

# The Effect of Promotion, Easy For Use and Trust on Purchase Decisions on Online E-Commerce Shopee in Surakarta

Purwanto<sup>1</sup>, Asih Handayani<sup>2</sup>, Sutarno<sup>3</sup>

<sup>1,2,3</sup>Universitas Slamet Riyadi Surakarta

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## ABSTRACT

*This study aims to determine the significance of the influence between: (1) promotion on online purchase decisions through e-commerce Shopee in Surakarta City. (2) easy for use on online purchase decisions through e-commerce Shopee in Surakarta City. (3) trust in online purchasing decisions through e-commerce Shopee in Surakarta City. This study's demographic consists of Shopee e-commerce clients in Surakarta City. This study's sample, 100 respondents, is drawn from the population of e-commerce shoppers in Surakarta City. In this study, the data was analyzed using the Partial Least Squares (PLS) method and SmartPLS version 3. PLS software. According to the findings of the study, promotion, ease of use, and trust all have a major impact on online shopping decisions made through e-commerce Shopee in Surakarta City.*

**Keywords:** promotion, easy for use, trust, online purchasing decisions

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## I. INTRODUCTION

At the moment, both corporate development and technological advancement in Indonesia are progressing at an accelerating rate. In order to compete in the business world, a corporation must continue to think creatively, ingeniously, and be sensitive to technology as it develops and maintains its business. For Indonesia to leverage digital technologies for greater inclusion, the new report emphasizes three policy priorities. The first is to boost digital connectivity and universalize access to high quality internet through efforts such as improving clarity of regulations around the sharing of telecom infrastructure. The second priority is to ensure that the digital economy works for all. This can be supported by better logistics and greater investment in relevant skills for the digital era. The third priority is using digital technologies to provide better public services, improve the quality of citizen-and-state interactions, and build trust in the digital world. Additionally, the evolution of business and technology undoubtedly has an impact on an existing system, one of which is the buying and selling system or transactions, which were previously conducted traditionally but are now done electronically. An increasing number of internet users agree with this.

Digitally engaged Indonesians are now experiencing how technologies reshape their lives and commercial activities contributing to better consumer experience. As the nation with the most internet users worldwide, Indonesia itself comes in at number 6. The internet offers many potentials for a country's economy to grow, hence various nations strive to offer internet that can be accessed easily and at a high speed so that internet use is widely used in the country in question. Without a doubt, this will be helpful for Indonesia, particularly when the capabilities of the internet can be fully harnessed. An e-commerce platform is one instance of how the internet is used. One of the most well-liked platforms for doing numerous transactions online is e-commerce. According to (Widowati, 2019), a British research organization called Merchant Machine published a list of the ten nations with the world's fastest-growing e-commerce.

The actions of those who are beginning to place a high value on internet purchasing help a number of parties, including both consumers and manufacturers. The producers gain advantages including the simplicity of promoting their goods or services. To create a store, they don't need to invest more money (Source: <https://databoks.katadata.co.id>). With an online shopping system, consumers may save time and effort and have access to a wide selection of goods and services at rates they're comfortable with without having to haggle.

Shopee is among the most well-known online retailers in Indonesia. With 10 million active users and its headquarters in Singapore under the SEA Group, Shopee is the largest e-commerce platform in Southeast Asia and Taiwan. It was created by Forrest Li in 2009 and is presently run by Chris Feng (formerly known as Garena). Shopee was first introduced in Singapore in 2015, and since then it has spread to a number of other Asian nations, including Malaysia, Taiwan, Thailand, and Indonesia. With the use of an application called Shopee, users may easily shop or do business virtually online without expending a lot of effort to get the goods

they desire. Shopee has a large selection of goods in several categories, including clothing for men and women, cell phones and accessories, care and cosmetics, top-ups, bills and entertainment, among others.

**Table I**  
**Map of Indonesia's E-Commerce Competition in the Second Quarter of 2020**

No	Market Name	Number of Users
1	Matahari	2200000
2	Zalora	2300000
3	Bhineka	3800000
4	Orami	4200000
5	JD.ID	9300000
6	Blibli	18300000
7	Lazada	22000000
8	Bukalapak	35500000
9	Toko Pedia	86100000
10	Shopee	93400000

Based on the number of monthly visitors in the second quarter of 2020, it is clear from the citation in (Jayani, 2020) that Shopee controls the e-commerce market. 93.4 million people typically visit each month. Shopee is also the top-ranked app and website in both the AppStore and Playstore. Additionally, in March 2017, Shopee was successful in winning “The Indonesian Netizen Brand Preference Award 2017” or an Indonesian netizen's choice brand award presented by Warta Ekonomi for the Online Shopping category.

In the second quarter of 2020, Shopee dominates the Indonesian e-commerce market. According to Handhika Jahja, the Director of Shopee Indonesia, the company's transaction volume reached 260 million transactions in the second quarter of 2020, or an average of 2.8 million transactions per day, according to Catriana (2020). This number has climbed by 130% since the second quarter of 2019. The second quarter of 2020 saw significant sales for this e-commerce company as well. The company's total revenue was reported in the financial statements at US\$510.6 million, an increase of 187.7% from the same time in 2019. With a total of 615.9 million transactions, the number of Shopee transaction volumes worldwide likewise climbed by 150.1% year over year. Compared to the first quarter of 2020, which only saw a 111.2% year-over-year growth, this gain was far bigger.

The fact that there has been a noticeable increase in transactions on the Shopee online store indicates that customer shopping behavior has changed. The final step in a purchasing and selling transaction is making a decision on which things to buy. This decision is made by consumers after giving specific factors and evaluations some thought (Fahimah, 2015). Buying decisions are strongly tied to consumer behavior, whether they are made by an individual, a family, an organization, or others to satisfy needs and preferences through the purchase of goods or services. In order to be able to stimulate and influence customers during the purchasing process, a business must comprehend how its customers behave.

Consumer purchase decisions are influenced by a variety of factors. Consumer purchase decisions are influenced by two aspects, namely (1) internal factors like promotion and (2) external factors like trust, according to Kotler & Armstrong (2001). Additionally, according to research by Prayudha and Suwitho (2019), convenience is one of the elements that affects people's decisions to buy things online.

Promotion is a type of marketing communication that aims to tell target customers about a product or service being supplied in order to influence, persuade, and remind them about it (Putra, 2019). Because promotion is a deciding factor in a company's ability to successfully market a good or service, promotion plays a crucial part in business. Because many people move to a specific brand just because a promotion comes with a reduced price and is viewed as more alluring, promotion can be utilized as a technique to draw in new customers and preserve client loyalty. Similar to other online retailers, Shopee uses specials to draw customers.

Shopee uses local and even international artists as its brand ambassadors in an effort to offer incentives like the most attractive advertising it can muster. It was demonstrated when Shopee was successful in winning the Most Impressive Advertising category at the “Bright Awards Indonesia 2017” event (The Brightest Ads). Additionally, Shopee's online store offers discounts to its customers in the form of flash sales, free Xtra delivery, Xtra cashback, and other promotions. This is done to appeal to a larger spectrum of consumers. The current promotions are, of course, just temporary. The promotions offered in the form of Shopee loyalty can only be used by specific users and at specific periods. You will receive more promotions as you complete more transactions.

In addition to promotion, usability is a factor. One of the crucial considerations made in online shopping decisions is ease of use. A person's perception of how easy it is to use a technological system is determined by how simple it is to learn how to use it, how simple it is for users to use it, how simple it is to improve skills with, and how simple it is to operate (Gunawan et al., 7 2019). Online transactions that are simple to complete and more practical in terms of time, effort, and cost are closely related. Shopee makes it simple for

customers to complete transactions, particularly by aggregating each product category to make it simpler for people to find the item they're looking for.

Shopee also makes it simple to pay by offering customers the option to pay through Alfamart/Indomaret as well as bank transfers, which can be more convenient for those without accounts. Shopee even allows customers to pay "Cash on Delivery," which means they pay when the ordered item is delivered. Customers will undoubtedly benefit from the time, effort, and money savings. Nevertheless, despite Shopee's abundance of capabilities, not all customers are able to fully utilize them due to a variety of factors, most notably the lack of a more thorough explanation that would have made it simpler for users to understand. Users can grasp it of course with a suitably thorough explanation, especially among parents.

Making selections about what to buy online involves several elements, including ease of use and promotion. Another crucial aspect of any transaction is trust. Without trust between buyers and sellers, transactions will undoubtedly fail. One of the cornerstones of making purchases or engaging in transactions online is trust, which is founded on four factors: beneficences, honesty, competence, and consistency (Wibowo et al., 2017). The establishment of trust between buyers and sellers facilitates a transaction. Similar to Shopee, they offer features like product reviews so that customers may read feedback from a variety of customers who have made purchases. Additionally, Shopee offers a feature in the form of a symbol for top sellers or vendors with superior customer service. Additionally, Shopee offers consumers protection by holding back their cash until they can certify that the product has been received properly. This is known as the Shopee guarantee. However, none of these items can ensure that customers will be satisfied. Numerous existing product reviews express dissatisfaction with the seller due to both the fact that the goods received do not match the description and the seller's lack of attention to customer complaints. The authors are interested in doing study on "The Influence of Promotion, Ease of Use, and Trust on Purchase Decisions on Shopee E-Commerce Customers in Surakarta City" in light of the background information provided above.

## **II. LITERATURE REVIEW**

### **Buying decision**

The buying decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives. When someone is interested in a product and wants to buy, try, or use it, they make a purchase choice. Typically, more than two persons are involved in the purchasing process when it comes to consumer products (Marlius, 2017). The decision to make a purchase is an evaluation step that causes consumers to rank the commodities in the order of their preferences, where the evaluation stage will lead to negative purchases, encouraging them to acquire the goods they find most appealing (Lubis, 2015). According to (Firmansyah, 2018), buying decisions are problem-solving activities that people engage in when choosing appropriate behavioral alternatives from two or more alternative behaviors. After going through the stages of the decision-making process, these behaviors are then considered the most appropriate negative in buying. It may be inferred from some of the thoughts of the experts above that people who are attracted badly to particular goods or services engage in a variety of problem-solving processes in order to make purchases.

### **Promotion**

One strategy that merchants frequently utilize to boost their sales volume is promotion. Promoting is the act of telling or enlightening customers about the advantages of a good or service with the intention of getting them to purchase it (Tajudin & Mulazaid, 2017). Promotion, according to (Septiani, 2018), is an effort to persuade potential customers to change their attitude or behavior in the hopes that they will accept, purchase, or utilize the product being advertised. In addition, promotion is the cornerstone of business, according to Hanum et al. (2021). Consumer loyalty can be increased through establishing long-term relationships with customers and running promotions in those ties. Other parties or business partners cannot just acknowledge this promotion; it must be created from the ground up and supported by evidence.

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. In order to help the business, reach its objective of turning a profit, promotion can also persuade potential customers to transact with sellers (Rasyadi, 2017). Promotion is a sales and marketing tactic used to enlighten and stimulate demand for the goods, services, and concepts offered by businesses by persuading customers to purchase their goods and services (Rangkuti, 2009).

### **Easy for use**

Ease of use is a basic concept that describes how easily users can use a product. Design teams define specific metrics per project—e.g., "Users must be able to tap Find within 3 seconds of accessing the

interface.”—and aim to optimize ease of use while offering maximum functionality and respecting business limitations. In this context, "ease of use" refers not just to the simplicity of learning and applying a negativity, but also to the simplicity of doing a job or task when employing a negativity will make it simpler for someone to work than if they were to do it manually (Bahri & Listiorini, 2019).

Additionally, it is suggested by (Suhardi & Taufik, 2018) that ease of use is a component of the technology acceptance model (TAM), which perceives that a person's behavior is connected to a technology's usability to examine the process of adjusting information technology.

From a few of the definitions given above, it can be inferred that ease of usage refers to a person's belief in the decision-making process, which is that using a negative attitude will relieve them of a lot of work. Therefore, if a person is unconfident or the technology is simple to use, they will use it adversely. In contrast, he won't use the technology if he feels unconfident in himself or if it is difficult to use. This usability metric suggests that a drawback or piece of technology was developed with the intention of making life easier for the wearer.

### **Trust**

Business transactions between two or more parties only take place when there is mutual trust between them (Jayanti, 2015). Consumer trust, according to (Hendra & Amin, 2019), is a consumer's opinion that other people are trustworthy and honest, and that the person they trust will fulfill all of their duties linked to the agreed-upon transaction in line with consumer expectations. Trust is the cornerstone of business, and it determines whether two or more parties would engage in a transaction or not (Jayanti, 2015). Customer trust, according to (Hendra & Amin, 2019), is the conviction that others are trustworthy and honest and that they will fulfill all of their obligations pertaining to the contracted transaction in line with the expectations of the consumer.

### **HYPOTHESIS**

Promotion is a crucial component of a company's marketing mix. The decision to buy is influenced by promotion. This demonstrates that in order to get customers' attention, a business must think about promotion. Additionally, advertisements are run to urge potential customers to transact with sellers in order to help the business reach its profit-making objective (Rasyadi, 2017). According to the findings of earlier research, promotions have a sizable favorable impact on consumers' decision to buy (Purnama et al., 2021).

H1 : Promotions have a significant effect on online purchasing decisions through the Shopee e-commerce system in Surakarta City.

The degree to which people think using a given system or technology would be trouble-free and require little effort can be interpreted as the ease of use (Davis, 1989). One of the elements that affects buying decisions is ease of use. A person will use a system if he is confident that it is simple to use, and the opposite is also true. The ease-of-use variable tries to make it simpler for consumers, as was previously stated. According to research findings by Alistriwahyuni (2019), the ease-of-use variable is approved, which means it influences purchases in a favorable way. The study's hypothesis is as follows, based on this justification:

H2 : easy for use has a significant effect on online purchasing decisions through the Shopee e-commerce system in Surakarta City.

Consumers who believe that other people are trustworthy and honest will fulfill all of their commitments relating to the agreed-upon transaction in accordance with their expectations are said to have high levels of consumer trust (Hendra & Amin, 2019). Because trust is the cornerstone of business, it has an impact on purchasing decisions because it determines whether two or more parties would engage in a business transaction (Jayanti, 2015). According to the findings of a 2019 study by Iskandar and Nasution, trust has a favorable and significant impact on purchasing decisions. In light of this justification, the research's hypothesis is:

H3 : Trust has a significant effect on online purchasing decisions through the Shopee e-commerce system in Surakarta City.

### **III. RESEARCH METHODS**

Quantitative research using associative issue formulation is the method employed in this study. Research that uses research instruments to collect data, quantitative or statistical data analysis that aims to test predetermined hypotheses, and quantitative research is research that is based on facts in the field that are then realized into hypotheses or theories that are used to research specific populations or samples (Sugiyono, 2017).

Customers that shop online at Surakarta City's Shopee constitute the study's sample. Paul Leedy's algorithm from Arikunto (2006) was used to determine the number of samples for this study because it was unknown how large the community would be. A total of 100 users were recruited.

**IV. RESEARCH RESULT**

The Partial Least Square (PLS) approach will be used to examine this study model, with the use of SmartPLS 3.0 software. PLS is a different approach to structural equation modeling (SEM) that can be used to resolve complex problems involving the relationship between variables. The sample size is only about 100 samples, and non-parametric assumptions are used, which means that the data do not follow a specific distribution (Yamin and Kurniawan, 2009).

The structural model or inner model shows the relationship or estimation strength between latent or construct variables based on substantive theory.

**a. R-Square**

Testing of the structural model is carried out by looking at the R-square value which is a goodness-fit model test. Changes in the R-Square value can be used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. RSquare values of 0.75, 0.50 and 0.25 can be concluded that the model is strong, moderate and weak (Ghozali & Latan, 2015).

**TABLE XII  
R SQUARE VALUES**

Endogenous Variables	R Square	Adjusted R Square
Y	0,611	0,599

Based on Table 4.9 the r-square value is 0.611 and the Adjusted R Square is 0.599, this shows that the capable variable X1 (promotion), an indicator of the variable X2 (easy for use), an indicator of the variable X3 (trust), explains the variability of the construct variable purchase decision (Y) of 59.9% and the remainder of 40.1 is explained by other constructs outside those examined in this study.

**b. Hypothesis Testing**

To determine the acceptability or rejection of a hypothesis by taking into account the significance between constructs, t-statistics, and p-values. Using the SmartPLS (Partial Least Square) 3.0 program, the research hypothesis was tested. The results of bootstrapping show these values. T-statistics >1.96 and a significance level of 0.05 (5%) were utilized in this investigation as the general guidelines, and a positive beta coefficient was also used. The findings of this research model can be described as displayed in Figure 5.1, and the value of testing the study's hypothesis is shown in Table 5.6.

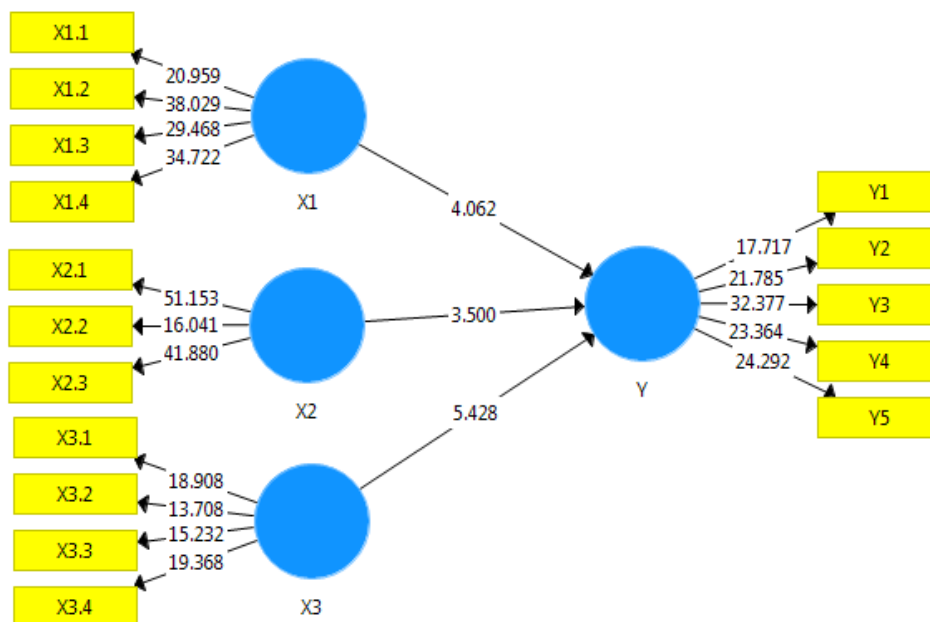


Figure 5.1  
Research Model Results

Based on the model, it is analyzed in the following table:

**TABLE XIII  
REGRESSION ANALYSIS**

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic (  O/STDEV  )	P Values
X1 -> Y	0,343	0,346	0,084	4,062	0,000
X2 -> Y	0,280	0,279	0,080	3,500	0,001
X3 -> Y	0,368	0,370	0,068	5,428	0,000

1) Based on table XIII, it shows that the promotion variable with the purchase decision variable has a t-count value of 4.062 with a value of  $p = 0.000 < 0.05$ , which means that the first hypothesis which states “promotion has a significant effect on purchasing decisions Online -Commerce Shopee in Surakarta City” **is accepted**.

2) The variable easy for use with purchasing decisions has a t-count value of 3.500 with a value of  $p = 0.001 < 0.05$  which means the second hypothesis which states “easy for use has a significant effect on purchasing decisions Online -Commerce Shopee in Surakarta City” **is accepted**.

3) The variable of trust with purchasing decisions has a t-count value of 5.428 with a value of  $p = 0.000 < 0.05$  which means the third hypothesis which states that “trust has a significant effect on purchasing decisions Online–Commerce Shopee in Surakarta City” **is accepted**.

## V. DISCUSSION

1. The effect of promotions on purchasing decisions

The promotion variable with the purchase decision variable has a t-count value of 4.062 with a value of  $p = 0.000 < 0.05$  which means the first hypothesis which states “promotion has a significant effect on purchasing decisions Online -Commerce Shopee in Surakarta City” **is accepted**.

The findings of this study corroborate studies by Purnama et al., (2021), which found that promotions have a sizable favorable impact on consumers' decisions to buy. The findings of this study support the hypothesis put forth by (Rasyadi, 2017) that sales promotions have an impact on consumer purchase decisions. Promotion is a crucial component of a company's marketing mix. The decision to buy is influenced by promotion. This demonstrates that in order to get customers' attention, a business must think about promotion. Additionally, campaigns are run to urge potential customers to transact with vendors in order to help the business turn a profit. To trigger consumer transactions in order to buy a certain product and encourage aggressive purchasing decisions. One trick is that promotion is able to stimulate demand for a product. With the promotion, it is expected that consumers will want to try these products and encourage existing consumers to buy products more often so that re-purchases will occur and the sales volume of a company's products will increase. Promotion is an important factor in realizing the sales goals of a company. In order for consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, so that buyers can be sure of these goods. Targeted promotion is expected to have a positive effect on increasing sales. Promotion is an important aspect of marketing management and is often said to be a continuous process. With promotion, people who are not interested in buying a product will be interested and try the product so that consumers make a purchase.

2. The effect of easy for use on purchasing decisions

The variable easy for use with purchasing decisions has a t-count value of 3.500 with a value of  $p = 0.001 < 0.05$  which means the second hypothesis which states “easy for use has a significant effect on purchasing decisions Online -Commerce Shopee in Surakarta City” **is accepted**.

The findings of this study are consistent with research by (Alistriwahyuni, 2019), which contends that the acceptance of the ease-of-use variable is necessary for it to positively influence purchasing choices. The findings of this study support the hypothesis put out by Davis (1989), according to which purchase decisions are impacted by usability. One of the elements that affects buying decisions is ease of use. A person will use a system if he is confident that it is simple to use, and the opposite is also true. The ease-of-use variable, as previously said, seeks to simplify things for consumers.

3. The effect of trust on purchasing decisions

The variable of trust with purchasing decisions has a t-count value of 5.428 with a value of  $p = 0.000 < 0.05$  which means the third hypothesis which states that “trust has a significant effect on purchasing decisions Online–Commerce Shopee in Surakarta City” **is accepted**.

The findings of this study are consistent with those of Iskandar & Nasution's (2019) research, which asserts that trust has a favorable and significant impact on purchase decisions. The findings of this study support the idea

advanced by (Hendra & Amin, 2019), which defines trust as a crucial component of every transaction, whether it takes place in person or online. Customer trust is the conviction held by a consumer that others are trustworthy and honest, and that the person he trusts will fulfill all of his obligations linked to the contracted transaction in line with consumer expectations. Trust is one of the main components that drive purchases.

The explanation mechanism regarding trust is related to the risk aspect. Risk is a form of negation that encourages consumers not to behave. The trust that is built will minimize the risk so that consumers can make decisions without impact in the future. Ba and Pavlou defined trust as an assessment of a person's relationship with another person who will carry out certain transactions according to the expectations of those who carry out transactions in an uncertain environment. This trust cannot just happen but must be built early, developed, and consistently proven. When consumers want to shop or do other online transactions, consumers need assurance that the funds transferred will not just disappear, and the products they receive must be following what was promised and explained on the intended e-commerce page. Consumer trust when conducting online transactions is an essential requirement to have the confidence to make transactions. Online shopping is vulnerable to specific risks such as fraud, malware, and system errors, making many consumers distrust online transactions and cancel their intention to transact. As seen from the public's sensitivity to the quality and safety of online shopping, trust plays an essential role in influencing the success or failure of online transactions.

## **VI. CONCLUSION**

The following findings may be drawn from the data collected in the study on the influence of promotion, ease of use, and trust in purchase decisions at E-Commerce Shopee in Surakarta City. The respondents in this study totaled 100 customers:

1. Promotion has a significant effect on purchasing decisions
2. Easy for use has a significant effect on purchasing decisions
3. Trust has a significant effect on purchasing decisions

## **VII. SUGGESTION**

From the results of this study several suggestions can be put forward as follows:

The findings of this study ought to be used to Shopee E-Commerce in Surakarta City to enhance customer purchasing choices. It is a good idea for E-Commerce Shopee to frequently run promotions through social media and other electronic media in order to be able to compete with competitors and improve customer buying decisions because the results of this study show a positive value, which means that if Promotion, Ease of Use, and Trust are increased, Purchase Decisions will also increase.

Along with making transactions and application use convenient for customers, this also helps them make better purchasing selections. increasing the level of service quality to boost consumer confidence in Surakarta City's use of Shopee. It is advised that other researchers use this study as a model or reference for doing in-depth research on the role of the factors of promotion, usability, and trust in consumer purchase decisions. Future researchers should be able to conduct study by examining the relationships between the variables that affect consumer purchase decisions.

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