



EXAMINING THE IMPACT OF PRODUCT AND PROMOTION ON ONLINE PURCHASING DECISIONS THROUGH PURCHASE MOTIVATION

Aditya Rudy Wicaksono¹, Siti Asiyah², Ridwan Basalamah³

^{1,2}Universitas Islam Malang, Indonesia

Article Info

ABSTRACT

Keywords:

Purchase Decision, Motivation, Purchase

This study aims to analyze the influence of products and promotions on consumer purchasing decisions in the Shopee marketplace, with purchase motivation as a mediating variable. The approach used is a quantitative approach with an explanatory research type to test and prove the hypothesis of the relationship between variables. The theory used as a basis is the Theory of Planned Behavior (TPB), which explains that positive attitudes, social support, and perceived control play an important role in shaping consumer intentions and behavior. Data were obtained from Shopee consumers in Malang City who made non-food and non-drink purchases during the COVID-19 pandemic, using a judgmental sampling technique. The results of the study indicate that products and promotions have a positive and significant effect on purchasing decisions, both directly and through purchase motivation as a mediating variable. These findings reinforce the importance of product quality, promotional strategies, and the role of consumer motivation in increasing online purchasing decisions on e-commerce platforms. The implications of these findings suggest that Shopee and online businesses need to focus on improving product quality and promotional effectiveness to stimulate consumer purchase motivation. Furthermore, these results also reinforce the Theory of Planned Behavior (TPB), where positive attitudes, social support, and perceived ease of use play a key role in shaping purchase intentions and decisions. This research contributes to the development of more targeted digital marketing strategies, particularly in the context of consumer behavior during special moments such as Ramadan and Eid al-Fitr.

This is an open-access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Name: Aditya Rudy Wicaksono
 Department:
 University: Universitas Islam Malang
 Email: adityarudywicaksono@gmail.com
 Contact/Whatsapp:

1. INTRODUCTION

The era of globalization has made the need for quick access to information one of society's basic requirements. The ease of obtaining, processing, and using this information can help people in their daily activities. These conveniences are some of the roles played by the increasingly developed internet. The existence of the internet signifies a shift in traditional shopping patterns, which are beginning to reach a saturation point due to the emergence of online shopping. The number of people using the internet by 2019 exceeded 4.57 billion, or 58.7% of the world's total population. (Stats, 2020).

In Indonesia, the number of internet users is also increasing, with internet penetration reaching 62.6% of the total population. The spread of internet technology and its progress has not only had a revolutionary impact on people's lives, but has also had an impact on the operations of a business. (Al-Debei et al., 2015). The explosion of technology on the internet has created exciting new ways of doing business, starting from tracking consumers, creating goods and services that meet consumer needs, distributing products more effectively and efficiently, and facilitating communication between consumers both individually and in groups. The internet is not only a successful communication medium, but also an efficient distribution medium. (Prabhu & Dongre, 2018).

Electronic commerce, or known as e-commerce, is a term used to describe a digital platform that allows businesses and their customers to obtain and deliver information, create and maintain relationships, and conduct transactions related to products or payments with telecommunications networks. The advancement of internet technology can facilitate e-commerce activities, so that e-commerce activities have now changed the behavior of consumers and companies, which have greatly exceeded traditional methods. (Suhartanto et al., 2019). The availability of e-commerce platforms as a shopping medium allows consumers to shop conveniently, compare products and prices effectively, and arrange product delivery immediately. (Yeo et al., 2017). Consumers also prefer and choose e-commerce platforms as a shopping medium because they can shop comfortably at home and at their leisure. (Rezaei et al., 2016). Based on data from Bank Indonesia, during COVID-19, buying and selling transactions on e-commerce have doubled. With the number of spikes starting at 80 million transactions in 2019, increasing to 140 million transactions by August 2020 (Uli, 2020).

Snapchart is an online application used in conducting market research to find out all kinds of online shopping trends that arise throughout the month of Ramadan and Eid al-Fitr 2020, which operates in the middle of the COVID-19 pandemic. The research shows that 66% of the population out of 1,000 respondents chose Shopee as the online shopping site that is used and always remembered throughout the month of Ramadan and Eid al-Fitr 2020. Based on the research, there are 77% of women shop using Shopee while men are 52%. On the other hand, on Tokopedia, many men use this platform at a rate of 22% compared to women, only 9%. According to age, Shopee users are mostly young people who like the platform with an age range of 19-24 years, Lazada with an age under 19 years who like the platform, with Bukalapak and Tokopedia mostly in the age group over 35 years who like the platform. (Catriona, 2020).

The survey conducted by the Indonesian Internet Service Providers Association (Indonesia, 2020) From a sample of 7,000 respondents with a confidence level of 95% and a margin of error of 1.27%. The largest sample in all provinces in Indonesia regarding internet usage in 2019 to the second quarter of 2020. The most frequently visited marketplaces are Shopee at 27.4%, then Lazada at 14.2%, and Tokopedia at 5.2%. Purchases of necessities made online, with the biggest reason being that the prices given are very affordable or cheap, at 15.2% (Pebrianto, 2020). In addition, Shopee also held several promotions every month since February 2020. The name of the program is also aligned with the goods and time of the promotion, for example, 2.2 Men Sale, 3.3 Fashion Sale, to the most recent 10.10 Brands Festival. Thus, many promotions on the Shopee platform resulted in a gross order volume that experienced a 150.1% growth year on year to 615.9 million in the second quarter. (Setyowati, 2020).

Although various previous studies have discussed online shopping behavior during the COVID-19 pandemic, there are still limitations in understanding the consistency of consumer purchasing behavior post-pandemic, particularly in the context of marketplaces like Shopee. Most previous studies have focused on changes in consumer behavior during the pandemic, without examining whether these habits persist after conditions return to normal. Furthermore, few studies have specifically focused on dominant demographic groups, such as women of productive age (over 19), who have been shown to contribute significantly to online shopping activity.

This research is crucial to fill this gap, exploring whether online purchasing behaviors formed during the pandemic persist post-pandemic, and how factors such as product, promotion, and purchasing motivation influence consumer decisions in this recovery era. The selection of the Shopee marketplace as the research object is also relevant, given its consistent position as the most popular e-commerce platform in Indonesia. By focusing on productive-age women—the statistically most dominant group in online shopping—the results of this study are expected to provide practical contributions for digital business actors in developing more effective marketing strategies, as well as theoretical contributions to the development of post-pandemic consumer behavior studies.

Therefore, researchers are interested in conducting research after the COVID-19 pandemic, because researchers want to know whether there is consistency in purchases through online platforms after the COVID-19 pandemic. Researchers chose the Shopee marketplace as the object of research because Shopee has occupied the top position as the most popular marketplace and influences purchasing decisions. The researcher's justification in determining the research sample is that there is research stating that 77% of women are more

dominant in shopping than men, while research based on age states that 72% are more interested in the age group over 19 years (productive age). Thus, the sample of this study is female individuals over 19 years of age.

2. RESEARCH METHOD

This research approach uses a quantitative approach that aims to collect, describe, analyze, and prove hypotheses about the phenomena being observed. Based on the formulation of the problem and the purpose of the research, this type of research is explanatory research. Explanatory research is research to describe the position of the variables studied and the relationship between one variable and another. (Sugiyono, 2019). In addition, explanatory research has the aim of testing the predetermined hypothesis, whether the hypothesis is accepted or rejected. Based on the purpose of this study, the research design used is to determine the relationship between variables, both directly and indirectly, related to the influence of products and promotions on purchasing decisions, with purchasing motivation as a mediator.

The target population in this study is all consumers who have the Shopee application in Indonesia, especially in Malang-East Java, while the accessible population is all consumers who make non-food and non-drink purchases on the Shopee marketplace. The researcher's justification for selecting consumers in Malang-East Java, is that during the pandemic, until now, there has been an increase in purchase transactions on the Shopee marketplace. This is evidenced by an increase in seller turnover on Shopee, which is 40-56%.

The sampling technique used in this study is a non-probability sampling technique using the judgmental sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. Non-probability sampling refers to the selection of respondents as a subjective assessment by the researcher (Saunders et al., 2009). This approach is chosen because the population is unknown, the sampling frame is not available, data collection can be done faster, and costs are lower in marketing research. The method used from the non-probability sampling approach is judgmental sampling, where the sample is selected based on certain objectives or cases by setting criteria to obtain more and more accurate information (Bernard, 2013).

This study uses a research instrument in the form of a closed questionnaire, meaning that respondents only need to provide answers to the questions asked by limiting them to the answer choices provided by the researcher. (Sugiyono, 2019). The measurement scale is the assignment of numbers or figures to objects, events, or variables according to certain rules. (Sugiyono, 2019). A measurement is said to be of high quality if the measurement is reliable and valid, so that it will produce conformity between the data collected from the field and the data expected by the researcher.

Data collection techniques are the most important step in research because the main purpose of research is to obtain data. Data collection techniques are techniques or methods that researchers can use to collect data from various sources. The data sources used in this study are primary data, namely, data that is collected from sources for a specific purpose. (Kuncoro, 2018). Data collection techniques are very much determined by the research methodology; therefore, the data collection techniques used in this research are by using questionnaires and documentation. The data collection instrument in this study used an online questionnaire, chosen because it was considered efficient and effective in reaching respondents. The questionnaire was structured as a closed-ended questionnaire, as defined by Sekaran and Bougie (Sekaran & Bougie, 2020), which is a set of written questions given to respondents to be answered based on predetermined answer choices. The questionnaire was distributed in a targeted manner to respondents who met predetermined sample characteristics or criteria.

3. RESULT AND ANALYSIS

Shopee is an e-commerce website headquartered in Singapore, owned by Sea Limited, formerly known as Garena, founded in 2009 by Forest Li. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Starting in 2019, Shopee is also active in Brazil, making it the first country in South America and outside Asia to be visited by Shopee. Shopee entered the Indonesian market in late May 2015 and began operating in late June 2015. Shopee provides a new shopping experience, where Shopee provides facilities for sellers to easily sell and buyers with a fairly safe payment process and integrated logistics arrangements. To date, Shopee's download numbers have reached 50 million downloads on the Google Play Store. Shopee's target users are young people who are currently accustomed to doing activities with the help of gadgets, including shopping activities. This makes Shopee form a mobile application to support shopping activities that are relatively easy and fast. The categories offered by Shopee are diverse, such as fashion products, household equipment, etc. One of the mainstay taglines that makes Shopee popular is "Free Shipping to All of Indonesia". This Shopee free shipping program is very attractive to its users. So that it makes Shopee users interested in shopping and selling on Shopee. This free shipping is Shopee's mainstay program. In addition to the free shipping program that is Shopee's mainstay, of course, there are still

other programs provided by Shopee for its users, such as discount promos offering products at the lowest prices, cashback on product purchases, and Grand Prizes.

3.1. Evaluation of Measurement Model (Outer Model)

The evaluation of the measurement model in this study consists of two stages, namely validity testing and reliability testing.

a. Validity Test

An indicator is declared valid if the loading factor measurement is above 0.50, so that if there is a loading factor below 0.50, then it will be dropped from the model (Ghozali & Latan, 2012). Validity testing for reflective indicators uses the correlation between item scores and construct scores. Measurement with reflective indicators shows a change in an indicator in a construct if other indicators in the same construct change (or are removed from the model).

Table 3.1 Output Result for Outer Loading

Indicators/Variables	Loading factor	Information
X1 (Product)		
X1.1	0,726	Valid
X1.2	0,822	Valid
X1.3	0,849	Valid
X1.4	0,826	Valid
X1.5	0,830	Valid
X1.6	0,736	Valid
X2 (Promotion)		
X2.1	0,724	Valid
X2.2	0,728	Valid
X2.3	0,846	Valid
X2.4	0,815	Valid
X2.5	0,705	Valid
X2.6	0,755	Valid
X2.7	0,779	Valid
X2.8	0,704	Valid
Z (Purchase Motivation)		
Z.1	0,833	Valid
Z.2	0,880	Valid
Z.3	0,925	Valid
Z.4	0,806	Valid
Y (Purchase Decision)		
Y.1	0,751	Valid
Y.2	0,734	Valid
Y.3	0,701	Valid
Y.4	0,773	Valid
Y.5	0,831	Valid
Y.6	0,785	Valid
Y.7	0,727	Valid
Y.8	0,725	Valid

Source: Processed Primary Data

Based on Table 3.1, it is known that all variable items are valid. This is because the loading factor value is above 0.50 (Ghozali & Latan, 2012). In addition to the Loading Factor value, to analyze the validity of research data, the Average Variance Extracted (AVE) value can be used. The following are the results of the validity test using the AVE value.

Table 3.2 AVE Test Results

	Average Variance Extracted (AVE)
X1 (Product)	0,640
X2 (Promotion)	0,575
Y (Purchase Decision)	0,569
Z (Purchase Motivation)	0,744

Source: Processed Primary Data

Based on Table 3.2, it is known that all research variables are valid. This is because the AVE value is above the provision of 0.50 (Ghozali & Latan, 2012).

b. Reliability Test

Reliability shows the accuracy, consistency, and precision of a measuring instrument in making measurements. (Ghozali & Latan, 2012). If a study is reliable, then the research data has been tested for reliability and consistency of the research results. Reliability testing in PLS can use 2 methods, namely Cronbach's alpha and Composite reliability. The following are the results of the research reliability test.

Table 3.3 Composite Reliability Test Results

	Composite Reliability
X1 (Product)	0,914
X2 (Promotion)	0,915
Y (Purchase Decision)	0,913
Z (Purchase Motivation)	0,920

Source: Processed Primary Data

Based on Table 4.3, it can be seen that all constructs in the study are declared reliable because the Composite Reliability value for all constructs is above 0.70 (Ghozali & Latan, 2012).

Table 3.4 Cronbach Alpha Test Results

	Cronbach's Alpha
X1 (Product)	0,887
X2 (Promotion)	0,894
Y (Purchase Decision)	0,891
Z (Purchase Motivation)	0,884

Source: Processed Primary Data

Based on Table 3.4, it can be seen that all constructs in the study are declared reliable because the Cronbach's Alpha value for all constructs is above 0.60.

This study demonstrates that products and promotions have a positive and significant influence on consumer purchase motivation and purchasing decisions in the Shopee marketplace in Malang City. Purchase motivation is also proven to be a mediating variable that strengthens the influence of products and promotions on purchasing decisions. Validity and reliability tests have been conducted and indicate that this research model is valid and reliable. However, there are several limitations that need to be considered. First, this study was conducted on a single e-commerce platform (Shopee) and in a single region (Malang City), so generalizing the results to other regions or platforms requires caution. Second, the quantitative approach used, based on respondents' perceptions at a specific time, can be influenced by situational factors such as seasonal trends or economic conditions during the pandemic. Furthermore, the model assumes a linear relationship and does not account for other external variables such as brand trust, customer reviews, or direct user experience, which could also potentially influence purchasing decisions.

3.2. Structural Model Evaluation (Inner Model)

a. Test of Determination Coefficient (R²)

After the estimated model meets the Outer Model criteria, the researcher then tests the Structural Model (Inner Model). The following are the R-square (R²) values for the research constructs:

Table 3.5 Coefficient of Determination Test

	R Square	R Square Adjusted
Y (Purchase Decision)	0,662	0,657
Z (Purchase Motivation)	0,687	0,684

Source: Processed Primary Data

Based on Table 3.5, The analysis results indicate that the model has a good level of goodness-of-fit, as evidenced by the R-square (R^2) value. The R-square value for the purchase motivation construct is 0.687, meaning 68.7% of the variability in purchase motivation can be explained by product and promotion variables. Meanwhile, the R-square value for the purchase decision construct is 0.662, meaning 66.2% of the variability in purchase decisions can be explained by product, promotion, and purchase motivation.

Therefore, it can be concluded that this model is not only statistically significant but also has strong predictive power. These findings emphasize the importance of product quality and promotional effectiveness in increasing consumer motivation and driving purchase decisions, particularly in marketplaces like Shopee. Quantitative information such as coefficient values and R-square also provides a more measurable and applicable foundation for business practitioners in developing more targeted digital marketing strategies.

3.3. Hypothesis Testing

To see the results of the significance of the parameter coefficient can be calculated from the dimensions of the variables that have been validated. Researchers want to know whether there is a positive or negative influence and significant or insignificant based on the calculation of P-values, which must be below 0.05, and t-statistics greater than or equal to 1.96 (Ghozali & Latan, 2012). If the statistics is greater than the t table (1.96), then both constructs are declared significant and vice versa.

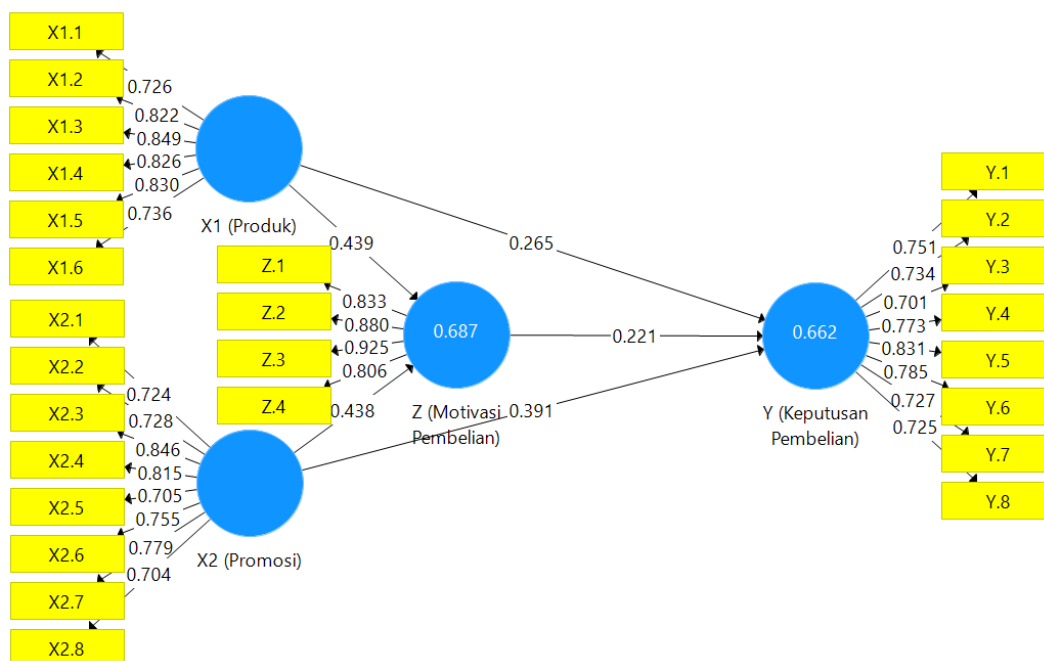


Figure 3.1 Structural Model
Source: Smart-PLS Application

3.4. Hypothesis Testing

Based on the analysis results, it can be seen that the Research Hypothesis can be answered as follows:

a. Product on Purchasing Decision

Based on Table 4.6, it can be seen that the original sample estimate value of the product variable on the purchasing decision variable is positive, which is 0.265. Then, the t-statistic is $3.117 > 1.96$ (Ghozali & Latan, 2012), so it can be said to have a significant effect. Thus, Hypothesis H1 in this study is declared accepted. In conclusion, the product has a positive and significant effect on purchasing decisions.

b. Promotion on Purchasing Decision

Based on Table 4.6, it can be seen that the original sample estimate value of the promotion variable on the purchasing decision variable is positive, which is 0.491. Then, the t statistic is $3.778 >$

1.96 (Ghozali & Latan, 2012) So it can be said to have a significant effect. Thus, Hypothesis H2 in this study is declared accepted. In conclusion, promotion has a positive and significant effect on purchasing decisions.

c. **Product on Purchase Motivation**

Based on Table 4.6, it can be seen that the original sample estimate value of the product variable on the purchase motivation variable is positive, which is 0.439. Then, the t statistic is $5.650 > 1.96$ (Ghozali & Latan, 2012) So it can be said to have a significant effect. Thus, Hypothesis H3 in this study is declared accepted. In conclusion, the product has a positive and significant effect on purchase motivation.

d. **Promotion on Purchase Motivation**

Based on Table 4.6, it can be seen that the original sample estimate value of the promotion variable on the purchase motivation variable is positive, which is 0.438. Then, the t statistic is $5.698 > 1.96$ (Ghozali & Latan, 2012) So it can be said to have a significant effect. Thus, Hypothesis H4 in this study is declared accepted. In conclusion, promotion has a positive and significant effect on purchase motivation.

e. **Purchase Motivation on Purchase Decisions**

Based on Table 4.6, it can be seen that the original sample estimate value of the purchase motivation variable on the purchase decision variable is positive, which is 0.221. Then, the t statistic is $2.954 > 1.96$ (Ghozali & Latan, 2012) So it can be said to have a significant effect. Thus, Hypothesis H5 in this study is declared accepted. In conclusion, purchase motivation has a positive and significant effect on purchase decisions.

3.5. Product Influence on Purchasing Decisions

The results of the study indicate that the first hypothesis is accepted, namely that the product variable has a significant effect on purchasing decisions for Shopee marketplace users. When female consumers search, shop, and use fashion products on the Shopee marketplace, consumers feel the quality of the fashion products after using them. Consumers will feel the quality of the fashion products, which will provide an assessment of the seller on the Shopee marketplace. For example, such factors as product quality, service, and price of fashion products are often the main benchmarks when using fashion products on the Shopee marketplace. Products can be said to be something that can be offered to the market to fulfill desires or needs, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. (Kotler & Keller, 2016). This supports previous research by Azzadina et al. (Azzadina et al., 2012) Explaining that determining the right marketing strategy according to consumer personality can strengthen purchasing decisions, especially for fashion products. The results of the study showed that product strategies by highlighting the quality and shape of the product have a significant and positive effect on purchasing decisions. Fashion products on the Shopee marketplace are related to consumers who maintain good relationships with product suppliers. Essential products for companies because without them, the company cannot survive, where the manufacture of a product is directed at market demand and consumer preferences. A product with good quality and a reputation, and a guarantee in the store makes consumers dependent on shopping at the Shopee marketplace. So it can be concluded that fashion products with good quality and a reputation, and a guarantee in the shop on the Shopee marketplace can influence purchasing decisions.

3.6. The Effect of Promotions on Purchasing Decisions

The results of this study indicate that the second hypothesis is accepted, namely that the promotion variable has a significant effect on purchasing decisions on the Shopee marketplace. The accepted hypothesis indicates that the promotion carried out by Shopee is able to reach consumers and has a significant effect on consumer purchasing decisions. When female consumers search for, shop, and use fashion products on the Shopee marketplace, the promotion carried out has succeeded in reaching consumers. Promotion is part of a marketing strategy, where promotion has a function to provide information, persuade, and remind consumers both directly and indirectly about a product being sold. (Kotler & Keller, 2016). The consequence of the relationship between motivation and needs is that every decision must be built or stimulated by the motive. Likewise with purchasing decisions. The process of forming a decision to buy a product/service always begins with a perceived need. A need will build a person's motivation to act to achieve the fulfillment of those needs. The results of this study are in line with research conducted by Astuti et al., explaining that price promotion strategies in the form of purchase frequency promotions and discount price promotions are effective strategies applied to consumers. Attractive

promotions carried out by Shopee continuously can influence consumer decisions in purchasing fashion products. (Astuti et al., 2015).

3.7. Product Influence on Purchase Motivation

The results of this study indicate that the third hypothesis is accepted, namely that the product variable has a significant effect on purchasing motivation in the Shopee marketplace. The accepted hypothesis shows that fashion products offered by stores on the Shopee marketplace are able to motivate consumers and have a significant effect on purchasing interest. When female consumers search for, shop, and use fashion products on the Shopee marketplace, consumers feel the quality of the product. Fashion products on the Shopee marketplace offer a variety of models, motifs, qualities, and prices that motivate consumers to buy the product. Exposure to product variations offered by various stores on the Shopee marketplace influences consumer behavior both directly and indirectly, triggering purchasing motivation. In line with research conducted by Nwankwo et al. (Nwankwo et al., 2014) A study on motivation for purchasing luxury goods showed that marketing strategies that focus on products include the distinctiveness of luxury goods (conspicuous), uniqueness (unique), highlighting luxury values (hedonism), and quality of goods (quality) will encourage the desire or intention to decide to purchase luxury goods. The product branding strategy on the Shopee marketplace is in the form of perfection, social value, uniqueness, and quality in strengthening the motivation to purchase goods.

3.8. The Influence of Promotion on Purchase Motivation

The results of this study indicate that the fourth hypothesis is accepted, namely that the promotion variable has a significant effect on purchasing motivation for Shopee marketplace users. This shows that promotions carried out by Shopee motivate consumers to make purchases of products on the marketplace. Promotion is part of a marketing strategy, where promotion has a function to provide information, persuade, and remind consumers both directly and indirectly about a product being sold. (Kotler & Keller, 2016). Promotions carried out by Shopee continuously make consumers aware of Shopee's presence in providing information and motivating consumers to look for fashion products on the Shopee marketplace. Specifically, consumers obtain information about products based on promotional strategies carried out through television, radio, and online media channels.

3.9. Research Implications

The research that has been conducted provides several managerial implications related to the results that have been presented. The managerial implications of research related to the impact of purchase motivation on the influence of products and promotions on online purchasing decisions are as follows:

- a. The development of marketing and tight competition in the market leads many marketplaces, especially Shopee, to improve service quality as the main weapon in building long-term relationships with consumers. Providing experience through the application of information and knowledge related to products and promotions that are continuously able to become a competitive advantage in building long-term relationships that lead to loyalty. Product quality has been proven to be able to influence consumer purchasing decisions, so the implementation of a good product quality strategy is the main challenge to building consumer satisfaction with the Shopee marketplace. Not much different from other strategies that only focus on product quality, the implementation of promotions that are continuously able to increase awareness of the Shopee marketplace, so that consumers always use the Shopee application when they are going to shop for products, rather than shopping at other marketplaces. Characteristics can now increase the emotional relationship between the marketplace and consumers. Maximizing marketplace functionality through diverse products, competitive prices, good product quality, and ease of payment that are characteristic and easy for consumers to remember.
- b. Purchase motivation in this study acts as a mediating variable that strengthens the relationship between product and promotion on purchasing decisions. Psychologically, motivation acts as an internal drive that encourages consumers to take action. Therefore, when consumers perceive the quality of a product offered or a promotion as attractive, their motivation to purchase will increase and ultimately strengthen the purchase decision. In the context of online shopping such as Shopee, motivation plays a crucial role in bridging consumer perceptions of the value of a product or

promotion into concrete action in the form of a purchase decision. However, purchase motivation can also weaken the relationship between variables if consumers do not have a strong enough need, interest, or emotional drive, even though the product and promotion are considered attractive. External factors such as promotion fatigue, financial constraints, or previous negative experiences can also decrease motivation and weaken the positive effect of products and promotions on purchasing decisions. Therefore, business actors need to design marketing strategies that are not only rational but also able to evoke emotions and urgency to maximize the role of purchase motivation in driving consumer decisions.

- c. Various managerial efforts have been proven to be able to make consumers loyal and loyal to Shopee. Purchasing decisions made by consumers can be formed through a variety of product choices with various qualities, brand choices with various prices, and the existence of customer conversation services to sellers. Shopee's various programs, such as promotions on twin dates, make it easy for users to become dropshippers or resellers, with various payment methods, not only bank transfers, but also via cash on delivery, and Shopee PayLater makes it easy for consumers to make transactions. The advantages provided by Shopee make consumers feel more value than other marketplaces and consider the marketplace they use to be better than other marketplaces.
- d. The research that has been conducted can provide a reference in the development of consumer behavior theory, especially for consumers on the Shopee marketplace in their daily lives. The use of Shopee in Indonesia with other marketplaces can be obtained because Shopee's ability to implement product and promotional strategies can combine a purchase motivation to make a purchase decision. Research using the Shopee marketplace after the Covid-19 pandemic is expected to find out the results of this study, which factors make a woman decide to be loyal to the Shopee marketplace.

4. CONCLUSION

The results of the study and testing of the hypothesis of the impact of purchase motivation on the influence of products and promotions on online purchasing decisions. So researchers can draw several conclusions as follows: Products in this study have proven to have a positive and significant effect on purchasing decisions for consumers of the Shopee marketplace in Malang City, Promotions in this study have proven to have a positive and significant effect on purchasing decisions for consumers of the Shopee marketplace in Malang City, Products in this study have proven to have a positive and significant effect on purchasing motivation for consumers of the Shopee marketplace in Malang City, Promotions in this study have proven to have a positive and significant effect on purchasing motivation for consumers of the Shopee marketplace in Malang City, Purchase motivation in this study has proven to have a positive and significant effect on purchasing decisions on the Shopee marketplace in Malang City, Products have proven to have a significant effect on Purchasing decisions through purchasing motivation for consumers of the Shopee marketplace in Malang City, Promotions have proven to have a significant effect on Purchasing decisions through purchasing motivation for consumers of the Shopee marketplace in Malang City. The practical implications of this research suggest that businesses, particularly marketplaces like Shopee, need to focus more on improving product quality and promotional strategies that are attractive and relevant to consumer needs. Because purchase motivation has been shown to mediate the influence of products and promotions on purchasing decisions, marketing strategies must be designed to stimulate consumer interest and desire, both emotionally and rationally. Targeted promotions, attractive discounts, and an easy and enjoyable shopping experience can increase consumer motivation and ultimately drive purchasing decisions. Furthermore, companies are advised to utilize consumer behavior data to develop more personalized and effective marketing campaigns. This research's contribution to the development of the Theory of Planned Behavior (TPB) lies in demonstrating that purchase motivation can act as a mediating variable that bridges external influences such as product quality and promotions on consumer purchasing decisions. This extends the application of TPB in the context of online shopping, particularly in marketplaces like Shopee, by demonstrating that positive attitudes toward products, subjective norms shaped by promotions, and perceived ease of accessing and purchasing products online play a significant role in shaping purchase intentions and behavior. Thus, this research supports and strengthens the key elements of TPB and provides new empirical evidence in the context of digital marketing during the pandemic.

5. REFERENCES

- [1] Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer Attitudes Towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality. *Internet Research*, 25(5), 707-733.
- [2] Astuti, R., Silalahi, R., & Wijaya, G. (2015). Marketing Strategy Based on Marketing Mix Influence on Purchasing Decisions of Malang Apples Consumers at Giant Olympic Garden Mall (MOG), Malang City, East Java Province, Indonesia. *Agriculture and Agricultural Science Procedia*, 3, 67-71.
- [3] Azzadina, I., Huda, N., & Sianipar, C. (2012). Understanding Relationship between Personality Types Marketing-Mix Factors and Purchasing Decisions. *International Congress on Interdisciplinary Business and Social Science*, 65, 352-357.
- [4] Bernard, M. E. (2013). *The Strength of Self-Acceptance Theory Practice and Research*. Springer.
- [5] Catriana. (2020). *Aktivitas Belanja Online Meningkat Drastis, Ini Sebabnya*. <https://money.kompas.com/read/2020/10/27/135847026/aktivitas-belanja-online-meningkat-drastis-ini-sebabnya?page=all>.
- [6] Ghozali, I., & Latan, H. (2012). *Partial Least Square: Konsep, Teknik dan Aplikasi Smart PLS 2.0 M3*. Universitas Diponegoro.
- [7] Indonesia, A. P. J. I. (2020). *Laporan Survei Internet APJII 2019 - 2020*. <https://apjii.or.id/survei>.
- [8] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Prentice Hall, Inc.
- [9] Kuncoro, M. (2018). *Metode Kuantitatif Teori dan Aplikasi Untuk Bisnis dan Ekonomi* (5th ed.). Sekolah Tinggi Ilmu Manajemen YPKN.
- [10] Nwankwo, S., Hamelin, N., & Khaled, M. (2014). Consumer values, Motivation and Purchase intention for luxury goods. *Journal of Retailing and Consumer Services*, 21, 735-744.
- [11] Pebrianto. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Motor Honda Vario (Studi Kasus Pada CV Kirana Motorindo Jaya). *Jurnal Riset Dan Manajemen*, 145-162.
- [12] Prabhu, A., & Dongre, R. (2018). Analysis of Customer Attitude Towards Electronic Food Ordering. *KIMI Hospitality Research Journal*, 3(1), 1-6.
- [13] Rezaei, S., Shahijan, M., Amin, M., & Ismail, W. (2016). Determinants of app stores continuance behavior: a PLS path modelling approach. *Journal Internet Commer*, 15(4), 408-440.
- [14] Saunders, Lewis, & Thornhill, A. (2009). *Research Methods for Business Students*. Pearson Education Limited.
- [15] Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach* (8th ed.). Wiley.
- [16] Setyowati, D. (2020). *'Senjata' Shopee Geser Posisi Tokopedia saat Pandemi Corona*. <https://katadata.co.id/digital/e-commerce/5f63494f10287/senjata-shopee-geser-posisi-tokopedia-saat-pandemi-corona>.
- [17] Stats, I. W. (2020). *Usage and population statistics*. <http://www.internetworldstats.com/stats>.
- [18] Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D Cetakan XXII*.

Alfabeta.

- [19] Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*, 22(1), 81–97.
- [20] Uli. (2020). *Transaksi e-Commerce Naik Nyaris Dua Kali Lipat saat Pandemi*. <https://www.cmmindonesia.com/ekonomi/20201021193353-92-561232/transaksi-e-commerce-naik-nyaris-dua-kali-lipat-saat-pandemi>.
- [21] Yeo, V. C., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150–162.