–25 years	24	24%
26–35 years	59	59%
36–45 years	17	17%
Total	100	100%

Source: Processed primary data (2026).

Table 2 indicates that the majority of respondents were in the 26–35 years age group, accounting for 59% of the total respondents. This was followed by respondents aged 17–25 years (24%) and 36–45 years (17%). These findings indicate that Shopee users involved in this study were predominantly within the productive age group. Pasted markdown.

Table 3. Respondent Characteristics Based on Occupation

Occupation	Frequency	Percentage
Private-sector employee	80	80%
Student	10	10%
Entrepreneur	4	4%
Others	6	6%
Total	100	100%

Source: Processed primary data (2026).

Table 3 shows that respondents were dominated by private-sector employees, representing 80% of the total sample. Students accounted for 10%, other occupations accounted for 6%, and entrepreneurs accounted for 4%. These findings indicate that most respondents were working individuals within the productive age category.

4.2. Deskripsi Variabel Penelitian

Table 4. Distribution of Responses for Promotion Variable (X_1)

Statement Item No.	SD F	SD %	D F	D %	N F	N %	A F	A %	SA F	SA %	Total F	Total %
1	0	0%	3	3%	13	13%	49	49%	35	35%	100	100%
2	0	0%	3	3%	10	10%	49	49%	38	38%	100	100%
3	0	0%	3	3%	12	12%	38	38%	47	47%	100	100%
4	0	0%	4	4%	6	6%	35	35%	55	55%	100	100%
5	2	2%	4	4%	21	21%	45	45%	28	28%	100	100%
6	1	1%	3	3%	18	18%	43	43%	35	35%	100	100%
7	0	0%	4	4%	7	7%	35	35%	54	54%	100	100%
8	1	1%	1	1%	36	36%	35	35%	27	27%	100	100%

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree.

Based on Table 4, respondents' answers regarding the Promotion variable (X_1) were dominated by the *Agree* (A) and *Strongly Agree* (SA) categories. The highest percentage of *Strongly Agree* responses was found in item 4 at 55%, followed by item 7 at 54%, while the highest percentage of *Agree* responses reached 49% in items 1 and 2. Although neutral responses reached 36% in item 8, the percentage of *Disagree* and *Strongly Disagree* responses was relatively low. These results indicate that respondents generally provided positive evaluations of Shopee's promotional activities. These findings show positive responses toward Shopee promotions.

Table 5. Distribution of Responses for Perceived Ease of Use Variable (X_2)

Statement Item No.	SD F	SD %	D F	D %	N F	N %	A F	A %	SA F	SA %	Total F	Total %
1	0	0%	2	2%	3	3%	26	26%	69	69%	100	100%
2	0	0%	2	2%	5	5%	47	47%	46	46%	100	100%
3	0	0%	1	1%	11	11%	49	49%	39	39%	100	100%
4	0	0%	3	3%	9	9%	41	41%	47	47%	100	100%
5	0	0%	5	5%	5	5%	45	45%	45	45%	100	100%
6	0	0%	2	2%	6	6%	48	48%	44	44%	100	100%
7	0	0%	2	2%	5	5%	45	45%	48	48%	100	100%
8	0	0%	4	4%	7	7%	47	47%	42	42%	100	100%

Based on Table 5, respondents' answers for the Perceived Ease of Use variable (X_2) were dominated by the Agree (A) and Strongly Agree (SA) categories. The highest Strongly Agree response was found in item 1 at 69%, while no respondents selected the Strongly Disagree category. These findings indicate a positive perception of Shopee's ease of use.

Table 6. Distribution of Responses for Purchase Decision Variable (Y)

Statement Item No.	SD F	SD %	D F	D %	N F	N %	A F	A %	SA F	SA %	Total F	Total %
1	0	0%	1	1%	7	7%	42	42%	50	50%	100	100%
2	0	0%	2	2%	15	15%	44	44%	39	39%	100	100%
3	0	0%	3	3%	4	4%	45	45%	48	48%	100	100%
4	0	0%	2	2%	13	13%	47	47%	38	38%	100	100%
5	0	0%	2	2%	6	6%	47	47%	45	45%	100	100%
6	0	0%	4	4%	12	12%	51	51%	33	33%	100	100%
7	0	0%	1	1%	9	9%	54	54%	36	36%	100	100%
8	0	0%	3	3%	12	12%	44	44%	41	41%	100	100%
9	0	0%	5	5%	13	13%	39	39%	43	43%	100	100%
10	0	0%	2	2%	23	23%	48	48%	27	27%	100	100%

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Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree.

The distribution of responses for the Purchase Decision variable (Y) shows that the Agree and Strongly Agree categories dominated all indicators. The highest percentage of Agree responses was recorded in item 7 at 54%, while the highest percentage of Strongly Agree responses was found in item 1 at 50%. These results indicate that respondents demonstrated a high tendency toward purchase decisions among Shopee users in Cengkareng District.

4.3 Data Quality Testing

4.3.1 Validity Test

The validity test was conducted using the Pearson Product Moment correlation by comparing the calculated *r* value with the table value. An item is considered valid when the calculated *r* value exceeds the table value.

Table 7. Validity Test Results for Promotion Variable (X_1)

Promotion (X_1)	r calculated	r table	Conclusion
X1.1	0.502	0.1966	Valid
X1.2	0.505	0.1966	Valid
X1.3	0.600	0.1966	Valid
X1.4	0.510	0.1966	Valid
X1.5	0.708	0.1966	Valid
X1.6	0.744	0.1966	Valid
X1.7	0.485	0.1966	Valid
X1.8	0.468	0.1966	Valid

Source: SPSS 26 analysis results (2026).

Based on Table 7, all items of the Promotion variable (X_1) obtained calculated *r* values greater than the table value of 0.1966. The calculated *r* values ranged from 0.468 to 0.744, with the highest value found in item X1.6 and the lowest value found in item X1.8. Therefore, all eight statement items of the Promotion variable were declared valid and suitable for use in the research analysis.

Table 8. Validity Test Results for Perceived Ease of Use Variable (X_2)

Perceived Ease of Use (X_2)	r calculated	r table	Conclusion
X2.1	0.470	0.1966	Valid
X2.2	0.716	0.1966	Valid
X2.3	0.703	0.1966	Valid
X2.4	0.625	0.1966	Valid
X2.5	0.705	0.1966	Valid
X2.6	0.640	0.1966	Valid
X2.7	0.686	0.1966	Valid
ri	0.789	0.1966	Valid

Source: SPSS 26 analysis results (2026).

Based on Table 8, all items of the Perceived Ease of Use variable (X_2) obtained calculated r values greater than the table value of 0.1966. The calculated r values ranged from 0.470 to 0.789, with the highest value found in item X2.8 and the lowest value found in item X2.1. Therefore, all eight statement items of the Perceived Ease of Use variable were declared valid and suitable for use in the research analysis.

Table 9. Validity Test Results for Purchase Decision Variable (Y)

Purchase Decision (Y)	r calculated	r table	Conclusion
Y1	0.418	0.1966	Valid
Y2	0.625	0.1966	Valid
Y3	0.486	0.1966	Valid
Y4	0.348	0.1966	Valid
Y5	0.445	0.1966	Valid
Y6	0.598	0.1966	Valid
Y7	0.631	0.1966	Valid
Y8	0.702	0.1966	Valid
Y9	0.737	0.1966	Valid
Y10	0.682	0.1966	Valid

Source: SPSS 26 analysis results (2026).

The validity test results for the ten indicators of the Purchase Decision variable show that the calculated *r* values ranged from 0.348 to 0.737. All values exceeded the table value of 0.1966, indicating that all purchase decision items were valid.

4.3.2 Reliability Test

The reliability test was conducted to evaluate the consistency and reliability of the research instrument. The reliability measurement was performed using Cronbach's Alpha coefficient. A variable is considered reliable when the Cronbach's Alpha value indicates an adequate level of internal consistency among measurement items.

Table 10. Reliability Test Results

Variable	Cronbach's Alpha	Description
Promotion (X_1)	0.701	Reliable
Perceived Ease of Use (X_2)	0.823	Reliable
Purchase Decision (Y)	0.771	Reliable

Source: SPSS 26 analysis results (2026).

The reliability test was conducted to evaluate the consistency of the research instrument using Cronbach's Alpha coefficient. A variable is considered reliable when the Cronbach's Alpha value indicates adequate internal consistency.

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4.3.3 Uji Asumsi Klasik

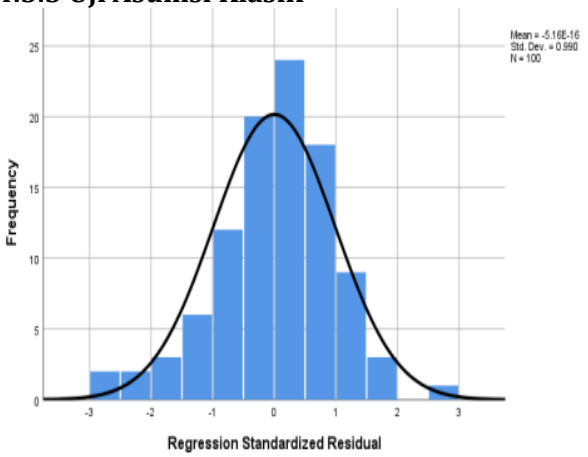


Figure 1. Normality Histogram

Figure 1 shows that the residual histogram forms a pattern approaching a bell-shaped curve and does not indicate extreme skewness in any particular direction. Visually, this pattern indicates that the residual values in the regression model are approximately normally distributed.

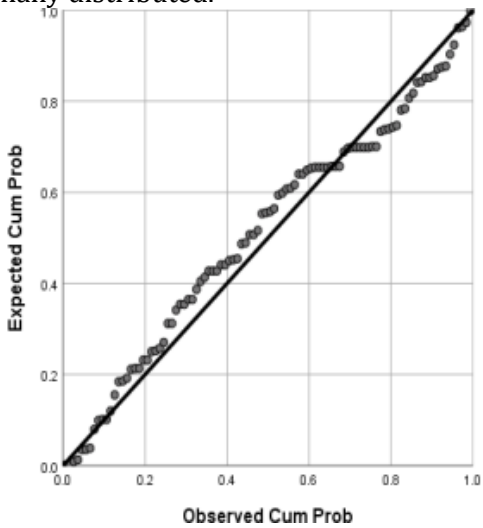


Figure 2. Normal P–P Plot

Figure 2 shows that the residual points are distributed around and follow the direction of the diagonal line in the Normal P–P Plot. This pattern provides visual evidence that the residual values in the regression model have fulfilled the normality assumption.

Table 11. Normality Test Results

Statistic	Value
N	100
Test Statistic	0.077
Asymp. Sig. (2-tailed)	0.155

Source: SPSS 26 analysis results (2026).

Table 11 confirms the visual observations with the significance value obtained from the One-Sample Kolmogorov–Smirnov Test, which was 0.155. Since this value is greater than 0.05, the residual values of the regression model are considered normally distributed, indicating that the normality assumption has been fulfilled.

4.3.4 Heteroscedasticity Test

Table 12. Heteroscedasticity Test Results

Variable	Sig.	Description
Promotion (X_1)	0.602	No heteroscedasticity
Perceived Ease of Use (X_2)	0.867	No heteroscedasticity

Source: SPSS 26 analysis results (2026).

The Glejser test results presented in Table 12 show that the significance value for the Promotion variable is 0.602, while the Perceived Ease of Use variable obtains a significance value of 0.867. Both significance values are greater than 0.05, indicating that the regression model does not show symptoms of heteroscedasticity. Therefore, the residual variance can be considered homogeneous.

4.3.5 Multicollinearity Test

Table 13. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Promotion (X_1)	0.655	1.527	No multicollinearity
Perceived Ease of Use (X_2)	0.655	1.527	No multicollinearity

Source: SPSS 26 analysis results (2026).

Table 13 shows that both independent variables obtained a *Tolerance* value of 0.655 and a *Variance Inflation Factor* (VIF) value of 1.527. The *Tolerance* value is greater than 0.10 and the VIF value is lower than 10, indicating that there is no multicollinearity problem between the Promotion and Perceived Ease of Use variables. Therefore, the regression model satisfies the multicollinearity assumption.

4.4 Hypothesis Testing

4.4.1 Partial Test (t-Test)

Table 14. t-Test Results

Variable	B	Beta	t	Sig.	Decision
Promotion (X_1)	0.314	0.275	3.623	<0.001	H_1 Accepted
Perceived Ease of Use (X_2)	0.672	0.604	7.972	<0.001	H_2 Accepted

Source: SPSS 26 analysis results (2026).

Table 14 shows that the Promotion variable obtained a *t*-value of 3.623 with a significance value of <0.001, while the Perceived Ease of Use variable obtained a *t*-

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value of 7.972 with a significance value of <0.001. Since both calculated *t*-values are greater than the *t*-table value of 1.985 and the significance values are below 0.05, Promotion and Perceived Ease of Use partially have a positive and significant effect on Purchase Decisions.

Furthermore, the Beta coefficient value of Perceived Ease of Use (0.604) is higher than Promotion (0.275), indicating that Perceived Ease of Use has a relatively stronger influence on Purchase Decisions compared to Promotion.

4.4.2 Simultaneous Test (F-Test)

Table 15. F-Test Results

Model	F	Sig.
Regression	84.417	<0.001

Source: SPSS 26 analysis results (2026).

Based on Table 15, the calculated *F*-value is 84.417, which is greater than the *F*-table value of 3.09, with a significance value of <0.001. These results indicate that Promotion and Perceived Ease of Use simultaneously have a significant effect on Purchase Decisions. Therefore, H_3 is accepted.

4.4.3 Coefficient of Determination

Table 16. Coefficient of Determination Results

R	R^2	Adjusted R^2	Std. Error of the Estimate
0.797	0.635	0.628	2.587

Source: SPSS 26 analysis results (2026).

Table 16 shows that the R^2 value is 0.635, indicating that Promotion and Perceived Ease of Use simultaneously explain 63.5% of the variation in Purchase Decisions among Shopee users. Meanwhile, the remaining 36.5% is explained by other factors outside the research model.

The Adjusted R^2 value of 0.628 indicates that after adjusting for the number of predictors included in the model, the explanatory ability of the regression model remains at 62.8%. This demonstrates that the regression model has a relatively strong ability to explain variations in consumer purchase decisions.

4.5 Multiple Linear Regression Analysis

Table 17. Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	8.481	2.659	–	3.190	0.002
Promotion (X_1)	0.314	0.087	0.275	3.623	<0.001
Perceived Ease of Use (X_2)	0.672	0.084	0.604	7.972	<0.001

Source: SPSS 26 analysis results (2026).

Based on Table 17, the multiple linear regression equation obtained is:

$$Y = 8.481 + 0.314X_1 + 0.672X_2$$

The regression coefficient of Promotion (X_1) is 0.314, indicating that every one-unit increase in Promotion will increase Purchase Decisions by 0.314 units, assuming that Perceived Ease of Use remains constant. Meanwhile, the regression coefficient of Perceived Ease of Use (X_2) is 0.672, indicating that every one-unit increase in Perceived Ease of Use will increase Purchase Decisions by 0.672 units, assuming that Promotion remains constant.

Both regression coefficients have positive values, indicating that Promotion and Perceived Ease of Use have a positive relationship with Purchase Decisions. However, Perceived Ease of Use provides a relatively greater contribution to Purchase Decisions compared with Promotion.

Overall, the research results indicate that all research instruments have fulfilled validity and reliability requirements, while the regression model has satisfied the assumptions of normality, heteroscedasticity, and multicollinearity. The hypothesis testing results demonstrate that Promotion and Perceived Ease of Use have positive and significant effects on Purchase Decisions, both partially and simultaneously. Among the independent variables, Perceived Ease of Use has a relatively stronger influence, while the research model is able to explain 63.5% of the variation in Purchase Decisions among Shopee users in Cengkareng District.

4.6 Discussion

4.6.1 The Effect of Promotion on Purchase Decisions

The results of this study indicate that Promotion (X_1) has a positive and significant effect on Purchase Decisions (Y) among Shopee marketplace users in Cengkareng District. This finding is supported by the *t*-value of 3.623, which is greater than the *t*-table value of 1.985, with a significance value of <0.001. The regression coefficient of 0.314 indicates a positive relationship, meaning that improvements in Shopee's promotional effectiveness tend to increase consumer purchase decisions. These results demonstrate that various promotional activities, such as

discount vouchers, free shipping programs, digital advertisements, promotional notifications, and affiliate programs, can provide stimuli that encourage consumers to complete transactions.

This finding is consistent with previous studies showing that promotional activities have a positive and significant influence on purchasing decisions in digital marketplace environments. Promotional strategies provide consumers with additional benefits and incentives that can increase purchase motivation and strengthen their intention to complete transactions (Prabowo & Sutedjo, 2024; Pramarini et al., 2024).

This result is further supported by previous research indicating that digital promotional strategies, including special sales programs and limited-time offers, can increase consumer attraction and influence purchasing decisions on electronic commerce platforms. Effective promotional strategies are able to create additional value perceptions and strengthen consumer motivation to complete online purchases (Julianto & Rodhiah, 2023; Rahma & Purwanto, 2023). The results provide empirical evidence that promotion remains an important factor in shaping consumer behavior in e-commerce platforms.

Based on respondent characteristics, the majority of respondents in this study were private-sector employees and belonged to the 26–35 years age group. For this consumer segment, promotional programs that provide economic benefits may become an additional consideration in purchasing decisions. However, the standardized beta value of Promotion (0.275) indicates that its influence is relatively lower compared with Perceived Ease of Use. This finding suggests that Shopee users in Cengkareng District do not determine their purchase decisions solely based on promotional attractiveness but also consider other factors related to the overall shopping experience.

4.6.2 The Effect of Perceived Ease of Use on Purchase Decisions

The results of this study show that Perceived Ease of Use (X_2) has a positive and significant effect on Purchase Decisions (Y). This is indicated by the *t*-value of 7.972, which is greater than the *t*-table value of 1.985, with a significance value of <0.001. The regression coefficient of 0.672 indicates a positive direction of influence, meaning that the easier the Shopee application is to learn, understand, and operate, the higher the tendency of consumers to make purchases.

Ease of finding products, understanding menu structures, using application features, completing checkout processes, selecting payment methods, and accessing the application flexibly can reduce consumer effort during transactions. These findings support the Technology Acceptance Model (TAM), which explains that perceived ease of use is an important factor influencing technology acceptance and user behavior (Bashir et al., 2022). In the context of e-commerce, a simple and efficient digital interface can improve consumer confidence and encourage continued platform usage (Hasdani et al., 2021; Wiratami et al., 2022).

This finding is also supported by previous studies demonstrating that ease of use in digital applications is associated with consumer decisions to conduct online transactions. Applications with simple interfaces, understandable features, and efficient transaction processes can increase user comfort and strengthen consumers' willingness to complete purchases through digital platforms (Salsabila et al., 2021; Maftuchach & Safitri, 2023).

The findings are consistent with previous studies showing that perceived ease of use significantly influences online purchasing decisions among Shopee users (Hasdani et al., 2021; Prabowo & Sutedjo, 2024). In this study, Perceived Ease of Use obtained a standardized beta value of 0.604, which was higher than Promotion (0.275). This result indicates that Perceived Ease of Use is a relatively stronger factor influencing Purchase Decisions.

This finding is also supported by studies emphasizing the importance of technology acceptance and digital service convenience in shaping consumer behavior. The acceptance of digital services is strongly influenced by users' perceptions regarding the simplicity, accessibility, and usefulness of technological platforms (Ishak et al., 2025). Furthermore, digital marketing development requires businesses to provide not only attractive promotional strategies but also convenient and user-oriented digital experiences (Syam, 2025).

The dominance of respondents in the 26–35 years age group also indicates that this study represents productive-age consumers who are familiar with digital technology. Therefore, application usability, transaction

efficiency, and user experience become important aspects in influencing purchasing decisions through digital marketplaces.

4.6.3 The Effect of Promotion and Perceived Ease of Use on Purchase Decisions

The simultaneous hypothesis testing results indicate that Promotion and Perceived Ease of Use jointly have a significant effect on Purchase Decisions among Shopee marketplace users in Cengkareng District. The F-test results show an *F*-value of 84.417, which is greater than the *F*-table value of 3.09, with a significance value of <0.001. These results indicate that consumer purchasing decisions can be explained through the combination of marketing stimuli provided through promotional activities and consumer experiences formed through perceived ease of use.

Promotion provides economic incentives and attractive offers that encourage consumers to purchase products, while perceived ease of use helps consumers complete transaction processes more efficiently. The combination of these two factors can strengthen consumer willingness to complete purchases through Shopee. Previous studies have also demonstrated that promotional factors and ease of use contribute simultaneously to online purchasing decisions in marketplace environments (Pramarini et al., 2024; Prabowo & Sutedjo, 2024).

The explanatory capability of the research model is indicated by the R^2 value of 0.635 and Adjusted R^2 value of 0.628. These values indicate that Promotion and Perceived Ease of Use simultaneously explain 63.5% of the variation in Purchase Decisions, while after adjustment for the number of independent variables, the explanatory ability of the model remains at 62.8%. The remaining 36.5% is influenced by other factors outside the research model, such as price, consumer trust, product quality, service quality, and other relevant factors.

These findings emphasize that Shopee's strategy should not rely solely on promotional activities but should also maintain application usability, information clarity, transaction efficiency, and interface convenience. This is particularly important because Perceived Ease of Use obtained a higher standardized beta value (0.604) compared with Promotion (0.275), indicating that ease of application usage represents a relatively more dominant factor in shaping consumer purchase decisions among Shopee users in Cengkareng District.

5. Conclusion

The results of this study involving 100 Shopee marketplace users in Cengkareng District indicate that Promotion and Perceived Ease of Use have positive and significant effects on Purchase Decisions. Partially, the Promotion variable obtained a *t*-value of 3.623 with a significance value of <0.001 and a regression coefficient of 0.314, while the Perceived Ease of Use variable obtained a *t*-value of 7.972 with a significance value of <0.001 and a regression coefficient of 0.672. Simultaneously, both variables produced an *F*-value of 84.417 with a significance value of <0.001. The Adjusted R Square value of 0.628 indicates that Promotion and Perceived Ease of Use explain 62.8% of the variation in Purchase Decisions, while the remaining 37.2% is influenced by other factors outside the research model. Among the independent variables, Perceived Ease of Use represents the relatively more dominant factor influencing Purchase Decisions.

Practically, these findings imply that Shopee needs to maintain promotional programs, such as discounts, vouchers, and free shipping offers, while giving greater attention to improving application usability, particularly in navigation, product searching, checkout processes, payment procedures, and access to transaction information. Academically, this study contributes to the understanding that promotional factors and perceived ease of use are important determinants in explaining consumer purchasing behavior within the e-commerce context.

This study has several limitations, including the involvement of only 100 respondents from Cengkareng District, the use of purposive sampling, and the examination of only two independent variables. Therefore, future studies are recommended to expand the research area and sample size, apply more representative sampling techniques, and incorporate additional variables such as consumer trust, price, service quality, product reviews, and customer satisfaction to provide a more comprehensive understanding of purchase decisions in marketplace environments.

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