

Jurnal Humaniora
Vol. 10, No. 2 (2026) pp. 268 – 274
http://jurnal.abulyatama.ac.id/index.php/humaniora
p-ISSN: 2684-9275 e-ISSN: 2548-9585

Research Paper

The Effect of Promotion, Ease of Use and Trust on Shopee Purchase Decisions among Students of the Faculty of Economics, Universitas Muhammadiyah Aceh

Mulia Azhari[1], Erlinda[1], Said Firdaus[1]

[1] Faculty of Economics, Universitas Muhammadiyah Aceh, Banda Aceh, Aceh, Indonesia

muliaazhari2026@gmail.com

https://doi.org/10.30601/humaniora.v10i2.8279

Universitas Abulyatama

Article Info
Submitted:
10-10-2026
Revised:
20-10-2026
Accepted:
30-10-2026
Published:
30-10-2026

Abstract

Studies of Indonesian marketplaces report inconsistent effects of promotion and ease of use on purchase decisions, whereas trust is more consistently significant. This study examined the partial and simultaneous effects of promotion, ease of use and trust on Shopee purchase decisions among students of the Faculty of Economics, Universitas Muhammadiyah Aceh. A quantitative survey was conducted among 96 students who had used Shopee, and the questionnaire data were analysed with validity and reliability tests, classical assumption tests and multiple linear regression. Promotion (B = 0.125; t = 3.581; p = 0.001), ease of use (B = 0.114; t = 3.150; p = 0.002) and trust (B = 0.464; t = 6.373; p < 0.001) each had a positive and significant effect on purchase decisions. The three variables also had a significant joint effect (F = 13.715; p < 0.001) and explained 28.6% of the variation in purchase decisions (adjusted R^2 = 0.286). Trust had the largest standardised coefficient (β = 0.558). Shopee and its sellers can strengthen student purchase decisions mainly by protecting transaction security and the accuracy of product information, while keeping promotions relevant and the application easy to use.

Keywords: Promotion; Ease of use; Trust; Purchase decision; Shopee.

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

1. Introduction

E-commerce platforms allow consumers to search for products, compare alternatives and complete transactions without limits of place and time, and Shopee is one of the most widely used marketplaces in Indonesia. Its competitive strategy combines promotional programmes, application features that simplify shopping and transaction services intended to secure payment and delivery. The technology acceptance model explains part of this behaviour: perceived ease of use and perceived usefulness determine whether users accept an information system [1]. In online shopping, consumer trust in the vendor is as important as these technology perceptions [2], and trust and perceived risk have strong effects on consumers' purchasing decisions on e-commerce sites [3].

The evidence on promotion is less consistent. In the Malaysian retail sector, sales promotion had a negative effect on purchase decisions [4]. In an online experiment, price discounts produced greater impulse buying intention than bonus packs for hedonic and inexpensive products [5]. Among young e-commerce users in Jakarta, price discounts increased consumer trust and attitudes towards flash sales but had no direct effect on impulsive buying [6]. Indonesian studies found that trust, ease of use and promotion all had significant effects on purchase decisions on Lazada [7] and among student users of Tokopedia [8]. Other studies found that ease of use had no significant effect while trust was the dominant variable [9], or that promotion had no significant direct effect while ease of use and trust were significant [10].

These divergent results show that the role of promotion and ease of use relative to trust depends on the platform and the consumer group, and no study has examined the three variables jointly for Shopee users at Universitas Muhammadiyah Aceh. Students of its Faculty of Economics use Shopee frequently, yet discounts and free-shipping offers do not always lead to purchases, some users report difficulties with navigation, checkout or payment, and uncertainty about product quality, delivery and transaction security can reduce their confidence. This study addresses two questions: (1) do promotion, ease of use and trust each affect Shopee purchase decisions among these students; and (2) do the three variables jointly affect purchase decisions, and which has the largest effect? The hypotheses were that promotion (H1), ease of use (H2) and trust (H3) each have a positive effect on purchase decisions and that the three variables have a joint effect (H4).

2. Method

Research Design, Population and Sample

This study used a quantitative explanatory survey design. The population comprised active students of the Faculty of Economics, Universitas Muhammadiyah Aceh, Banda Aceh. Because the number of students who use Shopee was not known, the sample size was determined with the Lemeshow formula for an unknown population [11]:

$$n = Z^2\, p(1-p) / e^2 = (1.96)^2\,(0.5)(0.5) / (0.10)^2 = 96.04 \approx 96 \quad (1)$$

where n is the sample size, Z is the standard normal value for 95% confidence (1.96), p is the assumed proportion (0.5) and e is the margin of error (10%). Respondents were selected purposively from students who had purchased through Shopee, and 96 completed questionnaires were analysed.

Variables and Measurement

Data were collected with a questionnaire on a five-point Likert scale. Promotion (X_1) covered the relevance of discounts, cashback, vouchers and free-shipping offers to students' needs, their ability to attract purchase interest and the accessibility of promotional media. Ease of use (X_2) covered how easily students learn the application, understand its features, search for products and complete checkout and payment. Trust (X_3) covered system reliability, transaction security, data confidentiality, seller honesty and accountability. Purchase decision (Y) covered students' decisions to buy products through Shopee.

Data Analysis

Item validity was tested by comparing item–total correlations with the critical r value of 0.201 ($n = 96$; $\alpha = 0.05$), and reliability was tested with Cronbach's alpha using a minimum of 0.60. The normality of residuals was tested with the Kolmogorov–Smirnov test, and multicollinearity with tolerance and the variance inflation factor (VIF). The effects of the independent variables were estimated with multiple linear regression in SPSS:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (2)$$

where Y is purchase decision, a is the constant, b_1–b_3 are regression coefficients, X_1 is promotion, X_2 is ease of use, X_3 is trust and e is the error term. Partial effects were tested with the t test (critical t = 1.986; df = 92) and the joint effect with the F test (critical F = 2.70; df = 3 and 92).

3. Results and Discussion

Respondent Profile

Table 1 shows that most respondents were women and that the majority were 21–23 years old, which corresponds to the middle and final years of undergraduate study.

Table 1. Respondent profile (n = 96)

Characteristic	Category	Frequency	%
Gender	Female	80	83.3
	Male	16	16.7
Age	18–20 years	38	39.6
	21–23 years	58	60.4

Source: Primary data, processed (2026).

Instrument Quality and Classical Assumptions

All questionnaire items had item–total correlations above 0.201 and were retained. Cronbach's alpha values ranged from 0.682 to 0.719 and exceeded the minimum of 0.60 for all variables (Table 2).

Table 2. Validity and reliability of the research instrument

Variable	Item validity (r > 0.201)	Cronbach's alpha	Decision
Purchase decision (Y)	All items valid	0.700	Reliable
Promotion (X_1)	All items valid	0.688	Reliable
Ease of use (X_2)	All items valid	0.682	Reliable
Trust (X_3)	All items valid	0.719	Reliable

Source: Primary data, processed with SPSS (2026).

The Kolmogorov–Smirnov test produced a significance value of 0.200, so the residuals were normally distributed. Tolerance values ranged from 0.949 to 0.976 and VIF values from 1.024 to 1.054, which indicates no multicollinearity among the predictors (Table 3).

Regression and Hypothesis Tests

Table 3 presents the regression coefficients and the partial tests.

Table 3. Multiple linear regression coefficients and t tests

Variable	B	t	Sig.	Tolerance	VIF
(Constant)	11.532	–	–	–	–
Promotion (X_1)	0.125	3.581	0.001	0.949	1.054
Ease of use (X_2)	0.114	3.150	0.002	0.976	1.024
Trust (X_3)	0.464	6.373	< 0.001	0.971	1.030

Source: Primary data, processed with SPSS (2026). Dependent variable: purchase decision; critical t = 1.986.

The estimated equation is $Y = 11.532 + 0.125X_1 + 0.114X_2 + 0.464X_3$. All three t values exceed the critical value of 1.986 and all significance values are below 0.05, so H1, H2 and H3 are accepted. Trust has the largest t value and the largest standardised coefficient ($\beta = 0.558$).

Table 4. Model summary and F test

R	R^2	Adjusted R^2	F	Sig.
0.556	0.309	0.286	13.715	< 0.001

Source: Primary data, processed with SPSS (2026). Critical F = 2.70 (df = 3; 92).

Table 4 shows that the F value of 13.715 exceeds the critical value of 2.70 ($p < 0.001$), so H4 is accepted. The adjusted R^2 of 0.286 means that promotion, ease of use and trust jointly explain 28.6% of the variation in purchase decisions, while 71.4% is related to factors outside the model.

Effect of Promotion

Promotion had a positive and significant effect on purchase decisions ($t = 3.581$; $p = 0.001$). The mean scores of the promotion items ranged from 4.14 to 4.24, with the highest ratings for the accessibility of promotional media (4.24), the relevance of promotions to students' needs (4.21) and their ability to attract purchase interest (4.20). Students therefore perceive Shopee promotions as visible and relevant, not merely frequent. The result agrees with a study of students in Solok Selatan, in which promotion, price, ease of use and trust were all significant for Shopee purchases [12], with partial tests in a Tokopedia study [13] and with a Lazada study of 400 visitors in which sales promotion affected purchase decisions [14]. It differs from the non-significant effect of promotion reported for Tokopedia users in Kudus [10] and from the negative effect of sales promotion in Malaysian retail [4]. The difference suggests that promotion is effective when the offers match consumers' needs and are delivered within a platform they already trust, as discounts can raise trust and favourable attitudes rather than trigger purchases directly [6].

Effect of Ease of Use

Ease of use had a positive and significant effect on purchase decisions ($t = 3.150$; $p = 0.002$), although its coefficient ($B = 0.114$) was the smallest of the three predictors. Students who find it easy to learn the application, search for products and complete checkout are more likely to proceed from browsing to purchase, which is consistent with the role of perceived ease of use in technology acceptance [1]. Similar results were found for Shopee users among students in Lampung, where ease of use had a strong positive coefficient [15], and for 200 Shopee users for whom convenience affected purchase decisions [16]. In Taiwan, perceived ease of use and perceived usefulness mediated the effect of personality traits on e-purchase intention [17]. In contrast, ease of use was not significant among students buying on Lazada [9]. The small coefficient in the present study suggests that students who are already familiar with Shopee regard ease of use as a basic requirement rather than a decisive advantage.

Effect of Trust

Trust had the strongest effect on purchase decisions ($B = 0.464$; $t = 6.373$; $p < 0.001$; $\beta = 0.558$), and its mean score was 4.03. Because buyers cannot inspect products before payment, confidence in system reliability, transaction security, data confidentiality and seller honesty reduces uncertainty about payment, delivery and product conformity. This finding is consistent with evidence that trust and perceived risk strongly shape e-commerce purchasing decisions [3] and that trust is as important as technology perceptions in online shopping [2]. Trust was also significant for Shopee consumers in Sukabumi [18] and had the largest t value among Shopee student users in Solok Selatan [12], as well as being the dominant variable in a Lazada study [9]. In Mexico, trust increased online purchase intention while perceived risk had no direct effect [19], and trust mediated the effects of service quality, website quality and reputation on purchase intention [20].

Joint Effect, Implications and Limitations

The joint effect shows that student purchase decisions on Shopee combine a marketing incentive, the practical experience of using the application and confidence in the transaction. The explained variance of 28.6% is lower than the 52.2% reported for price and ease of use among

Shopee student users in Lampung [15], which indicates that other factors, such as price, product quality, customer reviews and brand image, also affect purchase decisions. For Shopee and its sellers, the results place transaction security, accurate product information and complaint handling ahead of promotional intensity, while promotions should remain relevant and the checkout process simple.

The results apply to 96 students of one faculty selected purposively, and the cross-sectional self-report design identifies statistical relationships rather than causal effects. The reliability coefficients of 0.682–0.719 are acceptable but modest, and the model leaves most of the variation in purchase decisions unexplained. Further studies should include price, product quality, online reviews and perceived risk, and use samples from several faculties or universities.

4. Conclusion

Promotion, ease of use and trust each have a positive and significant effect on Shopee purchase decisions among students of the Faculty of Economics, Universitas Muhammadiyah Aceh, and the three variables also have a significant joint effect that explains 28.6% of the variation in purchase decisions. Trust has the largest effect, followed by promotion and ease of use. Shopee and its sellers can strengthen student purchase decisions by securing transactions, providing accurate product information and handling complaints reliably, while offering promotions that match students' needs and keeping the application easy to use.

Acknowledgement

We are grateful to the students of the Faculty of Economics, Universitas Muhammadiyah Aceh, who completed the questionnaire, and to the reviewers whose comments helped to clarify the analysis.

Authors' contributions and responsibilities

Mulia Azhari designed the study, developed the methodology and wrote the first draft. Erlinda supervised the research and reviewed and edited the manuscript. Said Firdaus collected the data, carried out the statistical analysis and prepared the tables. All authors approved the final manuscript.

Funding

Financial support for this study was provided by the Faculty of Economics of Universitas Muhammadiyah Aceh.

Availability of data and materials

The questionnaire and the anonymised response data can be requested from the corresponding author.

Competing interests

None of the authors has a financial or personal relationship that could have influenced this work.

Ethical approval

Respondents were adult students who completed the questionnaire voluntarily and anonymously; the survey involved no intervention and collected no identifying information.

Declaration of generative AI use

The authors used Claude (Anthropic) to restructure the manuscript, improve the English text and format the references in IEEE style. All statistical results and sources were checked by the authors, who remain responsible for the article.

Additional information

Correspondence should be directed to Mulia Azhari (muliaazhari2026@gmail.com).

References

[1] F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *MIS Quarterly*, vol. 13, no. 3, pp. 319–340, 1989, doi: 10.2307/249008.

[2] D. Gefen, E. Karahanna, and D. W. Straub, "Trust and TAM in online shopping: An integrated model," *MIS Quarterly*, vol. 27, no. 1, pp. 51–90, 2003, doi: 10.2307/30036519.

[3] D. J. Kim, D. L. Ferrin, and H. R. Rao, "A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents," *Decision Support Systems*, vol. 44, no. 2, pp. 544–564, 2008, doi: 10.1016/j.dss.2007.07.001.

[4] J. R. Hanaysha, "An examination of the factors affecting consumer's purchase decision in the Malaysian retail market," *PSU Research Review*, vol. 2, no. 1, pp. 7–23, 2018, doi: 10.1108/PRR-08-2017-0034.

[5] Y. Xu and J.-S. Huang, "Effects of price discounts and bonus packs on online impulse buying," *Social Behavior and Personality*, vol. 42, no. 8, pp. 1293–1302, 2014, doi: 10.2224/sbp.2014.42.8.1293.

[6] C. H. Pangaribuan, M. Wanda, S. B. Prayitno, T. Wismiarsi, E. Barlian, and N. F. Roemawi, "The paradox of flash sales: How time-limited offers influence impulsive buying tendency in the emerging market (e-Commerce in Jakarta, Indonesia)," *Jurnal Manajemen dan Pemasaran Jasa*, vol. 18, no. 2, pp. 278–293, 2025, doi: 10.25105/jmpj.v18i2.22350.

[7] A. M. Amin and H. Hendra, "Pengaruh kepercayaan, kemudahan, dan promosi terhadap keputusan pembelian secara online di Lazada.co.id," *Management Studies and Entrepreneurship Journal (MSEJ)*, vol. 1, no. 1, 2020, doi: 10.37385/msej.v1i1.50.

[8] M. Iqbal and Yoestini, "Pengaruh promosi, kemudahan penggunaan, dan kepercayaan konsumen terhadap keputusan pembelian produk pada online marketplace (Studi pada konsumen Tokopedia di Universitas Diponegoro)," *Diponegoro Journal of Management*, vol. 12, no. 6, 2023.

[9] I. Rafidah and D. Djawoto, "Analisis keamanan kemudahan dan kepercayaan terhadap keputusan pembelian secara online di Lazada," *Jurnal Ilmu dan Riset Manajemen*, vol. 6, no. 2, 2017.

[10] I. Suroso and T. G. Ramandha, "Pengaruh promosi, kemudahan penggunaan dan kepercayaan konsumen terhadap keputusan pembelian pada Tokopedia di Kabupaten Kudus," *JUMBIWIRA: Jurnal Manajemen Bisnis Kewirausahaan*, vol. 4, no. 3, pp. 237–257, 2025, doi: 10.56910/jumbiwira.v4i3.3218.

[11] S. Lemeshow, D. W. Hosmer Jr., J. Klar, and S. K. Lwanga, *Adequacy of Sample Size in Health Studies*. Chichester, UK: John Wiley & Sons, 1990.

[12] S. Y. Fitri and F. Susanti, "Harga, kepercayaan, kemudahan penggunaan aplikasi dan promosi terhadap keputusan pembelian online di Shopee (Studi pada mahasiswa STKIP dan STIE Widyaswara Indonesia Solok Selatan)," *SAMMAJIVA: Jurnal Penelitian Bisnis dan Manajemen*, vol. 1, no. 2, pp. 140–159, 2023.

[13] F. A. Salma, Saryadi, and A. Wijayanto, "Pengaruh promosi dan kepercayaan terhadap keputusan pembelian pada e-commerce Tokopedia," *Jurnal Ilmu Administrasi Bisnis*, vol. 11, no. 4, pp. 758–763, 2022, doi: 10.14710/jiab.2022.36079.

[14] L. Suwaryu and E. Taufiqurahman, "The effect of sales promotion and trust on purchase decisions on the Lazada marketplace," *Primanomics: Jurnal Ekonomi & Bisnis*, vol. 20, no. 3, pp. 191–202, 2022, doi: 10.31253/pe.v20i3.1479.

[15] I. Aristia, Sugiono, Rinnanik, and H. Aliyah, "Pengaruh harga dan kemudahan penggunaan aplikasi Shopee terhadap keputusan pembelian online," *Performance: Jurnal Bisnis & Akuntansi*, vol. 13, no. 1, pp. 20–29, 2023, doi: 10.24929/feb.v13i1.2500.

[16] D. Agustiningrum and A. L. Andjarwati, "Pengaruh kepercayaan, kemudahan, dan keamanan terhadap keputusan pembelian di marketplace," *Jurnal Ilmu Manajemen*, vol. 9, no. 3, pp. 896–906, 2021, doi: 10.26740/jim.v9n3.p896-906.

[17] M. Moslehpour, V. K. Pham, W.-K. Wong, and İ. Bilgiçli, "e-Purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use," *Sustainability*, vol. 10, no. 1, Art. no. 234, 2018, doi: 10.3390/su10010234.

[18] P. Eriyanti and A. Ardhiyansyah, "The influence of trust, convenience, and quality information on purchase decisions at marketplace Shopee in Sukabumi," *Insight Management Journal*, vol. 3, no. 2, pp. 48–55, 2023, doi: 10.47065/imj.v3i2.226.

[19] I. Ventre and D. Kolbe, "The impact of perceived usefulness of online reviews, trust and perceived risk on online purchase intention in emerging markets: A Mexican perspective," *Journal of International Consumer Marketing*, vol. 32, pp. 287–299, 2020, doi: 10.1080/08961530.2020.1712293.

[20] E. Galvan Vela, W. Li, S. A. Dakhan, T. T. H. Thuy, and S. H. Merani, "Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping," *Cogent Business & Management*, vol. 8, no. 1, Art. no. 1869363, 2021, doi: 10.1080/23311975.2020.1869363.