

The Influence Of Promotion and Ease Of Access On Online Purchasing Decisions At Shopee

(Case Study On Students Of The UKI Toraja Management Study Program)

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Abstract. The purpose of this study was to determine the effect of promotion and ease of access on online purchasing decisions at Shopee (case study on students of the UKI Toraja Management study program). The type of research used is quantitative. The population in this study were students of the UKI Toraja Management Study Program Class of 2020 totaling 402 students. The number of samples calculated using Purposive Sampling technique obtained as many as 80 respondents. With the results of the study partially showing that the promotion variable has a positive and significant effect on purchasing decisions. This is evidenced by the tcount value of the promotion variable of 4.822 where this value is greater than the ttable value of 1.991. Partially, ease of access also has a positive and significant effect on purchasing decisions, with a tcount value of 4.238 where this value is greater than the ttable value of 1.991. The results of the study simultaneously show that the two independent variables in this study, namely the promotion variable and ease of access, have a positive and significant effect on the dependent variable, namely the purchase decision, this is evidenced by the fcount value of 34.683 where this value is known to be greater than the ftable value of 3.12. Meanwhile, based on the coefficient of determination (R²), a value of 0.474 is obtained, meaning that the two independent variables affect the dependent variable by 47.4%, while the remaining 52.6% is influenced by other factors not included in this study.

Keywords: Promotion, Ease of Access. Purchasing Decisions

1. INTRODUCTION

The rapid development of technology has changed many aspects of people's lives, including the way they shop. Many people now prefer to shop online compared to the conventional way. With the help of advanced technology, people can get the items they want just by using a smartphone and internet connection without having to come directly to the store.

E-commerce (electronic commerce) has become an important part in supporting the convenience of online shopping. E-commerce allows the process of buying and selling goods or services to be done through the internet, creating a digital economic world that is no less important than the real world. The rapid growth of internet users in Indonesia also supports the development of e-commerce businesses, including marketplaces, which are places for buying and selling goods or services electronically. Marketplaces in Indonesia such as Shopee, Bukalapak, Tokopedia, Lazada, and Blibli, have provided many benefits for sellers and buyers. One of the most successful is Shopee. Based on data from Similarweb, Shopee became the e-commerce site with the highest number of visits in Indonesia in the fourth quarter of 2022.

In online shopping, consumers do not just buy goods out of thin air, but there are factors that influence their purchasing decisions. According to Schiffman and Kanuk (2020),

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purchasing decisions involve determining from several available options. One of the factors that influence purchasing decisions at Shopee is the ease of use of the application. This ease includes access to various products, the purchase and payment process, and receipt of goods.

Apart from convenience, promotion is also an important factor. Shopee uses various marketing strategies, including making the Blackpink group as brand ambassadors, free shipping promotions, cashback, flash sales, and various other interesting campaigns. This strategy makes Shopee increasingly recognized and trusted by consumers.

This study will examine the effect of promotions and ease of access on online purchasing decisions at Shopee, with a case study of students of the UKI Toraja Management Study Program. This research is based on observations and observations that find phenomena that are in accordance with the research topic.

Based on the description above, the authors are interested in conducting research with the title “The Effect of Promotion and Ease of Access on Online Purchasing Decisions at Shopee (Case Study on UKI Toraja Management Study Program Students).”

2. LITERATURE REVIEW

2.1 Purchase Decision

2.1.1 Definition of Purchasing Decision

According to Kotler and Armstrong in Hestanto (2021), purchasing decisions are the stage in the decision-making process where consumers actually make purchases. Tjiptono (2012) defines purchasing decisions as a process in which consumers recognize problems, seek information about certain products or brands, evaluate existing alternatives, and then decide on a purchase. Schiffman and Kanuk (2014) state that purchasing decisions are choices from two or more alternatives.

Based on these definitions, purchasing decisions can be concluded as a decision-making process that begins with recognizing problems, evaluating alternatives, and deciding on a product or service that best suits your needs.

2.1.2 Factors that Affect Purchasing Decisions

- Tjiptono (2011) suggests that purchasing decisions are influenced by the added value that consumers feel after using a product or service. These factors include:
- Emotional value: Benefits that come from positive feelings when using a product or service.
- Social value: Benefits that improve consumers' social self-concept.

- Quality value: Benefits from the product that reduce short-term and long-term costs.
- Functional value: Value derived from product attributes that provide utility.

2.1.3 Stage of the Purchasing Decision Making Process

According to Kotler and Armstrong (2012), the purchasing decision-making process includes five stages:

- a. Need recognition: Consumers realize a problem or need.
- b. Information search: The consumer seeks information related to the problem.
- c. Evaluation of alternatives: The consumer evaluates the best alternative.
- d. Purchase decision: The consumer decides on the purchase.
- e. Post-purchase behavior: Consumers experience a level of satisfaction or dissatisfaction after purchase.

2.1.4 Purchase Decision Indicators

- According to Kotler (2012), purchasing decision indicators include:
- Product stability: Consumer considerations based on information that supports decisions.
- Habit of buying products: Experience from family or friend advice.
- Recommendations to others: Positive information passed on to others.
- Repurchase: Continued purchase after feeling the convenience of the product.

2.1.5 Promotion

a. Definition of Promotion

Promotion plays an important role in marketing a product or service. Swasta and Irawan in Susilo (2018) define promotion as a unidirectional flow of information or persuasion to direct actions that create exchanges in marketing. Kotler and Armstrong (2014) state that promotion is an activity that communicates product advantages and persuades customers to buy. Buchari Alma (2018) adds that promotion is a communication that convinces potential consumers about goods and services.

Based on this definition, promotion can be concluded as a marketing activity that disseminates information about products or services with the aim of attracting potential customers to make purchases.

b. Promotion Objectives

According to Malau (2017), promotional objectives include:

- Informing: Introducing products, how to use, price changes, how to work, and services provided. Persuading: Forming brand choices, shifting choices to specific brands,

changing perceptions, encouraging immediate purchases, and receiving salesperson visits.

- Reminding: Reminding the need for products, points of sale, maintaining consumer awareness, and maintaining consumers' first memories of products.

c. Promotion Indicators

According to Kotler and Keller in Hanyda (2020), promotion indicators include:

Promotion Reach: The number of promotions carried out within a certain time through available media.

- ✓ Promotion Quality: Assessment of the content, design, and media used.
- ✓ Promotion Quantity: Consumer assessment of the promotion carried out.
- ✓ Promotion Time: The timeframe of the promotion.
- ✓ Promotion Target Appropriateness: The suitability of promotional targets to achieve company goals.

2.1.6 Ease of Access

a. Definition of Ease of Access

Rahayu (2017) defines convenience as a condition in which consumers believe that using technology is easy and does not require great effort. Wardoyo and Andini in Ratih (2021) add that convenience is the most important thing that online providers or sellers must pay attention to. This convenience will have an impact on behavior, the higher a person's perception of the ease of using the system, the higher the level of information technology utilization. Setyo et al (2015) state that convenience is the belief that the use of technology is free from effort.

Based on this definition, convenience can be concluded as a system that makes it easier for consumers to interact, transact, and obtain information, so that it does not require great effort in its use.

b. Indicators of Ease of Access

According to Nindy and Saryadi (2018), indicators of ease of access include:

- Ease of search navigation information
- Ease of ordering procedures
- Ease of payment procedures
- Ease of website or application access via laptop or cellphone

This study will examine the effect of promotion and ease of access on online purchasing decisions at Shopee. Based on the literature review, several previous studies provide an in-depth look at various aspects relevant to this topic.

c. Purchase Decision

Purchasing decisions involve several stages starting from need recognition, information search, alternative evaluation, purchase decisions, to post-purchase behavior (Kotler & Armstrong, 2012). Factors that influence purchasing decisions include emotional, social, quality, and functional values (Tjiptono, 2011).

d. Promotion

Promotion is an important activity in marketing to communicate product advantages and persuade consumers to buy (Kotler & Armstrong, 2014; Swasta & Irawan in Susilo, 2018). Promotion objectives include informing, persuading, and reminding consumers (Malau, 2017). Promotion indicators include range, quality, quantity, timing, and accuracy of promotional targets (Kotler & Keller in Hanyda, 2020).

e. Ease of Access

Ease of access in using technology is very important to increase consumer utilization of information technology (Rahayu, 2017; Wardoyo & Andini in Ratih, 2021). Indicators of ease of access include ease of navigation information, ordering procedures, payment procedures, and access through various devices (Nindy & Saryadi, 2018). This study will use indicators from the literature above to test the effect of promotions and ease of access on online purchasing decisions at Shopee, with a focus on students of the UKI Toraja Management Study Program. Based on initial observations and observations, phenomena were found that are relevant to the topic of this research, so it is hoped that it can make an important contribution to understanding the dynamics of online purchasing decisions in the digital era.

3. METHODS

This research uses a quantitative approach, where data is collected through questionnaires and analyzed statistically to test hypotheses (Sugiyono, 2017). The research was conducted at Toraja Indonesian Christian University, Tana Toraja Regency.

3.1 Types and Sources of Data

The data used is primary data obtained directly from respondents through questionnaires distributed to students of the UKI Toraja Management Study Program.

3.2 Population and Sample

Population: UKI Toraja Management Study Program students class of 2020 as many as 402 students. Sample: 80 students selected using purposive sampling technique (Sugiyono, 2020).

3.3 Data Collection Procedure

- Observation: Observing the use of Shopee e-commerce by students.
- Questionnaire: Distributing written questions online using Google Form.

3.4 Data Analysis Technique

- Instrument Testing:
- Validity Test: Measuring the accuracy of the data by comparing r_{count} with r_{table} .
- Reliability Test: Determines the consistency of the instrument with a reliability coefficient value ≥ 0.6 .

This study aims to examine the effect of promotion and ease of access on online purchasing decisions at Shopee, with a focus on students of the UKI Toraja Management Study Program.

4. RESULTS

It is known that the number of respondents in this study who are female are 53 people and 27 people are male. The data above shows that respondents with female gender are more dominant than respondents with male gender.

The age of the respondents in this study was more at the age of 19-22 years, namely 70 people, then respondents with an age range of 23-26 years were 9 people, and at the age of 27-30 years there was 1 respondent.

4.1 Hypothesis Test

Multiple Linear Regression Analysis

Table 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.837	.901		4.260	.000		
Promosi(X1)	.349	.072	.436	4.822	.000	.834	1.199
Kemudahan Akses(X2)	.335	.079	.384	4.238	.000	.834	1.199

Based on the results of the regression analysis above, there is a constant value (a): 3.837, and the coefficient of each regression b1: 0.349, and b2: 0.335. Then the multiple regression model is obtained as follows:

$$Y = 3.837 + 0.349X_1 + 0.335X_2 + e$$

The following is the interpretation of the Multiple Linear equation model above:

- a. A constant of 3.837 means that if Promotion and Ease of Access have a value of 0, then the Purchasing Decision variable is 3.837.

- b. The coefficient value of the Promotion variable of 0.349 indicates that every increase in Promotion by 1 unit, it will increase the Purchasing Decision of the UKI Toraja Management Study Program Students by 0.349 units. The coefficient with a positive value indicates a unidirectional relationship between promotion and purchasing decisions. Where the more often promotions are carried out, the higher the purchasing decisions of students in shopping online through Shopee.
- c. The coefficient value of the Ease of Access variable of 0.335 indicates that every increase in ease of access by 1 unit, it will increase the Purchasing Decision of UKI Toraja Management Study Program Students by 0.335 units. The coefficient with a positive value indicates a unidirectional relationship between ease of access and purchasing decisions. Where the higher the ease of access, the higher the purchasing decisions of students in shopping online through Shopee.

4.2 T-test

The purpose of this test is to see whether the independent variable (X) is significant or not individually on the dependent variable (Y).

Table 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.837	.901		4.260	.000
Promosi (X1)	.349	.072	.436	4.822	.000
Kemudahan Akses (X2)	.335	.079	.384	4.238	.000

4,3 The Effect of Promotion on Purchasing Decisions

Based on the data in table 4.13 above, it is known that the coefficient value: $t_{count} = 4.822$
 $t_{table} = 1.991$

The decision-making criteria:

- Ho is accepted if: $t_{count} \leq t_{table}$
- Ho is rejected if: $t_{count} > t_{table}$

Based on the test results in the table above, it shows that the Promotion variable (X1) obtained a t_{count} of 4.822 where this value is greater ($>$) than the t_{table} value of 1.991. Therefore, it can be concluded that Ho is rejected and H1 is accepted, meaning that the Promotion variable (X1) has a positive and significant effect on the Purchasing Decision variable (Y).

4.4 The Effect of Ease of Access on Purchasing Decisions Based on the data in table 4.13 above, the coefficient value is known:

$t_{count} = 4.238$. The t_{table} value is known at the 5% significance level with the equation: $t_{table} = 1.991$ The decision-making criteria:

- H_0 is accepted if: $t_{count} \leq t_{table}$
- H_0 is rejected if: $t_{count} > t_{table}$

Based on the test results in the table above, it shows that the Ease of Access (X_2) variable obtained a t_{count} of 4.238 where this value is greater ($>$) than the t_{table} value of 1.991. Therefore, it can be concluded that H_0 is rejected and H_1 is accepted, meaning that the Ease of Access (X_2) variable has a positive and significant effect on the Purchasing Decision variable (Y).

4.5 Test f

The purpose of this test is to determine whether or not there is a significant influence between the independent variables on the dependent variable together or simultaneously.

Table 3

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	304.260	2	152.130	34.683	.000 ^a
Residual	337.740	77	4.386		
Total	642.000	79			

Based on the data in the table above, it shows the results of the f_{count} value of 34.683 and a sig value of 0.000 while for the f_{table} value of 3.12.

The decision-making criteria:

- H_0 is accepted if: $f_{count} < f_{table}$
- H_0 is rejected if: $f_{count} > f_{table}$

Based on the test results, it shows the f_{count} value of 34.683 where the value is greater ($>$) than the f_{table} value of 3.12. So it can be concluded that H_0 is rejected and H_1 is accepted. This means that in this test, both the Promotion variable (X_1) and the Ease of Access variable (X_2) together have a positive and significant effect on the Purchasing Decision variable (Y).

4.6 Coefficient of Determination (R²)

The purpose of this analysis is to see how much influence the independent variable has on the dependent variable.

Table 4

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 ^a	.474	.460	2.094

The table above shows the coefficient of determination (R²) of 0.474 or 47.4%. It can be concluded that the percentage of influence of the Promotion variable (X1) and the Ease of Access variable (X2) on Purchasing Decisions (Y) is 47.4% while the remaining 52.6% is influenced by other variables not included in this study.

5. DISCUSSION

The research conducted shows that all independent variables (Promotion and Ease of Access) have a positive coefficient value, meaning that all independent variables have a direct influence on the dependent variable, namely Purchasing Decisions. The results of the analysis and testing can be explained as follows:

5.1 The Effect of Promotion on Purchasing Decisions

Based on the results of the t test conducted, Promotion (X1) has a positive and significant effect on Purchasing Decisions (Y) for students of the UKI Toraja Management Study Program. This is evidenced by the results of tcount (4.822) > ttable (1.991) therefore H₀ is rejected and H₁ is accepted. This is in accordance with the theory put forward by Kotler and Armstrong (2014), that Promotion is an activity that communicates product advantages and persuades students to buy a product. communicate product advantages and persuade customers to buy a product. Based on this, the results in this study are in line with the results of previous research conducted by Iqbal (2022), which shows that Promotion has a positive and significant effect on Purchasing Decisions.\

5.2 The Effect of Ease of Access on Purchasing Decisions

Based on the results of the t test conducted, Ease of Access (X2) has a positive and significant effect on Purchasing Decisions (Y) for students of the UKI Toraja Management Study Program. This is evidenced by the results of tcount (4.238) > ttable (1.991) therefore H₀ is rejected and H₁ is accepted. This is in accordance with the theory put forward by Rahayu (2017), that convenience is a condition where consumers believe that the use of technology is easy and does not require great effort from its use. Based on this, this research is in line with

the results of previous research conducted by Supraba (2021), which states that Ease of Access has a positive and significant effect on Purchasing Decisions.

Based on the results of the f test conducted in this study, it shows that simultaneously the Promotion and Ease of Access variables affect online purchasing decisions at Shopee for UKI Toraja Management Study Program Students. This is evidenced by test results with an fcount value of 34.683 greater than the ftabel value of 1. The results in this study are in line with the results of previous research conducted by Astiana (2022), which states that simultaneously Pomosi and Ease of Access have a significant effect on Purchasing Decision. Meanwhile, based on the coefficient of determination (R²) value of 0.474, it means that the two independent variables affect the dependent variable by 47.4%, while the remaining 52.6% is influenced by other factors not included in this study. Restate the study's main purpose.

Reaffirm the importance of the study by restating its main contributions. Summarize the results in relation to each stated research objective or hypothesis without introducing new material. Relate the findings to the literature and the results reported by other researchers. Provide possible explanations for unexpected or non-significant findings. Discuss the managerial implications of the study. Highlight the main limitations of the study that could influence its internal and external validity. Discuss insightful (i.e., non-obvious) directions or opportunities for future research on the topic.

The discussion section should not merely restate the findings reported in the results section or introduce additional findings not previously discussed. Instead, it should focus on highlighting the broader implications of the study's findings and relating these to previous research. Ensure that the conclusions you reach follow logically from and are substantiated by the evidence presented in your study.

6. CONCLUSION

6.1 Conclusion

Based on the results of the research that has been conducted on the Effect of Promotion and Ease of Access on Online Purchasing Decisions at Shopee for UKI Toraja Management Study Program Students and based on the discussion in the previous chapter, it can be concluded as follows:

1. The results of the linear regression analysis and t test conducted in this study, namely the promotion variable partially has a significant effect on online purchasing decisions at Shopee for UKI Toraja Management Study Program Students. This is evidenced based

on the test results with a tcount value of 4.822 where this value is greater than the ttable value of 1.991.

2. Based on the results of multiple linear regression analysis and t tests carried out in this study, the results show that ease of access partially has a positive and significant effect on online purchasing decisions at Shopee for UKI Toraja Management Study Program Students. This is evidenced based on the test results with a tcount value of 4.238 where this value is greater than the ttable value of 1.991.
3. The results of multiple linear regression analysis and the f test carried out in this study show that simultaneously the variable promotion and ease of access affect online purchasing decisions at Shopee for UKI Toraja Management Study Program Students. This is evidenced by the test results with an fcount value of 34.683 greater than the ftable value of 3.12. Meanwhile, based on the coefficient of determination (R^2) value of 0.474, it means that the two independent variables affect the dependent variable by 47.4%, while the remaining 52.6% is influenced by other factors not included in this study.

6.2 Advice

Based on the results of this study, the following suggestions are proposed:

1. For Shopee e-commerce, the results of this study can be used as material for consideration in order to improve Purchasing Decisions. Where the results in this study show a positive value in all variables, which means that if Promotion and Ease of Access are increased, the Purchasing Decision will also increase. Therefore, Shopee e-commerce should often carry out promotions either through social media or other electronic media such as television in order to continue to compete and increase Purchasing Decisions. In addition, Shopee e-commerce must also continue to improve the ease of accessing the application, as well as the ease of making transactions.

7. LIMITATION

The limitations in this study are;

- a. **Limited Respondents:** The limited number of respondents may affect the accuracy of the research results. A larger sample may provide more representative and reliable results.
Local Context: This research was conducted in a specific local context (UKI Toraja), so the results may not apply to other contexts or in other regions with different characteristics.

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