



**THE IMPACT OF DIGITAL PROMOTIONS AND EASE OF TRANSACTIONS ON
PURCHASING DECISIONS ON THE SHOPEE MARKETPLACE IN 2025****Dona Oktaviani¹****Institut Daarul Qur'an Jakarta, Tangerang, Indonesia**donaokta1001@gmail.com**Muhamad Nurman²****Institut Daarul Qur'an Jakarta, Tangerang, Indonesia**mhdnurman03@gmail.com**Esthi Adityarini³****Institut Daarul Qur'an Jakarta, Tangerang, Indonesia**esthi.aditya@gmail.com

Abstract

This study aims to analyze the influence of digital promotion and transaction convenience on consumer purchasing decisions on the Shopee marketplace in 2025. A quantitative approach utilizing a survey method was employed, with questionnaires distributed to 105 respondents selected via purposive sampling. Data analysis was conducted using SPSS version 25, encompassing tests for validity, reliability, and normality, as well as t-tests and F-tests. Individually, digital promotion was found to have a positive and significant effect on purchasing decisions, with a calculated t-value of 5.474 and a significance level of 0.000. Transaction convenience also demonstrated a positive and significant effect on purchasing decisions, with a calculated t-value of 3.335 and a significance level of 0.001. Simultaneously, digital promotion and transaction convenience exerted a positive and significant influence on purchasing decisions, with a calculated F-value of 48.411 and a significance level of 0.000. The results indicate that digital promotion is a more dominant variable than transaction convenience in driving consumer purchasing decisions on the Shopee marketplace. Therefore, the company needs to continue optimizing its digital promotion strategies while enhancing the convenience of its transaction systems to drive consumer purchasing decisions.

Keywords: Digital Promotions, Transaction Ease, Purchasing Decisions, Shopee



INTRODUCTION

In the modern era, technology continues to evolve and become increasingly sophisticated compared to previous years. One of the most notable developments is the advancement of mobile technology, such as smartphones, which has driven a growing trend among the public to use the internet for various purposes, including searching for information and shopping online. Online shopping has now become a common practice among consumers worldwide, both in developed and developing countries (Hidayanti, 2022). And in Indonesia itself, the shift in shopping behaviour from traditional shopping to online shopping has been underway for quite some time, and is driven by various factors.

According to (Yudha et al., 2022) and (Nurman, 2025), advancements in digital platforms have driven significant business growth in the modern era, alongside increasing competition among marketplace platforms. Many people utilise marketplace businesses such as this, and Shopee is one of the social media and marketplace platforms used by the public. Shopee was originally part of Garena, an internet company founded in Singapore in 2009. Shopee has since expanded into a platform operating in several Asian countries, including Indonesia. Shopee entered the Indonesian market in 2015 according to the APJII 2025, Shopee is the marketplace platform most frequently accessed by Indonesian.



Figure 1

Source: [goodstats.id/\(2025\)](#)

Figure 1 shows a market share of 53.22%. This means that more than half of Indonesia's internet users use Shopee as their most frequently visited online shopping platform. This figure is nearly double that of its closest competitor, TikTok Shop (27.37%), and far surpasses both Tokopedia (9.57%) and Lazada (9.09%). These findings indicate that Shopee continues to dominate the Indonesian market in terms of user access and visits, with usage rates



significantly higher than those of other platform (GoodStats, 2025). Although it operates in various countries across Asia, Shopee tailors its services and business strategies to the characteristics of local communities so that they are more easily understood and accepted by local users. The strategies implemented by Shopee, particularly in digital promotions, plays an important part in the successful marketing of products or services, as they highlight product advantages and encourage consumers to make purchases (Haidar et al., 2025). Shopee utilises various promotional strategies, such as the use of well-known brand ambassadors, attractive advertisements, and various offers such as flash sales, free delivery, and cashback. Furthermore, the ease of online shopping provides convenience for consumers as it allows them to shop more practically without spending much time or effort (Cahyani et al., 2025).

Based on the findings of previous studies, there remains a research gap that warrants further investigation. Most existing research has focused on the impact of digital promotion or transaction convenience, utilizing varying subjects, timeframes, and variable combinations. However, research simultaneously examining the influence of both variables on purchasing decisions within the Shopee marketplace—specifically in the context of the platform's evolution leading up to 2025—remains limited. Furthermore, the rapid evolution of digital promotion strategies and transaction systems on Shopee has the potential to alter consumer behavior.

To address the existing research gap, this study was conducted to analyze the influence of digital promotion and transaction convenience on consumer purchasing decisions on the Shopee platform. Specifically, our study to examine the effects of digital promotions, transaction ease, and their combined impact on purchasing decisions. The research questions posed are as follows: (1) do digital promotions influence purchasing decisions, (2) does transaction ease influence purchasing decisions, and (3) do digital promotions and transaction ease simultaneously influence purchasing decisions.

The study is hoped to provide theoretical and practical benefits. In theoretical terms, the findings of this study can deepen understanding and expand the development of theories related to digital marketing, particularly regarding the impact of digital promotions and ease of transaction on purchasing decisions by consumers on marketplace platforms. This research, when viewed from a practical perspective, is expected to provide insights for Shopee and businesses in optimizing promotional strategies and improving the quality of transaction services to encourage consumer purchasing decisions. Additionally,



research can serve as a source of informatin for the present and the future researchers studying the similar topics in the context of the marketplace.

LITERATURE REVIEW

The first independent variable examined relates to digital promotion; as stated by (Kotler & Keller, 2012), promotion is a component of the marketing mix that serves to communicate product value to consumers, aiming to inform, persuade, and remind the target market to purchase the offered products or services. Promotion is carried out through various marketing communication tools—Integrated Marketing Communications (IMC)—enabling the company to convey consistent messages to consumers. This is supported by a study (Andhifa Eka Putri, 2024), (Deviana Sofyan, 2024) and (Agustina Reza Yuniarti et al., 2025), showing that digital promotions can positively and significant influence purchasing decisions. Furthermore, studies (Septyo Nugraha Yudhistira et al., 2023) and (Agustin & Emita, 2025), also indicate that more effective digital promotions increase the probability of consumers making purchasing decisions on the Shopee marketplace.

The next independent variable is ease of transaction. Ease of transaction is the consumer's perception of the level of ease in using the online shopping system, starting from product search, ordering process, payment method, to transaction completion. This concept is explained extensively in (Fred D. Davis, 1985), Technology Acceptance Model (TAM), which states that perceived ease of use influences technology acceptance and user behavior. Previous research shows consistent findings, which imply that with the availability of online transactions, the products on offer have become increasingly varied and competitive, and the purchasing process can be carried out anytime and anywhere, thereby saving time and effort. Previous research indicates consistency in findings, (Walangitan, 2022), (Adhitya Wisnu Rayhan, 2023), (Kristanto, 2025) and (Loo & Purba, 2023), this indicates that ease of transaction significantly and positively influences the purchasing decision.

The additional dependent variable used is the purchase decision. According to (Kotler & Keller, 2022), the purchase decision is a stage in the consumer decision-making process (the buying decision process). At this stage, after recognizing a need, seeking information, and evaluating various alternatives, the consumer decides whether or not to purchase a product. Once the purchase is made, the consumer enters the post-purchase behavior stage, which can influence satisfaction and future purchase decisions (Rohman, 2024).



As a result, consumers tend to quickly process information and draw conclusions in the form of answers regarding the products they purchase.

Previous research has shown that digital promotions and ease of transaction are factors that both contribute to influencing consumer purchasing decisions. Digital promotions are capable of attracting attention and increasing purchasing interest, whilst ease of transaction provides convenience and efficiency in the purchasing process (Dharma, 2023). For this reason, and these two variables that have a significant impact on encouraging consumers to make purchases. And there is Several other studies also confirm this (Gunawan, 2024), (Aslamiy & Merdiani, 2025), although both play an important role, digital promotion has a more dominant influence as it is able to provide greater appeal and added value to consumers when making purchasing decisions. In contrast, research by (Venika Salsabila Ayu Pramardini & Sumaryanto, 2024), indicates that the ease of transaction does not significantly influence purchasing decisions. However, given that previous research findings still indicate differences, the aim objectives of this study are to assess the impact of digital promotions and transaction convenience on consumer purchasing decisions on the Shopee platform.

Based on the previous discussion, digital promotions and ease of transaction the things that affect consumer purchasing decisions on Shopee. These two factors are considered capable of encouraging consumers to make purchases through the various conveniences and offers provided. Therefore, this study was conducted to find out the effect of digital promotions and ease of transaction on consumer purchasing decisions on the Shopee online marketplace.

RESEARCH METHOD

According to (Sugiyono, 2013), the quantitative research method posits that the phenomena associated with an object are singular and partial in nature. Consequently, based on these phenomena, quantitative researchers can determine the variables to be investigated. This analysis uses quantitative methods to examine the effects of digital promotion (X1) and transaction ease (X2) on purchase decisions (Y). Data were collected via an online questionnaire using Google Forms with a 1–4 likert scale, where a score of 1 indicates “Strongly Disagree” and ascore of 4 indicates “Strongly Agree.” The researcher employed a purposive sampling technique (Esthi Adityarini, 2025), due to the large population size, the exact figure of which was unknown. One of the inclusion criteria was that participants had to be 17 years of age or older. The sample size



was determined using the Lemeshow formula, resulting in a total of 105 respondents—a number considered representative of Shopee users in general.

RESULTS AND DISCUSSION

In terms of respondent characteristics, most respondents in this study were women, accounting for 73.8%, while men accounted for 26.2%. Most were between the ages of 21 and 25 (60.7%) and were college students (65.4%). In addition, most respondents have been using the Shopee marketplace for more than three years (48.6%), indicating that they have considerable experience using the platform. The research results show that the majority (62.6%) agree that choosing to shop on Shopee is the right decision, and the majority (59.8%) agree that they would recommend Shopee to others.

Validity Test

Validity is a measure indicating the reliability or soundness of a measurement instrument. A validity test is conducted to assess the ability of questionnaire statements to accurately measure research variables (Machali, 2021). The analysis showed that using SPSS version 25 with a sample of 107 respondents. With this sample size, the degrees of freedom (df) were calculated as $df = n - 2$, so $df = 105 - 2 = 103$, and the table r-value was 0.191 at a significance level of 0.05. An item was considered valid if the calculated r-value was greater than the table r-value and indicated a significant positive correlation.

The test results, show that the items on Digital Promotion (X1), Transaction Convenience (X2), and Purchase Decision (Y) had calculated r values > 0.191 . Thus, all items in the questionnaire are considered valid and suitable for use as tools for further analysis.

Reliability Test

Reliability testing is a tool for evaluating a questionnaire that contains indicators of variables or constructs. There are two common methods used by many research in quantitative to measure research reliability: test-retest reliability and internal consistence. In the reliability tests described above, if Cronbach's Alpha > 0.60 , it could be summarized that the variable or measurement instrument can be considered reliable or consistent in its measurements (Forester et al., 2024). Thus, it can be understood that a reliability test is a measurement tool that exhibits consistency in data collection, and final results, with evidence that the tools, materials, and data being tested exhibit the same level of consistency

throughout the data collection process and stages, which are conducted repeatedly and remain unchanged.

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	NofItems	Description
Digital Promotions	0,746	7	Reliabel
Transaction Ease	0,837	5	Reliabel
Purchasing Decisions	0,834	6	Reliabel

Source: SPSS 2025 Data Analysis

According to the findings of the reliability test carried out using SPSS, it has ben found out the variables of digital promotion, ease of transaction, and purchase decision had Cronbach’s Alpha values > 0.60 . This indicates that all research instruments for each variable have a good reliability and can trusted as measurement tools in this study. Thus, the statements used for the variables of Digital Promotion (X1), Ease Of Transaction (X2), and Purchase Decision (Y) are deemed reliable and suited for more analysis.

Normality Test

A normality test is used to determine if a data distribution follows a normal distribution, which is a key assumption in many type of parametric statistical analysis techniques. The significance of the normality tests is in its their ability to verify the result of analysis results by reducing any potensial bias that could result from deviations in the normal distribution.

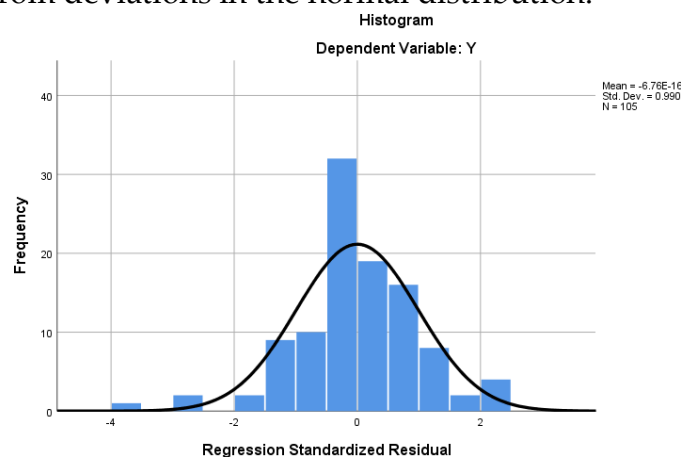


Figure 2

Results of the Kolmogorov-Smirnov Test

Source: SPSS 2025 Data Analysis Results

Based on the residual histogram, it can be seen the distribution of the residuals forms a bell-shaped curve and is normally distributed. Most of the



residual values are centered around zero, with frequency decreasing toward both the left and right, indicating a relatively symmetrical pattern and no significant deviations. Furthermore, the mean of the residuals is 6.76E-16, which is close to zero, and a deviation is 0.990, approaching one, with a sample size of 105 respondents. This indicates that the residual distribution within the regression models approximates the distribution of a normal. Thus, it can be concluded that the assumed normality of the data condition in the multiple regression have also been met, making that regression model appropriate for additional analysis.

Table 3.**Results of the Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.10933456
Most Extreme Differences	Absolute	.079
	Positive	.064
	Negative	-.079
Test Statistic		.079
Exact Sig. (2-tailed)		.510
Point Probability		.000

Source: SPSS 2025 Data Analysis Results

Based on the normality test results using the One-Sample Kolmogorov-Smirnov Test on 105 data points, a Kolmogorov-Smirnov value of 0.079 was obtained, with an Exact Sig. (2-tailed) value of 0.510. This significance value exceeds the 0.05 significance level ($0.510 > 0.05$). The use of Exact Sig. indicates that the probability value is calculated using exact probability, thereby yielding a more precise final significance result.

t-Test

The t-test was conducted to test the research hypothesis about the partial impact of each independent variable on the dependent variable. The t-test results in this study revealed that the Digital Promotion variable (X1) had a significance level of 0.000, while the Ease of Transaction variable (X2) had a significance level of 0.001. Both significance values are < 0.05 , so it can be concluded that Digital Promotion (X1) and Ease of Transaction (X2) have a partial, positive, and significant effect on Purchase Decision (Y). The calculated t-value was obtained using the formula $df = n - k - 1$. For the Digital Promotion (X1) variable, the



estimated t-value is ($5.547 > 1.983$) whilst the t-value for the Transaction Ease variable (X2) is ($3.335 > 1.983$). Thus, Digital Promotion (X1) and Transaction Ease (X2) have a partial, positively, and significant effect on Purchase Decision (Y).

F Test

F-test is applied to determines whether both independent variables, either jointly or separately, has a significant impact on the dependent variable. This is used to determines whether both independent variables, either jointly and separately, have a significantly impact on the dependent variable.

Table 4.
Results of the ANOVA F-Test

Anova						
	Model	Sum Of Squares	df	Mean Square	F	Sig
1	Regression	439.236	2	219.618	48.411	0.000
	Residual	462.726	102	4.537		
	Total	901.962	104			

Source: SPSS 2025 Data Analysis

The F-table value in Table 4 was obtained using the formulas $Df1 = k-1$ and $Df2 = n - k$, yielding an F-table value of 3.09. The test results showed that the F-value calculated is 48.411, whilst the significance value obtained is 0.000, significance level of < 0.05 . Since the calculated F-value ($48.411 > \text{the table F-value } (3.08)$) and the significance value of $0.000 < 0.05$, it can be concluded that the variables of Digital Promotion (X1) and Transaction Ease (X2), taken together (simultaneously), has a positive and significant impact on the Purchase Decision (Y). Therefore, the third hypothesis (H3) is accepted, indicating that the research model used is capable of significantly explaining the influence of the two independent variables on the dependent variable.

CONCLUSION

Based on the research findings and discussion regarding the impact of digital promotion and transaction convenience on purchasing decisions on the Shopee marketplace in 2025, it can be concluded that digital promotion has a positive and significant effect on purchasing decisions. This indicates that the more effective the digital promotion strategy, the greater the consumer tendency to make purchases via the Shopee marketplace. Transaction convenience was also proven to have a positive and significant impact on purchasing decisions. Ease of use—spanning product search, ordering, payment methods, and transaction completion—provides convenience to consumers, thereby encouraging them to



make purchases. Individually, both variables were shown to enhance purchasing decisions, with digital promotion exerting a greater influence than transaction convenience. Collectively, both variables also significantly influenced consumer purchasing decisions.

These research findings are expected to serve as valuable input for Shopee and the business operators utilizing the platform, encouraging them to continuously improve the quality of digital promotions and provide a transaction experience that is easier, faster, more secure, and more convenient for consumers, ultimately driving an increase in purchasing decisions.

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