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Optimizing Online Purchasing Decisions Through Promotional Strategies, Ease of Transactions, Trust, and Service Quality on the Shopee E-Commerce Platform (Student Study in Purwokerto)

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A B S T RAK

This study aimed to assess the impact of promotions, transaction ease, consumer trust, and service quality on online purchasing decisions on Shopee e-commerce. The sample of this study was 125 university students in Purwokerto who used the Shopee application and made product purchases on the Shopee application. The data were obtained directly from respondents using a questionnaire as the research instrument. The data were examined through multiple linear regression analysis. The findings revealed that promotions, transaction ease, consumer trust, and service quality positively and significantly influenced online purchasing decisions. These results suggest that enhancing purchasing decisions is essential. can be achieved through targeted promotions, an easy and secure transaction system, increasing consumer trust, and responsive and reliable service quality.

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INTRODUCTION

The development of information technology, particularly the internet, has transformed consumer behavior in purchasing goods and services. This phenomenon is reflected in the rapid growth of the e-commerce industry across various countries, including Indonesia. Shopee is among the top e-commerce platforms in Indonesia. According to data from iPrice, Shopee has consistently been the most visited e-commerce site in five out of six Southeast Asian nations: Malaysia, Singapore, Thailand, the Philippines, and Vietnam. Its total visits reached 421 million in 2022 (Putri & Fenalosa, 2022), and in Indonesia, During the third quarter of 2023, Shopee recorded an average of 216 million visits each month. This figure represents an increase of approximately 30% compared to the average visits in the second quarter of 2023 (Ahdiat, 2023). Amelia (2018) cited in Heni et al. (2020) explains that Shopee offers various unique features that distinguish it from other e-commerce platforms, such as customer-to-customer (C2C) features and live chat, which facilitate interaction among Shopee users. In addition, Shopee has successfully attracted consumers through various promotional strategies, transaction convenience, service quality, and the trust-based image it has established.

Shopee's success in attracting consumers to shop online has drawn the attention of researchers to examine the elements affecting consumer purchasing choices on the platform. A study conducted by Heni et al. (2020) found that trust, transaction convenience, and promotions significantly influence purchase decisions. Meanwhile, Arianto and Octavia (2021) identified service quality and distribution as key factors affecting purchasing decisions.

Universitas Muhammadiyah Purwokerto, Universitas Jenderal Soedirman, and UIN Saizu were selected as the research locations because they have the largest student populations in the city of Purwokerto. Based on data from PDDikti, Universitas Jenderal Soedirman has 32,224 active students, Universitas Muhammadiyah Purwokerto has 23,030 active students, and UIN Saizu has 17,186 active students. Students generally exhibit high mobility and diverse consumption needs, such as academic requirements, fashion, and lifestyle products, which are frequently fulfilled through online shopping. Shopee has become the preferred platform due to its user-friendly application and flexible payment methods. Therefore, these three universities are considered relevant and strategic research sites for gaining deeper insights into online shopping behavior.

Students' purchasing activities on Shopee reflect changes in consumer behavior in the digital era, particularly among younger generations who are closely connected to technology and the internet. Students typically have busy schedules involving academic activities, organizational involvement, and coursework, making Shopee a practical solution for those with limited time. The process of consumer decision-making regarding purchases typically consists of five stages: recognizing a problem, searching for information, evaluating alternatives, making a purchase decision, and engaging in post-purchase behavior. (Kotler & Keller, 2016). Numerous factors can influence purchasing decisions.

The first factor influencing purchase decisions is promotion. Promotional activities can be conducted through multiple channels, including advertising and social media. In the current digital era, promotion through social media has become a highly effective strategy, as nearly all consumers use these platforms. Promotion enables marketing messages to be delivered quickly to consumers (Lukito, 2020). Online shopping on Shopee is particularly appealing due to attractive promotions such as discounts, free shipping, and cashback offers. Consumers of all age groups enjoy the convenience of shopping anytime and anywhere, including students who benefit from technological advancements that facilitate online purchasing (Ningsih & Cahya, 2022). Several studies (Hastuti & Anasrulloh, 2020; Lukito, 2020; Marlius & Jovanka, 2023) discovered that promotions have a positive and significant impact on purchasing decisions. However, these findings differ from those of Heni et al. (2020), who reported that promotion does not have a positive and significant effect on purchase decisions.

Another factor contributing to the popularity of online shopping is transaction convenience, which is perceived as practical and user-friendly for consumers. This includes ease in searching for products, placing orders, and using payment systems. Such convenience factors continue to drive significant increases in online purchase decisions over time (Dari et al., 2021). Studies by Agustiningrum and Andjarwati (2021), Lestari and Iriani (2018), and Heni et al. (2020) indicate that transaction convenience has a positive and significant effect on purchase decisions. In contrast, other studies (Pradwita et al., 2020; Yuliawan et al., 2018) found that the convenience of transactions does not affect purchasing decisions.

Another important factor influencing purchase decisions is trust. According to Turban (2010), trust is a psychological state in which individuals or organizations believe that their transaction partners, namely companies, will fulfill their promised commitments. Trust is crucial as it helps consumers overcome uncertainty and risk during interactions, such as when providing personal information or making purchases (Lestari & Iriani, 2018). In the competitive online shopping environment, building consumer trust is essential for businesses. Higher levels of trust increase the likelihood that consumers will purchase products from a particular online store (Dari et al., 2021). Studies by Lestari and Iriani (2018), Agustiningrum and Andjarwati (2021), and Heni et al. (2020) demonstrate that trust has a positive and significant effect on purchase decisions. Conversely, Mbete and Tanamal (2020) and Pradwita et al. (2020) found that trust does not significantly influence purchase decisions.

Service quality is another factor that can impact purchasing decision. According to Tjiptono (2014), Service quality is defined as the degree to which the provided level of service meets customer expectations. When service quality is poor, especially in markets where many alternatives offer similar products, consumers can easily switch to other providers and are less likely to make a purchase decision. The service quality of Shopee influences students' purchasing decisions, as the platform offers adequate features, a comfortable user experience, and convenient return and warranty claim processes. By fulfilling customer needs and expectations and delivering services accurately, Shopee's service quality has become a primary choice for students engaging in online shopping (Sopiyan, 2022). Studies conducted by Arianto and Octavia (2021) and Tanady and Fuad (2020) suggest that service quality positively and significantly influences purchasing decisions. However, contrasting findings have been reported by Cynthia et al. (2022), Polla et al. (2018), and Cahya et al. (2021), who discovered that service quality does not significantly influence purchasing decisions.

Students in Purwokerto are increasingly active in online shopping through Shopee and other e-commerce platforms due to the influence of promotions, transaction convenience, consumer trust, and service quality. Promotional strategies such as large discounts and cashback offers attract their attention, while transaction convenience and fast delivery processes also play an important role. Students tend to place greater trust in e-commerce platforms with strong reputations for transaction security and product quality. Positive experiences with customer service further enhance their trust. This phenomenon highlights the importance of empirically analyzing and explaining these factors in the context of online purchasing on Shopee, particularly among students in Purwokerto.

Drawing from previous research findings and the phenomena outlined in the background, this study differs from earlier studies by incorporating an additional variable, namely service quality. Therefore, the researcher is interested in conducting a study entitled "Optimizing Online Purchase Decisions through Promotion Strategies, Transaction Convenience, Trust, and Service Quality on the Shopee E-Commerce Platform (A Study of Students in Purwokerto)."

LITERATURE REVIEW

Consumer Behavior Theory

Consumer behavior, according to Kotler and Keller (2021), entails the examination of how individuals or groups make choices in selecting, acquiring, utilizing, and gaining value from products, services, or concepts, as well as the experiences associated with fulfilling their needs and desires. Tjiptono (2015) explains consumer behavior from two perspectives. First, it is viewed as a sequence of human actions aimed at solving problems related to needs and desires, involving various psychological processes such as thoughts, feelings, and behaviors, which ultimately create value for consumers. Second, consumer behavior is regarded as a field of study that accumulates knowledge focusing on consumption processes, including how goods, services, or ideas are transformed into value to satisfy consumer needs and desires. Consumer behavior assessment can be measured using the Theory of Planned Behavior.

According to the Theory of Planned Behavior proposed by Ajzen (1991), as cited in Kurniawati and Abdi (2023), Behavior is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude toward the behavior pertains to a person's stable inclination to respond positively or negatively to an object. Subjective norms reflect a person's perception of social pressure from important individuals concerning a specific behavior. Perceived behavioral control indicates an individual's view of how easy or challenging it is to engage in a behavior, highlighting the availability of resources, opportunities, and their perceived control over the action.

Purchase Decision

Purchase decision refers to a consumer's effort to decide on a product to be consumed through a series of processes and stages (Tjiptono, 2015). According to Firmansyah (2018), a purchase decision is a problem-solving process undertaken by individuals when choosing the most suitable behavioral option from two or more alternatives, regarded as the optimal action for making a purchase after completing the decision-making process. Kotler and Keller (2021) a purchase decision can be defined as the phase where consumers intend to buy a desired product while taking into account potential risks that might lead them to alter, delay, or forgo the purchase. This phase includes problem recognition, information gathering, evaluation of alternatives, and ultimately the acquisition and usage of the product or service to address the identified issue (Tjiptono, 2015). Ritonga and Ganyang (2020) describe purchase decisions as individual activities in purchasing products or services offered by sellers, which vary depending on the type of purchasing decision desired by each individual. According to Suliawati et al. (2023), purchase decisions can be measured using four indicators: purchase consistency, brand choice, purchasing based on needs, and recommendations from others.

Promotion

Promotion is a crucial strategy in winning market competition, as companies must continuously convey information about their products to consumers. According to Tjiptono (2015), Promotion is a component of the marketing mix designed to inform, persuade, and remind consumers about a company's brand and products. Among various marketing activities, promotion is one of the most commonly used tools to introduce and disseminate product information to the public. Promotion represents communication between sellers and buyers that utilizes appropriate information to change buyers' attitudes and behavior, encouraging them to recognize, purchase, and remember the product (Laksana, 2019). Promotion is intended not only to stimulate consumers to purchase products or services but also to serve as a means of building long-term relationships with customers (Leksono, 2017). According to Kotler and Armstrong (2012), as cited in Prilano et al. (2020), promotion can be evaluated through indicators like advertising, sales promotions, personal selling, public relations, and direct marketing.

Transaction Convenience

According to Yuliawan et al. (2018), transaction convenience refers to consumers' perceptions of effectiveness and efficiency in making payments for purchased products through a simple process. Anjum and Chai (2020) define online transaction convenience as an easy ordering process, diverse and easily completed payment methods, a comfortable and beneficial purchasing process, and fast and accurate product delivery. Davis (1989) states that perceived ease of use occurs when users believe that using a technology requires minimal effort. Meanwhile, Turban (2018) emphasizes that transaction convenience should be easily accessible without causing difficulties for users during the transaction process. According to Suliawati et al. (2023), transaction convenience can be measured using five indicators: ease of use, clarity and understandability, controllability, ease of becoming skillful, and flexibility.

Consumer Trust

According to Ozdemir and Sonmezay (2020), consumer trust is a consumer's belief in the integrity and reliability of the seller, as well as the seller's ability to fulfill all transactional obligations in accordance with consumer expectations. Wibowo (2020) defines consumer trust as consumers' positive expectations regarding the producer's ability to deliver satisfactory products and provide fulfillment. Consumer trust can be built through the honesty of producers or marketers in clearly explaining product or service characteristics to consumers. Additionally, providing guarantees or warranties, such as product exchanges or replacements for damaged goods, as well as after-sales services, can further enhance consumer trust (Sandora, 2020). According to Wongkitrungrueng and Assarut (2020), consumer trust is measured using four items related to trust in the seller and three items related to trust in the product.

Service Quality

According to Tjiptono (2014), service quality is an initiative aimed at effectively meeting consumer needs and desires, and even exceed their expectations. Service quality refers to the optimal ability of products or services to satisfy consumer needs (Kotler & Keller, 2021). Service quality represents a company's effort to meet consumer needs and expectations effectively. Sugita et al. (2017) service quality includes all actions performed by a company to meet customer expectation. Service is defined as an intangible offering involving relationships, speed, and friendliness (Dianamurti & Damayanti, 2023). By possessing these characteristics, companies are able to deliver high-quality services to consumers. According to Özkan et al. (2020), service quality can be measured using eight indicators: service improvement, error-free transaction control, prompt service delivery, responsiveness to customer complaints, customer-friendly procedures, understanding and fulfilling customer needs, clear product and service information, and cost transparency prior to transactions.

HYPOTHESIS DEVELOPMENT

Effect of Promotion on Purchase Decision

Research conducted by Hastuti and Anasrulloh (2020) discovered that promotion positively and significantly influences purchase decisions. This finding is consistent with previous studies by Tolan et al. (2021), Lukito (2020), and Marlius and Jovanka (2023). Promotional offers tend to attract price-sensitive consumers and help increase customer awareness and knowledge of specific products or brands. In addition, promotions provide positive psychological benefits, such as feelings of satisfaction or excitement when consumers receive discounts or special offers.

Effective promotion can enhance consumers' perceived value of a product or service, strengthen brand awareness, and trigger emotional or rational responses that encourage purchasing behavior (Tjiptono, 2015). Based on consumer behavior theory, understanding consumers' needs, preferences, and decision-making processes provides important insights into how promotion influences purchase decisions.

H1: Promotion has a positive effect on purchase decisions.

Effect of Transaction Convenience on Purchase Decision

Research by Dari et al. (2021) suggests that transaction convenience has a positive and significant impact on purchase decisions. Transaction convenience includes ease of searching for desired products, simplicity in ordering processes, and convenience in payment systems. These factors contribute to a growing inclination among consumers to engage in online purchases. This conclusion is backed by earlier research conducted by Agustiningrum and Andjarwati (2021), Lestari and Iriani (2018), and Heni et al. (2020).

Consumer behavior theory explains that transaction convenience plays a crucial role in shaping purchase decisions, as it reflects the extent to which consumers perceive the purchasing process as smooth and effortless. The easier a transaction is perceived to be, the higher the probability that consumers will complete a purchase. Thus, transaction convenience is a vital factor in comprehending consumer behavior and creating effective marketing strategies (Schiffman et al., 2010).

H2: Transaction convenience has a positive effect on purchase decisions.

Effect of Consumer Trust on Purchase Decision

Research conducted by Heni et al. (2020) shows that consumer trust positively and significantly affects purchase decisions. This finding suggests that higher levels of consumer trust lead to an increase in purchase decisions. Similar results have been reported by Dari et al. (2021), Lestari and Iriani (2018), and Agustiningrum and Andjarwati (2021).

Consumer behavior theory provides insights into factors influencing purchase decisions, including consumer trust. Trust represents consumers' positive beliefs and attitudes toward a brand, product, or service. Within the framework of consumer behavior theory, trust is considered a critical factor influencing consumer preferences and purchasing behavior. Consumers are likely to select products or services from brands they trust, as trust reduces perceived risk and increases confidence that the product or service will meet their expectations (Schiffman et al., 2010).

H3: Consumer trust has a positive effect on purchase decisions.

Effect of Service Quality on Purchase Decision

Research by Tanady and Fuad (2020) discovered that service quality positively and significantly influences purchase decisions, suggesting that better service quality results in higher consumer purchase decisions. This conclusion aligns with prior research by Sopiyan (2022), Arianto and Octavia (2021), and Rozi and Khuzaini (2021).

Consumer behavior theory explains that individuals make purchase decisions based on factors such as preferences, perceptions, and past experiences. In the context of service quality, the theory indicates that high-quality service improves customer satisfaction, which subsequently encourages customer loyalty and favorable purchase decisions. Consumers are more inclined to select

products or services from companies that deliver exceptional service quality, as it is perceived as an indicator of value and satisfaction (Kotler & Keller, 2016).
H4: Service quality has a positive effect on purchase decisions.

RESEARCH METHOD

This study utilizes a quantitative research approach, a method used to investigate a particular population or sample through data gathering with research instruments, focusing on quantitative or statistical data analysis to test established hypotheses (Sugiyono, 2017). The population of this study consists of university students in Purwokerto, including students from Universitas Muhammadiyah Purwokerto, Universitas Jenderal Soedirman, and UIN Saizu, who use the Shopee application and have made purchases through the platform.

The sampling method employed in this study is purposive sampling. According to Sugiyono (2017), purposive sampling is a sampling method based on specific criteria. The criteria for selecting samples in this study include: (1) active university students in Purwokerto, (2) having and using the Shopee application, and (3) having conducted at least one transaction on Shopee.

Data Analysis Method

Data analysis in this study was carried out using descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, model fit assessment, and hypothesis testing. The determination of sample size refers to Roscoe's rule of thumb, which asserts that in multivariate analysis, such as correlation or multiple regression, the minimum sample size should be ten times the number of independent variables (Sugiyono, 2017). As this study includes four independent variables, the minimum required sample size is 40 respondents. However, to enhance statistical power, ensure model stability, and anticipate incomplete or invalid data, this study utilized a total of 150 respondents.

Data were collected using a questionnaire survey method. According to Sugiyono (2017), A questionnaire is a data collection method that entails offering a series of written questions to respondents, who represent the research sample, to obtain the required information.

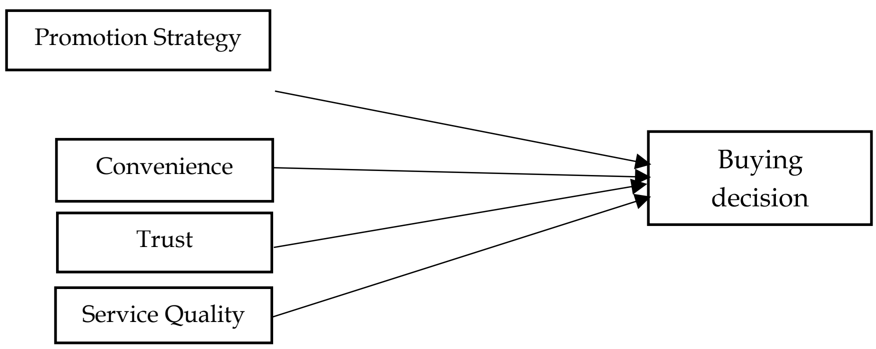

Figure 1.1

RESEARCH RESULTS

Respondent Description

This study was conducted involving respondents from UNSOED, UMP, and UIN Saizu. The characteristics of the respondents are presented in the following table.

Table 1. Respondent Characteristics

Description	Frequency	Percentage
Gender		
Male	90	60%
Female	60	40%
Total	150	100%
Age		
18–20 years	32	21.3%
21–23 years	45	30%
24–26 years	73	48.7%
Total	150	100%
University		
UMP	43	28.7%
UNSOED	59	39.3%
UIN Saizu	48	32%
Total	150	100%

Based on Table 1, the respondent characteristics by gender indicate that 60% of respondents are male and 40% are female. Furthermore, the descriptive recap based on age shows that respondents aged 18–20 years account for 21.3%, those aged 21–23 years account for 30%, and respondents aged 24–26 years account for 48.7%. In terms of university affiliation, 28.7% of respondents are from UMP, 39.3% are from UNSOED, and 32% are from UIN Saizu.

Validity Test

The validity test is employed to assess whether a questionnaire is valid. A questionnaire is deemed valid if its items effectively measure what they are designed to measure (Ghozali, 2016). Based on the SPSS output, the calculated r-values for each statement item across all variables are greater than the r-table value at a 95% significance level ($\alpha = 0.05$), which is 0.160. These results indicate that all research instruments for each variable are valid.

Reliability Test

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Threshold	Description
1	Promotion	0.777	> 0.60	Reliable
2	Transaction Convenience	0.730	> 0.60	Reliable
3	Trust	0.741	> 0.60	Reliable

No	Variable	Cronbach's Alpha	Threshold	Description
4	Service Quality	0.829	> 0.60	Reliable
5	Purchase Decision	0.713	> 0.60	Reliable

Based on Table 2, it can be seen that the Cronbach's Alpha values for all variables are greater than 0.60. This indicates that the indicators used in the statements for each variable are reliable.

Classical Assumption Test

Normality Test

Table 3. Kolmogorov–Smirnov (K–S) Normality Test

Description	Value
N	150
Mean	0.0000000
Std. Deviation	0.21703508
Most Extreme Differences (Absolute)	0.063
Most Extreme Differences (Positive)	0.063
Most Extreme Differences (Negative)	-0.056
Test Statistic	0.063
Asymp. Sig. (2-tailed)	0.200

Based on the SPSS output of the Kolmogorov–Smirnov test, the Asymp. Sig. value is 0.200 with a significance level of 0.05. Therefore, it can be concluded that the data in this study are normally distributed, as the Asymp. Sig. value of 0.200 is greater than 0.05.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Collinearity Statistics

Variable	Tolerance	VIF
Promotion (P)	0.169	5.929
Transaction Convenience (TC)	0.422	2.369
Consumer Trust (CT)	0.156	6.425
Service Quality (SQ)	0.691	1.448

Table 4 shows that the tolerance values for all variables are greater than 0.10.

Likewise, none of the Variance Inflation Factor (VIF) values exceed 10. Based on these results, it can be concluded that the data in this study are free from multicollinearity problems.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Model	t	Sig.
(Constant)	2.792	0.006
Promotion	0.792	0.430
Transaction Convenience	-1.144	0.254
Trust	-0.807	0.421
Service Quality	-0.079	0.937

Based on Table 5, the significance values for the variables promotion (0.430), transaction convenience (0.254), trust (0.421), and service quality (0.937) are all greater than the significance level (α = 0.05). Therefore, it can be concluded that the data used in this study do not exhibit heteroscedasticity.

DATA ANALYSIS TEST

Multiple Linear Regression Test

The research model utilizes a multiple linear regression model, which analyzes the relationship between a dependent variable and one or more independent variables. This model seeks to estimate and/or predict the population mean or average value of the dependent variable based on the known values of the independent variables (Ghozali, 2016).

Table 6. Results of Multiple Linear Regression Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.825	0.192		-4.290	0.000
Promotion (P)	0.243	0.098	0.199	2.475	0.014
Transaction Convenience (TC)	0.236	0.056	0.215	4.246	0.000
Trust (T)	0.627	0.101	0.518	6.194	0.000
Service Quality (SQ)	0.089	0.043	0.082	2.068	0.040

a. Dependent Variable: Purchase Decision

Based on the results of the multiple linear regression analysis above, the regression equation can be formulated as follows:

$$\textbf{Purchase Decision} = \alpha + \beta_1 P + \beta_2 TC + \beta_3 T + \beta_4 SQ + \varepsilon$$

or

$$\textbf{Purchase Decision} = -0.825 + 0.243P + 0.236TC + 0.627T + 0.089SQ + \varepsilon$$

The interpretation of the constant and regression coefficients is as follows:

1. The constant value (α) is negative at -0.825, indicating that if promotion, transaction convenience, consumer trust, and service quality are assumed to be zero, the purchase decision value would be -0.825 units.
2. The regression coefficient for promotion is positive at 0.243, meaning that a one-unit increase in promotion, while holding other independent variables constant, increases the purchase decision by 0.243 units.
3. The regression coefficient for transaction convenience is positive at 0.236, indicating that a one-unit increase in transaction convenience, assuming other variables remain constant, increases the purchase decision by 0.236 units.
4. The regression coefficient for consumer trust is positive at 0.627, which implies that a one-unit increase in consumer trust, with other variables held constant, increases the purchase decision by 0.627 units.
5. The regression coefficient for service quality is positive at 0.089, meaning that a one-unit increase in service quality, assuming other variables remain constant, increases the purchase decision by 0.089 units.

Where ε represents the standard error (error term).

Model Fit Test

Coefficient of Determination (R^2)

Table 7. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	**0.918**	**0.842**	**0.838**	**0.22001**

Based on the SPSS output, the Adjusted R-Square value of the regression model obtained in this study is 0.838. This indicates that the independent variables are able to explain 83.8% of the variation in the dependent variable, while the remaining 16.7% is explained by other variables not included in the model.

F Statistical Test (Simultaneous Significance Test)

Table 8. Results of the Simultaneous Test (F-Test) (ANOVA)

Model	F	Sig.
Regression	**193.891**	**0.000**

Based on Table 8, the calculated F value is 193.891 with a significance value of 0.000, which is less than 0.05. Meanwhile, the F-table value at a 95% confidence level is 2.43. Thus, F-calculated > F-table (193.891 > 2.43), indicating that the regression model used in this study is statistically feasible and appropriate for further analysis.

The Effect of Promotion on Purchase Decision

According to the analysis results, promotion positively and significantly influences purchase decisions. This finding aligns with prior studies that have been conducted by Hastuti and Anasrulloh (2020), Tolan et al. (2021), Lukito (2020), and Marlius and Jovanka (2023), which found that promotion has a positive and significant influence on purchase decisions.

Promotional strategies such as discounts, cashback offers, and influencer content on Shopee effectively communicate product benefits, value, and advantages to consumers. Clear and attractive information helps shape positive consumer evaluations of the product. According to the Theory of Planned Behavior, promotion strengthens consumer attitudes, subjective norms, and perceived behavioral control, thereby increasing both purchase intention and actual purchasing behavior.

The Effect of Transaction Convenience on Purchase Decisions

Based on the analysis results, transaction convenience positively and significantly impacts purchase decisions. This finding is consistent with previous studies that have been conducted by Dari et al. (2021), Agustiningrum and Andjarwati (2021), Lestari and Iriani (2018), and Heni et al. (2020), which found that transaction convenience positively and significantly influences purchase decisions.

Transaction convenience on the Shopee application—such as a simple checkout process, multiple payment methods, secure transactions, and instant confirmation—enables consumers to feel capable of completing purchases easily. According to the Theory of Planned Behavior, transaction convenience enhances consumers' perceived behavioral control, improves attitudes toward purchasing, and is reinforced by subjective norms, thereby encouraging purchase intention and actual purchasing behavior.

The Effect of Trust on Purchase Decisions

Based on the analysis results, trust positively and significantly influences purchase decisions. This finding aligns with previous studies by Heni et al. (2020), Dari et al. (2021), Lestari and Iriani (2018), and Agustiningrum and Andjarwati (2021), which demonstrated that consumer trust positively and significantly affects purchase decisions.

Consumer trust in Shopee is shaped by secure payment systems, personal data protection, clear return and refund policies, and consistent service performance. A high level of trust leads consumers to perceive shopping on Shopee as safe, reliable, and beneficial, thereby forming a positive attitude toward purchasing. According to the Theory of Planned Behavior, trust enhances consumer attitudes and boosts perceived behavioral control, and is supported by subjective norms, thus enhancing purchase intention and actual purchasing behavior.

The Effect of Service Quality on Purchase Decisions

Based on the results of the analysis, service quality positively and significantly influences purchase decisions. This finding is consistent with previous studies conducted by Tanady and Fuad (2020), Sopiyan (2022), Arianto and Octavia (2021), and Rozi and Khuzaini (2021), which revealed that service quality has a positive and significant impact on purchase decisions.

Service quality on Shopee is reflected in responsive customer service, ease of submitting complaints, the Shopee Guarantee feature, clear order information, and transparent return and refund processes. High-quality service creates a pleasant and secure shopping experience, thereby fostering positive consumer attitudes toward purchasing on Shopee. Service quality also affects perceptions of convenience and comfort, such as clarity of information, assistance when problems occur, and effective complaint handling. Based on the **Theory of** Planned Behavior, good service quality strengthens attitudes, subjective norms, and perceived behavioral control, thereby increasing purchase intention and actual purchasing behavior.

CONCLUSION

This study concludes that promotion, transaction convenience, trust, and service quality all positively and significantly affect purchase decisions. These findings align with prior research that shows the positive and significant impact of these four variables on consumer purchase decisions.

RESEARCH LIMITATIONS

This study has several limitations. First, the research sample only involved university students in Purwokerto, which may limit the generalizability of the findings to a broader population or other demographic groups. Second, the homogeneous nature of the respondents—students—reflects specific social and economic characteristics that may influence the research results. Third, this study only considered four independent variables (promotion, transaction convenience, trust, and service quality), although other potentially significant variables were not included in the model. Fourth, the use of questionnaires as the primary data collection instrument may introduce bias, particularly if respondents do not provide honest answers or fully understand the questions. Finally, the study was conducted within a specific time period and may not capture dynamic changes in consumer preferences and behavior over time.

RECOMMENDATIONS

Several recommendations can be made for future research. First, future studies should expand the population scope by involving respondents from various cities or regions to obtain more comprehensive insights. Second, additional independent variables such as price perception, product variety, and user experience should be included to examine their potential influence on online purchase decisions. Third, future research could utilize various data collection methods, such as in-depth interviews or focus group discussions, to obtain more profound insights. Fourth, adopting a longitudinal approach would enable researchers to examine changes in online purchasing behavior over time. This approach would help identify factors influencing such changes, including market trends and shifts in consumer preferences, thereby providing richer and more valuable insights into purchase decisions on platforms such as Shopee.

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