

The Influence of e-Promotion, Trust, Convenience, and e-WOM on Purchase Decision with Consumer Behavior as a Mediator

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Abstract

This research examines the influence of e-Promotion, consumer trust, convenience, and e-WOM on the purchase decisions of Shopee consumers, with consumer behavior as a mediating variable. The research methodology employed a quantitative approach, utilizing non-probability purposive sampling with a sample size of 494 respondents. Data analysis was conducted using descriptive and inferential statistics, employing the Smart PLS 3.0 software. The research findings demonstrate that trust, convenience, and e-WOM have a significant direct impact on consumer behavior, whereas e-Promotion does not directly affect consumer behavior. The variables e-Promotion, trust, convenience, and Shopee consumer behavior have a direct and significant influence on purchase decisions, while e-WOM does not directly affect the purchase decisions of Shopee customers. Trust, convenience, and e-WOM have a significant indirect impact on purchase decisions with consumer behavior as a mediating variable, whereas e-Promotion does not have an indirect impact on purchase decisions with consumer behavior as a mediating variable.

Keywords:

e-Commerce; e-Promotion; e-WOM; Consumer Behavior; Purchase Decision

INTRODUCTION

The COVID-19 pandemic that occurred in late 2019 has had an impact on a change in societal culture, namely the limitation of people's mobility outside their homes, due to the policies of Large-Scale Social Restrictions (PSBB) to the Enforcement of Community Activity Restrictions (PPKM) at various government levels (Desi Permatasari, 2021) As a consequence of this situation, activities such as office work and school activities, among others, are conducted online (Tim detikcom, 2021).

According to a survey conducted by Internetworldstats, the current number of internet users in Indonesia has reached 212.4 million users. When looking at users aged 16 to 64 years, 80% use the internet to search for information, 72.9% seek ideas and information, 50.5% look for brands, 39.1% conduct product and health research, and 61.1% use social media to search for information about products or brands online. This indicates the need for brand information to be readily available through online media (Graha Nurdian, 2022).

The internet is a technology that has brought significant changes to societal behavior, making it more conservative. One of these changes is the way transactions between producers and consumers are conducted, which is increasingly moving online. This shift to online transactions offers advantages such as greater convenience, time savings, speed, and efficiency (Setyariningsih, 2019). Online buying and selling activities on e-commerce platforms like Tokopedia, Shopee, Lazada, Bukalapak, and others continue to grow

(Hartatik, 2021). This shift in consumer behavior has created a unique opportunity for e-commerce businesses to develop more engaging digital platforms that can influence consumer purchasing decisions.

Marketing today is digitally-based, which means it relies on the use of the internet, often referred to as e-commerce. Marketing through e-commerce is easier, time-saving, and cost-effective (Nurjanah et al., 2019). For businesses, e-commerce provides convenience in promoting their products because product information is more easily accessible and quickly received by potential consumers (Candra Irawan, 2020).

Shopee is one of the companies in the e-commerce industry that provides an online marketplace platform through a mobile application. Shopee facilitates communication between sellers and buyers to make transaction agreements through mobile devices. According to data from iPrice for the first quarter, the most visited e-commerce platforms in Indonesia are Tokopedia, Shopee, Lazada, Bukalapak, and Blibli. Shopee ranks second as the most visited e-commerce platform by potential consumers, establishing itself as a pioneer in e-commerce in Indonesia (iPrice, 2022). The existence of complaints and the lack of trust from some people regarding Shopee's e-commerce platform in Indonesia, possibly due to intense competition among e-commerce businesses, presents an interesting area for further research.

Relevant previous research to this study is the one conducted by Istanti, (2017), with the title "The Influence of Price, Trust, Shopping convenience, and e-Promotion on Online Purchase Decisions in Surabaya City." Istanti's research concluded that there is a significant influence of price, trust, shopping convenience, and e-Promotion on online purchase decisions. However, this research did not consider the presence of mediating variables related to consumer behavior. According to Tjiptono, F. dan Chandra, (2016), to formulate e-commerce strategies, an understanding of consumer behavior in purchase decisions is essential. Therefore, in this research model, consumer behavior is used as a mediating variable.

Purchase Decision

The purchase decision consists of stages in the consumer process, starting with recognizing needs and desires, seeking product information, evaluating and assessing products, which leads to the consumer's decision to make a purchase, followed by post-purchase consumer behavior, ultimately providing a solution to the product or service problem (Prastowo, 2023).

According to Kotler, the purchase decision is a part of the consumer's evaluation stage regarding product choices, which are considered based on product information, product needs, price, product quality, safety guarantees, delivery location, past experiences. As a result, consumers make purchase decisions based on their preferences and best beliefs (Kotler & Keller, 2018).

A good e-commerce strategy will foster a positive perception and belief in consumers about the product. With a positive perception, online business operators will find it easier to influence consumers to decide on purchasing the offered products (Candra Irawan, 2020).

Purchase decisions can be measured by four indicators, namely (Prilano et al., 2020):

1. Needs
2. Benefits
3. Product accuracy
4. Positive experience (Kotler & Keller, 2018).

Consumer Behavior

Consumer behavior is the habits of an individual consumer or a specific group in selecting, purchasing, and using a product. It's about how the chosen product can satisfy the consumer's needs and desires, and the manner in which it is chosen (Saekoko, 2020).

Consumer behavior can be measured by the following indicators (Utari et al., 2020):

1. Seeking recognition from others.
2. Searching for product information based on needs.
3. Comparing product offers with others.
4. Evaluating or assessing products after purchase.

e-Promotion

e-Promotion is a marketing activity that utilizes the internet to capture the attention of target customers, encouraging them to become loyal to the offered products or services and deter them from switching to competitors (Siripipatthanakul et al., 2022). e-Promotion is a promotional activity carried out using the internet, such as using websites, social media, and online word of mouth (e-WOM) (Prastowo et al., 2023).

The indicators of the success of promotion can be observed as follows (Lukito & Fahmi, 2020):

1. Promotion reach.
2. Quantity of promotion updates/promotion frequency.
3. Promotion quality.

Trust

Trust is a characteristic of relationships that develops through interactions among individuals. From these interactions, individuals can assess and cultivate trust between them to form partnerships (Kim & Kim, 2021).

Trust between the seller and the buyer in online transactions can foster consumer buying interest, leading consumers to decide on online purchases (Istanti, 2017).

Indicators of consumer trust can be observed through (Susilo et al., 2018):

1. Security.
2. Privacy.
3. Reliability.

Convenience

The definition of convenience refers to the accumulation of time and energy expended by an individual to derive the benefits of a service or purchase a product, or the total amount of time and effort customers invest in gaining benefits from a product or service (Jebarajakirthy & Shankar, 2021). According to Kotler & Armstrong, the advantages of online buying and selling include providing convenience and ease, as consumers don't have to leave their homes, don't waste much time searching for information, can easily find price comparisons and alternative products, and are facilitated in purchasing the chosen products (Candra Irawan, 2020).

Indicators of convenience in online buying and selling application systems are (Istanti, 2017):

1. The information technology system is easy to learn.
2. The information technology system is easy to use.
3. It enhances the capabilities and skills of the users.
4. The information technology system can be operated easily.
5. The information technology system saves time.

e-Wom

Consumers obtain product information not only from advertisements but also from social media and electronic Word of Mouth (e-WOM), which provides reviews and product recommendations (Weitzl, 2017).

e-WOM is an informal communication process, either orally or in writing, between an individual to another individual or between the sender and the receiver, which communicates both positive and negative aspects regarding the ownership, usage, characteristics of products, services, brands, or organizations through internet technology (Verma & Yadav, 2021).

Indicators of e-WOM can be observed through (Yustati, 2019):

1. Intensity.
2. Buyer opinions/comments.
3. Increased interest.

METHOD

The research method used is quantitative research with an associative approach and a causal exploratory research design. The research population consists of Shopee customers, with the requirement that respondents are 16 years of age or older and have made a minimum of 2 purchases on the Shopee e-commerce platform. The sampling technique employed is non-probability sampling, specifically purposive sampling, with a sample size of 494 respondents. The research instrument is in the form of a questionnaire. Data analysis is conducted using descriptive and inferential statistics, and data processing is done using the Smart PLS 3.0 software.

RESULTS AND DISCUSSION

Table I. Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
X1.1	4.012	4.000	1.000	5.000	0.679	1.634	-0.598	494.000
X1.2	3.968	4.000	1.000	5.000	0.713	0.838	-0.590	494.000
X1.3	3.895	4.000	2.000	5.000	0.759	-0.781	-0.044	494.000
X2.1	4.249	4.000	1.000	5.000	0.780	0.541	-0.852	494.000
X2.2	4.202	4.000	1.000	5.000	0.776	0.950	-0.863	494.000
X2.3	4.075	4.000	1.000	5.000	0.803	0.531	-0.655	494.000
X3.1	4.443	5.000	1.000	5.000	0.723	2.700	-1.416	494.000
X3.2	4.510	5.000	1.000	5.000	0.693	3.695	-1.627	494.000
X3.3	4.354	5.000	1.000	5.000	0.762	1.198	-1.109	494.000
X3.4	4.377	5.000	2.000	5.000	0.777	0.486	-1.079	494.000
X4.1	4.255	5.000	2.000	5.000	0.895	0.063	-0.999	494.000
X4.2	3.563	3.000	1.000	5.000	1.014	-1.071	0.022	494.000
X4.3	4.170	4.000	2.000	5.000	0.849	-0.521	-0.651	494.000
Y.1	3.866	4.000	1.000	5.000	0.943	0.051	-0.574	494.000
Y.2	4.538	5.000	2.000	5.000	0.678	1.259	-1.354	494.000
Y.3	4.514	5.000	1.000	5.000	0.702	2.926	-1.565	494.000
Y4	3.609	4.000	1.000	5.000	1.033	-0.902	-0.179	494.000
Z.1	4.405	5.000	1.000	5.000	0.765	1.426	-1.242	494.000

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
Z.2	4.423	5.000	1.000	5.000	0.726	1.497	-1.193	494.000
Z.3	4.196	4.000	1.000	5.000	0.777	0.091	-0.695	494.000
Z.4	4.227	4.000	1.000	5.000	0.759	0.268	-0.740	494.000

Source: Primary Data Analysis, 2022.

The descriptive statistics table illustrates the questionnaire responses from 494 Shopee customers. The responses were measured on a Likert scale ranging from 1 (minimum value) to 5 (maximum value). There are a total of 21 indicators in the study, and there are no missing values, indicating that no data is missing or incorrect. The standard deviation of all 21 indicators does not exceed the mean value, thus allowing us to conclude that there is no significantly extreme data.

Measurement Model (Outer Model)

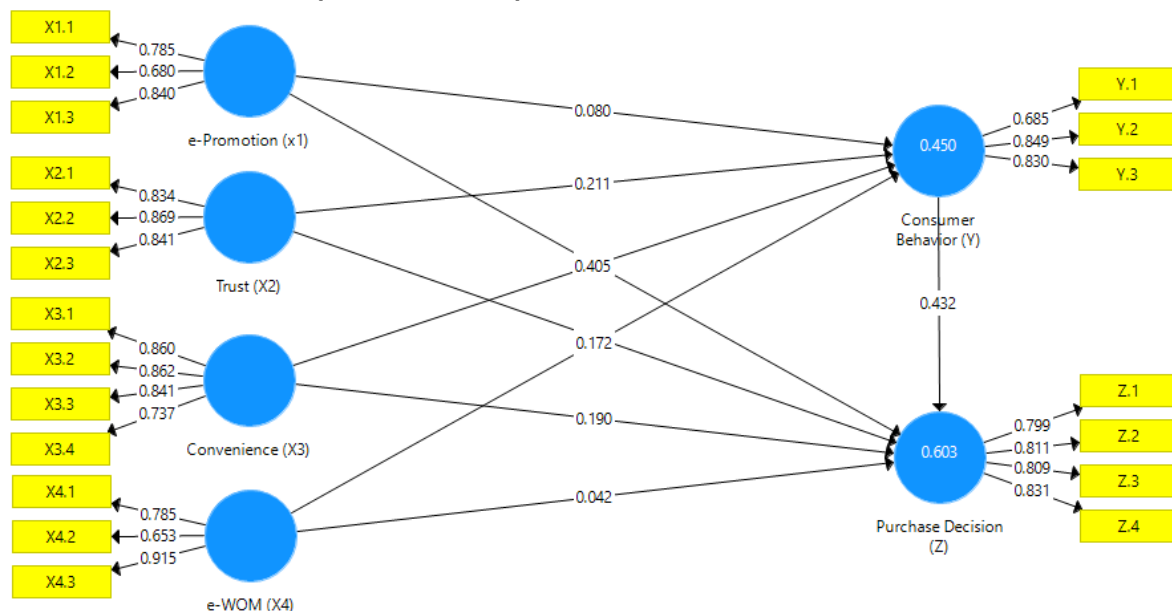


Figure 1. PLS Logarithm Output

The criteria for testing convergent validity can be observed from the loading factor values for each construct's indicators, where the loading factor value for exploratory research should be > 0.6 (Imam Ghozali, 2015). In the convergent validity test, the research instrument shows loading factor values for each indicator > 0.6, indicating that the indicators for each construct in the research instrument are capable of producing valid convergent data.

Validity and Reliability Test

Validity can be assessed by examining the Average Variance Extracted (AVE) values. An indicator is considered valid if the AVE value is > 0.5. On the other hand, the reliability test of a construct can be determined by the values of Cronbach's alpha and Composite reliability. In exploratory research, the research instrument can produce reliable answers if Cronbach's alpha > 0.6 and Composite reliability > 0.6 (Imam Ghozali, 2015).

Table 2. Reliability and Validity Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Result
e-Promotion (X1)	0.677	0.814	0.595	Valid and Reliable
Trust (X2)	0.805	0.885	0.719	Valid and Reliable
Convenience (X3)	0.843	0.896	0.683	Valid and Reliable
e-WOM (X4)	0.720	0.832	0.627	Valid and Reliable
Consumer Behavior (Y)	0.696	0.833	0.627	Valid and Reliable
Purchase Decision (Z)	0.829	0.886	0.660	Valid and Reliable

Source: Primary Data Analysis, 2022.

In the validity test, each research variable has an AVE value > 0.5, and in the reliability test, the Cronbach's alpha value > 0.6 and the Composite Reliability value > 0.6, so it can be concluded that the questionnaire items or statements can produce valid and reliable or consistent respondent answers.

Discriminant Validity Test

The discriminant validity test explains that the indicators or manifests of each different variable should not have a high correlation. The criterion for the discriminant validity test is that the square root of AVE should be greater than the correlation between constructs in the model (Imam Ghozali, 2015).

Table 3. Discriminant Validity Test

	Convenience (X3)	Trust (X2)	Purchase Decision (Z)	Consumer Behavior (Y)	e-Promotion (X1)	e-WOM (X4)
Convenience (X3)	0.826					
Trust (X2)	0.605	0.848				
Purchase Decision (Z)	0.634	0.594	0.813			
Consumer Behavior (Y)	0.617	0.521	0.707	0.792		
e-Promotion (X1)	0.387	0.354	0.401	0.349	0.771	
e-WOM (X4)	0.314	0.211	0.323	0.361	0.221	0.792

Source: Primary Data Analysis, 2022.

The results of the discriminant validity test indicate that the square root of the AVE for each research variable is greater than the correlation value between constructs. Therefore, it can be concluded that the questionnaire items in the research instrument are capable of producing valid discriminant data.

Model Fit

Model fit is used to determine whether the research model is a good fit. Model fit can be assessed by examining the Standardized Root Mean Square (SRMR) value. The model fit test criterion is that if the SRMR value is > 0.10 , then the model can be considered a good fit or suitable.

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0.073	0.073
NFI	0.759	0.759

Source: Primary Data Analysis, 2022.

From the model test, the SRMR value is 0.073, which is < 0.10 , indicating that the research model is suitable or fits well. Additionally, the NFI value of 0.759 means that the model is considered a good fit at 75.9%.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a high linear correlation among exogenous variables (Prastowo, 2021). Multicollinearity can be determined by calculating the Variance Inflation Factor (VIF). The criterion for the multicollinearity test indicates that there is no multicollinearity violation if the VIF value is < 10 or < 5 (Imam Ghozali, 2015).

Table 5. Multicollinearity Test

	Purchase Decision (Z)	Consumer Behavior (Y)
e-Promotion (X1)	1.235	1.223
Trust (X2)	1.702	1.621
Convenience (X3)	2.042	1.745
e-WOM (X4)	1.178	1.124
Purchase Decision (Z)		
Consumer Behavior (Y)	1.817	
e-WOM (X4)	1.178	1.124

Source: Primary Data Analysis, 2022.

Based on the Collinearity Statistics data used to examine the presence of high multicollinearity among exogenous variables, it is observed that in the table, the VIF values are < 5 . Therefore, it can be concluded that there is no multicollinearity violation, and the parameter estimates or the original sample values obtained are effective.

Coefficient of Determination (R Square Test)

The coefficient of determination or R Square is used to assess the predictive power of the structural model of latent exogenous variables in influencing the changes in latent endogenous variables. For the R Square test, if the R Square value is 0.75, the model falls into the strong category. If the R Square value is 0.50, the model falls into the moderate category, and if the R Square value is 0.25, the model falls into the weak category (Imam Ghozali, 2015).

Table 6. Determination Test

	R Square	R Square Adjusted
Purchase Decision (Z)	0.603	0.599

Consumer Behavior (Y)	0.450	0.445
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Source: Primary data processing results, 2022.

Based on the determination test, or R Square, used to assess the extent of the contribution of exogenous variables e-Promotion of Shopee, customer trust in Shopee, ease of using the Shopee application, e-WOM on Shopee, and Shopee consumer behavior, simultaneously influencing the variation of changes in the purchase decisions of Shopee customers by 60.3%, thus categorizing the model as moderate. Additionally, the contribution of the influence of exogenous variables e-Promotion of Shopee, customer trust in Shopee, ease of using the Shopee application, and e-WOM on Shopee, simultaneously influencing the variation of changes in Shopee consumer behavior by 45.0%, placing it in the weak category.

Goodness of Fit (GoF) Index

The Goodness of Fit (GoF) value is used to assess the overall model fit, both the outer model and the inner model. The GoF value criteria are as follows: if the GoF value is 0.10, it falls into the GoF small category; if the GoF value is 0.25, it falls into the GoF medium category; and if the GoF value is 0.36, it falls into the GoF large category (Imam Ghozali, 2015).

Where:

$$GoF = \sqrt{\text{The average AVE} \times \text{The average R Square}}$$

$$GoF = \sqrt{0.652 \times 0.526}$$

$$GoF = \sqrt{0,343}$$

$$GoF = 0.586$$

Therefore, the overall model fit, including both the outer and inner models, is considered "large" based on a Goodness of Fit (GoF) value of 0.586.

Path Coefficient

In this research, a significance level of 0.05 was used, which corresponds to a two-tailed t-value of 1.96. The research model consists of direct influence models, where latent exogenous variables influence latent endogenous variables, and indirect influence models, where latent exogenous variables influence latent endogenous variables through mediating variables. The direct influence model consists of two sub-structure models.

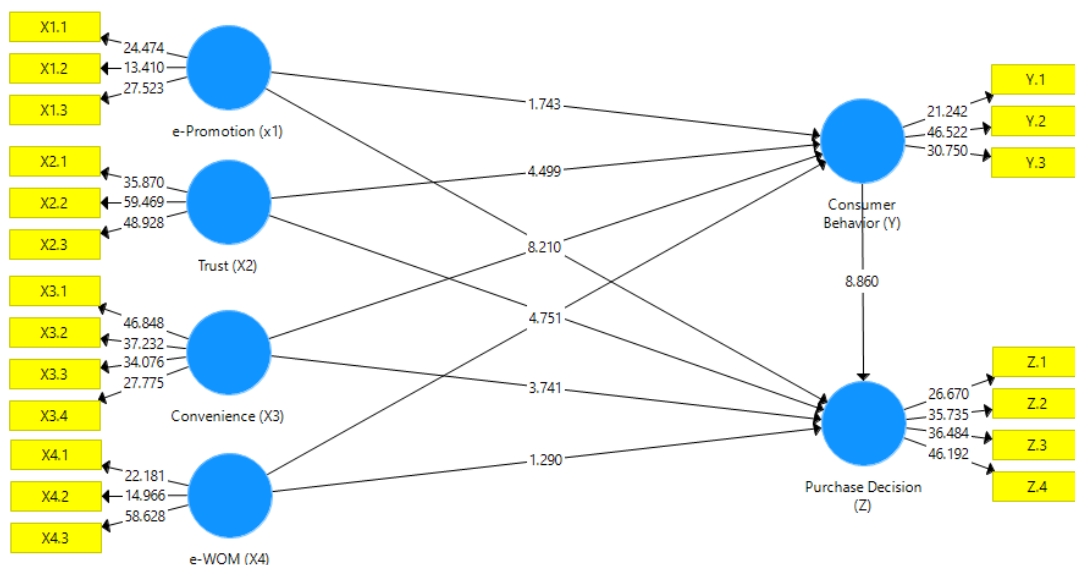


Figure 2. Bootstrapping Output

Direct Effects

Table 8. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
e-Promotion (X1) -> Consumer Behavior (Y)	0.080	0.080	0.046	1.743	0.085
Trust (X2) -> Consumer Behavior (Y)	0.211	0.210	0.047	4.499	0.000
Convenience (X3) -> Consumer Behavior (Y)	0.405	0.406	0.048	8.210	0.000
e-WOM (X4) -> Consumer Behavior (Y)	0.172	0.175	0.035	4.751	0.000
e-Promotion (X1) -> Consumer Behavior (Z)	0.093	0.094	0.037	2.505	0.013
Trust (X2) -> Purchase Decision (Z)	0.213	0.211	0.049	4.380	0.000
Convenience (X3) -> Purchase Decision (Z)	0.190	0.190	0.050	3.741	0.000
e-WOM (X4) -> Purchase Decision (Z)	0.042	0.041	0.032	1.290	0.197
Consumer Behavior (Y) -> Purchase Decision (Z)	0.432	0.433	0.048	8.860	0.000

Source: Results of primary data analysis, 2022.

Sub-Structure I: The direct influence of latent exogenous variables on the endogenous latent variable of consumer behavior is as follows:

1. The direct influence of the e-Promotion variable on consumer behavior, with a regression coefficient of 0.080, has a P-value of 0.085 > 0.05, with a t-statistic of 1.743 < Z-score 1.96. Therefore, Ha1 is rejected, and H0 is accepted, so it can be concluded that e-Promotion does not significantly affect consumer behavior.
2. The direct influence of the trust variable on consumer behavior, with a regression coefficient of 0.211, has a positive relationship, a P-value of 0.000 < 0.05, and a t-statistic of 4.499 > Z-score 1.96. Thus, Ha2 is accepted, and H0 is rejected, so it can be concluded that consumer trust significantly and positively affects consumer behavior. This means that each unit increase in consumer trust in Shopee can increase the variation in Shopee consumer behavior by 21.1%.
3. The direct influence of the convenience variable on consumer behavior, with a regression coefficient of 0.405, has a positive relationship, a P-value of 0.000 < 0.05, and a t-statistic of 8.210 > Z-score 1.96. Therefore, Ha3 is accepted, and H0 is rejected, so it can be concluded that consumer convenience in using the Shopee application significantly and positively affects consumer behavior. This means that each unit increase in the ease of using the Shopee application by consumers can increase the variation in Shopee consumer behavior by 40.5%.
4. The direct influence of the e-WOM variable on consumer behavior, with a regression coefficient of 0.172, has a positive relationship, a P-value of 0.000 < 0.05, and a t-statistic of 4.751 > Z-score 1.96. Thus, Ha4 is accepted, and H0 is rejected,

so it can be concluded that e-WOM significantly and positively affects consumer behavior. This means that each unit increase in e-WOM can increase the variation in Shopee consumer behavior by 17.2%.

Therefore, the equation for Sub-Structure 1 is as follows:

$$\text{Consumer Behavior} = \beta_1.e\text{-Promotion} + \beta_2.\text{Trust} + \beta_3.\text{Convenience} + \beta_4.e\text{-WOM} + e \dots\dots\dots(1)$$

$$\text{Consumer Behavior} = 0.080.e\text{-Promotion} + 0.211.\text{Trust} + 0.405.\text{Convenience} + 0.172.e\text{-WOM} + e \dots\dots\dots (2)$$

Sub-Structure 2: The direct influence of latent exogenous variables on the endogenous latent variable of purchase decision is as follows:

5. The direct influence of the e-Promotion variable on purchase decisions, with a regression coefficient of 0.093, has a P-value of $0.013 < 0.05$, and a t-statistic of $2.505 > Z\text{-score } 1.96$. Therefore, H_{a5} is accepted, and H_0 is rejected. It can be concluded that Shopee's e-Promotion significantly affects consumer purchase decisions. This means that each unit increase in e-Promotion can increase the variation in Shopee purchase decisions by 9.3%.
6. The direct influence of the trust variable on purchase decisions, with a regression coefficient of 0.213, has a positive relationship, a P-value of $0.000 < 0.05$, and a t-statistic of $4.380 > Z\text{-score } 1.96$. Thus, H_{a6} is accepted, and H_0 is rejected. It can be concluded that consumer trust in Shopee significantly and positively affects purchase decisions. This means that each unit increase in consumer trust in Shopee can increase the variation in Shopee purchase decisions by 21.3%.
7. The direct influence of the convenience variable on purchase decisions, with a regression coefficient of 0.190, has a positive relationship, a P-value of $0.000 < 0.05$, and a t-statistic of $3.741 > Z\text{-score } 1.96$. Therefore, H_{a7} is accepted, and H_0 is rejected. It can be concluded that the ease of using the Shopee application by customers significantly and positively affects purchase decisions. This means that each unit increase in the ease of using the Shopee application can increase the variation in consumer purchase decisions by 19.0%.
8. The direct influence of the e-WOM variable on purchase decisions, with a regression coefficient of 0.042, has a positive relationship, but the P-value of $0.197 > 0.05$, and the t-statistic of $1.290 < Z\text{-score } 1.96$. Thus, H_{a8} is rejected, and H_0 is accepted. It can be concluded that e-WOM from Shopee consumers does not significantly affect consumer purchase decisions.
9. The direct influence of consumer behavior on purchase decisions, with a regression coefficient of 0.432, has a positive relationship, a P-value of $0.000 < 0.05$, and a t-statistic of $8.860 > Z\text{-score } 1.96$. Therefore, H_{a9} is accepted, and H_0 is rejected. It can be concluded that Shopee consumer behavior significantly and positively affects purchase decisions. This means that each unit increase in Shopee consumer behavior can increase the variation in Shopee purchase decisions by 43.2%.

Therefore, the equation for Sub-Structure 2 is as follows:

$$\text{Purchase Decision} = \beta_1.e\text{-Promotion} + \beta_2.\text{Trust} + \beta_3.\text{Convenience} + \beta_4.e\text{-WOM} + \beta_5.\text{Consumer Behavior} + e \dots\dots\dots(1)$$

$$\text{Purchase Decision} = 0.093.e\text{-Promotion} + 0.213.\text{Trust} + 0.190.\text{Convenience} + 0.042.e\text{-WOM} + 0.432.\text{Consumer Behavior} + e \dots\dots\dots(2)$$

Indirect Effects

The influence of latent exogenous variables on the endogenous latent variable of purchase decisions, through the mediating latent variable of consumer behavior, is as follows:

Table 9. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
e-Promotion (X1) -> Consumer Behavior (Y) - > Purchase Decision (Z)	0.034	0.035	0.021	1.670	0.095
Trust (X2) -> -> Consumer Behavior (Y) - > Purchase Decision (Z)	0.091	0.091	0.021	4.438	0.000
Convenience (X3) -> Consumer Behavior (Y) - > Purchase Decision (Z)	0.175	0.176	0.031	5.662	0.000
e-WOM (X4) -> Consumer Behavior (Y) - > Purchase Decision (Z)	0.074	0.076	0.018	4.211	0.000

Source: Results of primary data analysis, 2022.

1. The effect of the e-Promotion variable on purchase decisions, mediated by consumer behavior, has a regression coefficient of 0.034. The P-value is 0.095, which is greater than 0.05. The t-statistic is 1.670, which is less than 1.96. Therefore, Ha10 is rejected, and H0 is accepted. This means that e-Promotion on Shopee does not significantly influence purchase decisions through consumer behavior as a mediating variable.
2. The effect of the trust variable on purchase decisions, mediated by consumer behavior as a mediating variable, has a positive relationship with a coefficient of 0.091. The P-value is 0.000, which is less than 0.05. The t-statistic is 4.438, which is greater than 1.96. Therefore, Ha11 is accepted, and H0 is rejected. This suggests that trust in Shopee significantly influences purchase decisions through consumer behavior as a mediating variable.
3. The effect of the convenience variable on purchase decisions, mediated by consumer behavior as a mediating variable, has a positive relationship with a coefficient of 0.175. The P-value is 0.000, which is less than 0.05. The t-statistic is 5.662, which is greater than 1.96. Therefore, Ha12 is accepted, and H0 is rejected. This implies that the ease of using the Shopee application significantly affects purchase decisions through consumer behavior as a mediating variable.
4. The effect of the e-WOM variable on purchase decisions, mediated by consumer behavior, has a positive relationship with a coefficient of 0.074. The P-value is 0.000, which is less than 0.05. The t-statistic is 4.211, which is greater than 1.96. Therefore, Ha13 is accepted, and H0 is rejected. This means that e-WOM on Shopee significantly influences purchase decisions through consumer behavior as a mediating variable.

The mediating effect of the consumer behavior variable can be summarized as follows:

1. E-Promotion has a direct effect on purchase decisions, but it does not have an indirect effect on purchase decisions through the mediating variable of consumer behavior.

2. The consumer behavior variable mediating the effect of trust on purchase decisions is partial mediation because both trust and consumer behavior have a significant impact on purchase decisions, either directly or through the mediating variable of consumer behavior.
3. The consumer behavior variable mediating the effect of convenience on purchase decisions is partial mediation because both convenience and consumer behavior significantly influence purchase decisions, either directly or through the mediating variable of consumer behavior.
4. The consumer behavior variable mediating the effect of e-WOM on purchase decisions is full mediation. This means that e-WOM does not directly affect purchase decisions, but it significantly influences purchase decisions through the mediating variable of consumer behavior.

CONCLUSION

Consumers in the digital age prefer to shop online through online shops or e-commerce platforms. The behavior of most consumers in online shopping involves researching product information before making a purchase, comparing product offerings between different sellers, and completing transactions online. After a purchase, consumers can evaluate products, provide ratings, and comment on products in the review section provided in the e-commerce app.

Consumers decide to make online purchases for products that meet their needs and desires, providing benefits tailored to their requirements.

The behavior of Shopee consumers significantly influences purchase decisions. Shopee consumer behavior represents the habits demonstrated by individuals, groups of individuals, or organizations that exhibit patterns in searching for products, making purchases, using, and evaluating Shopee products. To increase sales, e-commerce platforms like Shopee should understand Shopee consumer behavior. By understanding this behavior, Shopee can prioritize and offer the services and products that meet consumer needs and desires.

The research results show that Shopee's e-Promotion is not enough evidence of a direct influence on consumer behavior. However, e-Promotion by Shopee has a significant direct influence on consumer purchase decisions. E-Promotions by Shopee can influence consumers in deciding to make purchases because through e-Promotions, consumers can prioritize purchasing products based on their needs, benefits, suitability of choices, and they can review previous product testimonials.

The ease of using the Shopee application significantly affects consumer behavior both directly and purchase decisions directly. In designing an application, e-commerce platforms should understand what consumers need, want, and expect. Typically, consumers prefer e-commerce applications that are easy to learn, use, and operate. Besides the expected ease of application, e-commerce applications should save consumers time in selecting, evaluating, and making purchase decisions for products.

Consumer trust in Shopee significantly affects consumer behavior directly and purchase decisions directly. E-commerce platforms should have applications that foster trust for consumers, where the application system provides security, both in safeguarding consumer identities and conducting transactions online. Consumers who trust an e-commerce platform are more likely to choose that platform for online purchases.

e-WOM significantly influences Shopee consumer behavior directly, but it does not directly influence consumer purchase decisions. Before making a purchase, consumers tend

to read testimonials from Shopee consumers, who describe and rate the products they purchased in the comment review section. By reading and studying buyer testimonials, consumers feel more confident, as these testimonials are honest, independent statements that do not have an interest in the product's sales. Positive testimonials from buyers have a positive influence on consumers' purchase decisions, while negative testimonials have a negative impact, weakening consumers' desire to make purchases. This highlights the importance for e-commerce platforms to provide the best customer experience in product purchases, so that consumers can recommend the right e-commerce platform to other consumers when shopping online.

The research results prove that Shopee consumer behavior acts as a mediator for the influence of ease of using the application, consumer trust, and e-WOM variables on Shopee consumer purchase decisions. Therefore, to enhance Shopee consumer purchase decisions, Shopee should pay attention to consumer behavior, focusing on what consumers need, want, and expect from the platform. The research results also demonstrate that consumers prefer convenience, reliability, and the ability to share purchase experiences, enabling them to provide references to other consumers through e-WOM media.

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