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**The Impact of Electronic Service Quality Dimensions and  
Promotion on Consumer Purchase Decisions in Online Shopping  
Through Shopee E-Commerce**

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**ABSTRACT**

Where practicality and efficiency are top priorities, particularly in the online shopping phenomenon. This has fueled the exponential growth of e-commerce in Indonesia, with Shopee as one of the platforms dominating the market. Despite its success, Shopee faces significant challenges related to the complexity of its interface design, personal data security concerns, and the effectiveness of promotions that are perceived as intrusive or too short-lived. This study aims to analyze the influence of e-service quality dimensions—consisting of website design, customer service, security/privacy, and fulfillment—and promotional variables on consumer decisions. The research method used was quantitative with a causal approach. Data were obtained through purposive sampling of 130 respondents residing in Bandar Lampung City. Data analysis was conducted using multiple linear regression using IBM SPSS Statistics 27.0 software, supplemented by a coefficient of determination (R<sup>2</sup>) test and a partial t-test. The results showed that website design, customer service, security/privacy, fulfillment, and promotions partially had a positive and significant influence on consumer decisions. Simultaneously, these variables explained 81.1% of the variation in consumer decisions. The implications of this study suggest that to improve purchasing decisions, Shopee needs to optimize ease of navigation, improve the integrity of product condition upon arrival, and strengthen data security assurance to build sustainable consumer trust.

*E-Service Quality, Website Design, Customer Service, Consumer Decisions, Shopee.*

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**INTRODUCTION**

The rapid evolution of online shopping is a phenomenon driven by technological advancements, societal changes, and shifts in consumer behavior. Online shopping, which allows consumers to purchase goods and services directly from sellers via the internet without physical interaction, has become a dominant form of retail. The primary motivations behind this shift are convenience, time efficiency, and the ease of access facilitated by the internet.

According to research by Mujiyana & Elissa (2013) and Sari (2015), online shopping eliminates the time and geographical constraints of traditional shopping, allowing consumers to shop anytime, anywhere. This shift has been particularly pronounced in Indonesia, where e-commerce has seen significant growth, becoming one of the fastest-growing markets in Southeast Asia. This development has been especially pronounced since the COVID-19 pandemic, which accelerated the adoption of online and cashless payment systems (Bank Indonesia, 2026).

Indonesia's e-commerce market is poised for further expansion, with projections estimating a 9.57% compound annual growth rate (CAGR) between 2024 and 2029. The value of e-commerce transactions in Indonesia increased dramatically, from Rp 205.5 trillion in 2019 to Rp 401.1 trillion in 2021, marking a 50.7% growth. While there was a slight decline to Rp 453.75 trillion in 2023, a robust recovery is expected in 2024, with projections indicating a rise to Rp 487.01 trillion. By the third quarter of 2025, e-commerce transactions in Indonesia had already reached Rp 134 trillion. This growth is attributed to several factors, including the rise of social commerce, technological innovations like e-wallets and buy-now-pay-later services, enhanced logistics infrastructure, and strategic promotions (Bank Indonesia, 2026). As a result, e-commerce is now firmly embedded in Indonesia's economy, with its continued growth reinforcing its importance as a central pillar of the digital economy.

The competitive landscape of Indonesia's e-commerce sector is intense, with various platforms vying for market dominance. Shopee, one of the key players, has consistently emerged as the market leader, securing over 50% of market share as of 2025. This success can be attributed to Shopee's strong localization strategy, which includes offering competitive pricing, free shipping promotions, and a user-friendly digital ecosystem. According to an APJII survey (2025), Shopee's dominance is evident in its wide reach compared to competitors such as Tokopedia, Lazada, and Blibli. Shopee's strategies, including localized product offerings and the use of major sales events like 9.9 and 12.12, have fostered consumer loyalty. Shopee's free shipping offers, which 91% of users take advantage of, have also been a critical factor in maintaining its position as the preferred e-commerce platform for Indonesian consumers (Ipsos, 2023).

However, despite its strong market position, Shopee faces significant challenges related to customer satisfaction, particularly regarding its electronic service quality. Electronic service quality, which refers to how well online sellers meet customer expectations through digital platforms, is a crucial factor in shaping consumer purchasing decisions. According to Zeithaml et al. (2013),

the design of a website, customer service, security, and fulfillment are key dimensions that influence e-commerce success. Shopee, despite its dominant market share, has faced criticisms regarding the user experience on its platform, particularly the complexity of its website design and difficulties in navigating product descriptions. Issues such as inadequate product information, problems with account verification, and slow website performance have detracted from the shopping experience for some users (Pangestu et al., 2023).

Customer service, another critical component of electronic service quality, has also received negative feedback. Many customers have expressed frustration with slow responses to complaints, particularly regarding delivery issues and errors in address details. Shopee's logistics arm, Shopee Express, has been criticized for delays and poor communication, leading to a decline in customer satisfaction. As online shopping grows, the expectation for seamless service delivery becomes more important, and failure to meet these expectations could lead to a loss of market share. Research by Bailey & Pearson (2019) emphasizes that trust in e-commerce platforms hinges on the protection of personal data and transaction security, areas where Shopee has faced some criticism despite offering multiple payment options (Ipsos, 2023).

In addition to electronic service quality, promotions play a significant role in influencing consumer purchase decisions. Effective promotions not only raise awareness but also create a sense of urgency, encouraging consumers to make purchases (Baubonienė & Gulevičiūtė, 2015). Shopee has capitalized on this by offering discounts, flash sales, and exclusive vouchers. However, while promotions can drive sales, they can also have limitations. Many users complain about the limited availability of stocks during flash sales, as well as the restrictive timeframes for discounts, which prevent some from capitalizing on deals. These limitations have led to dissatisfaction, particularly when users are unable to access promotions due to time constraints or out-of-stock products (Pramarini et al., 2024).

Furthermore, promotional efforts can sometimes detract from the overall user experience if they are perceived as intrusive. Some users have expressed dissatisfaction with the frequency and intrusiveness of advertisements that appear across platforms and apps, which can diminish the effectiveness of the promotions themselves (Google Play Store Reviews, 2025). Shopee's approach of integrating games and interactive elements such as Shopee Capit and Shopee Candy has been praised for creating a more engaging shopping experience, but it has also led to performance issues such as slow website speeds and system bugs, further complicating the user experience (Google Play Store Reviews, 2025).

The intersection of electronic service quality and promotions highlights a key challenge for Shopee: balancing aggressive marketing with a smooth, user-friendly experience. Research by Lukiyana & Ramafita (2024) indicates that well-designed promotional strategies can positively influence consumer behavior, but only if they are aligned with high-quality service delivery. Shopee's ability to maintain its competitive edge will depend on its continued focus on improving both the quality of its electronic services and the strategic use of promotions. As the e-commerce landscape becomes increasingly competitive, platforms like Shopee must adapt to evolving consumer expectations, ensuring that their service quality matches the promises made in their marketing campaigns.

This study aims to examine the significant effects of electronic service quality and promotions on consumer purchase decisions in online shopping, focusing specifically on Shopee. By analyzing key dimensions of service quality – website design, customer service, security, and fulfillment – alongside promotional strategies, this research will contribute to the understanding of how these factors interact to influence consumer behavior in the Indonesian e-commerce market. Additionally, the findings will provide practical insights for businesses seeking to improve their online service offerings and marketing strategies, ensuring they can meet the expectations of an increasingly demanding consumer base.

## **RESEARCH METHOD**

### **Research Design**

This study uses a quantitative approach with a causal method to analyze the impact of electronic service quality dimensions and promotions on consumer purchasing decisions through the Shopee e-commerce platform. The quantitative method relies on numerical data to test the proposed hypotheses (Sugiyono, 2019), while the causal approach focuses on explaining the cause-and-effect relationship between the variables under study (Uma Sekaran & Roger, 2013). The aim of this research is to understand how electronic service quality and promotional strategies influence consumer decisions to shop on the Shopee platform.

### **Data Sources and Collection Techniques**

This research utilizes both primary and secondary data sources. Primary data refers to information directly gathered from the subjects of the study, such as through surveys or questionnaires, as described by Wijaya (2013). In this study, primary data was collected via a Google Forms questionnaire distributed through WhatsApp and social media, targeting a pre-determined sample.

Secondary data, on the other hand, is obtained indirectly from other sources like books, archives, reports, and publications (Wijaya, 2013). For data collection, the researcher employed literature studies and questionnaires. Literature study involved reviewing books, journals, and relevant publications to gather theoretical information. Meanwhile, the questionnaire, a written list of pre-formulated questions (Uma Sekaran & Roger, 2013), was used to efficiently gather responses from a large sample. The questionnaire utilized nominal and Likert scales to measure variables like gender, age, and shopping frequency, with responses ranging from strongly disagree to strongly agree.

### **Population and Sample**

The population in this study refers to the group of individuals who have specific characteristics relevant to the research, as defined by Sugiyono (2023). In this case, the population consists of individuals who have made purchases using the Shopee e-commerce platform. The sample, as described by Hadari Nawawi (2012) and Mardalis (2009), represents a subset of the population chosen to provide insights into the broader group. The sample for this study is composed of individuals who have made at least two purchases via Shopee. A non-probability sampling technique, specifically purposive sampling, was used, as it allows for selecting individuals based on specific criteria, making it suitable for quantitative research (Sugiyono, 2018). The criteria for inclusion are individuals aged 17 and above, who have shopped on Shopee, and reside in Bandar Lampung. Using the formula from Hair et al. (2010), the required sample size is 130 respondents, calculated by multiplying the number of indicators by five.

### **Operational Definitions of Variables**

According to Sugiyono, the operational definition of a variable refers to the elements or values of an object that have specific variations determined for study and conclusion purposes. The aim of formulating operational definitions is to avoid errors in data collection. In this study, the operational definitions for the variables. The first variable, E-commerce Design (X1), refers to customer experience elements related to e-commerce, including information quality, aesthetics, purchasing process, comfort, product selection, pricing offers, personalization, and system availability (Blut, 2016). This variable is measured using a Likert scale, with indicators such as information quality, e-commerce aesthetics, and purchase process.

The second variable, Customer Service (X2), pertains to the level of service and return handling policies during and after the sale (Blut, 2016), measured through indicators like service level and return handling. Security/Privacy (X3) refers to the security of credit card payments and privacy protection (Blut,

2016), with indicators including data security, adequate security, and maintaining personal information. The Fulfillment (X4) variable ensures that customers receive what they ordered, with indicators like timely delivery, order accuracy, and delivery condition (Blut, 2016). Finally, Promotion (X5) refers to activities designed to communicate product information and influence consumer behavior (Kotler & Armstrong, 2016), measured by the reach, quality, quantity, and timing of promotions. Consumer Decision (Y) encompasses steps such as need recognition, information search, evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016), with indicators including product commitment, purchasing habits, recommendations, and repurchase intentions.

### **Data Analysis Methods**

In this study, data analysis will be conducted using various methods to ensure the validity and reliability of the results. First, validity testing is crucial to determine the accuracy of the research instrument. According to Paramita et al. (2021), validity testing assesses how well the questionnaire measures the required data. Factor analysis will be employed using IBM SPSS Statistics 27.0, following Ghozali's (2018) criteria for validity, where values for Kaiser-Meyer-Olkin (KMO), anti-image correlation, and factor loading must exceed 0.5 to ensure that the instrument effectively measures the intended constructs. For reliability testing, Cronbach's Alpha will be used, as it evaluates the consistency of the data across repeated measurements. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.6 (Ghozali, 2018). This testing will ensure the accuracy of the data collection process, minimizing irrelevant factors and ensuring consistency in the measurement results.

To examine the relationship between variables, multiple linear regression analysis will be used, as described by Sahir (2022). This method will assess the combined effect of independent variables such as e-commerce design, customer service, fulfillment, security/privacy, and promotions on consumer decisions. The regression equation will be used to predict consumer decision outcomes. Hypothesis testing will include the coefficient of determination ( $R^2$ ), which measures how well the independent variables explain the variability in the dependent variable (Ghozali, 2018). A small  $R^2$  indicates a weak explanatory power, while a value close to one suggests strong model prediction. Additionally, t-tests will be used to assess the statistical significance of each independent variable, with a significance level of 5%. If the p-value is less than 0.05, the alternative hypothesis ( $H_a$ ) will be accepted, indicating a significant effect on consumer decisions.

## RESULT AND DISCUSSION

### Respondent Characteristics

This study utilizes descriptive analysis to examine the characteristics of the respondents. The respondents were analyzed based on gender, age, occupation, average monthly income, shopping frequency, and the categories of products commonly purchased on Shopee. The survey was conducted in Bandar Lampung, collecting valid responses from 130 participants. Regarding gender, the sample was fairly balanced, with 51.5% male and 48.5% female respondents, ensuring that the findings represent both perspectives. The age group was predominantly young, with 41.6% of respondents aged 17-25 years, indicating a youthful demographic active in online shopping.

In terms of occupation, the majority of respondents were students (42.3%), followed by civil servants (30.8%) and private sector employees (20.8%), highlighting a diverse socioeconomic background that could influence consumer behavior in e-commerce. The income distribution showed that 38.5% earned less than IDR 1,000,000 monthly, suggesting a significant portion of respondents may be sensitive to promotions and discounts. Shopping frequency data indicated that 33.1% of respondents shopped 1-2 times per month, with frequent users (3-6 times per month) demonstrating a high level of engagement, aligning with Griffin's (2005) notion of consumer loyalty. Lastly, product categories revealed a strong preference for household items (23.7%) and clothing (22.3%), reflecting the common use of e-commerce for daily needs and fashion. This demographic insight is vital for understanding consumer decision-making patterns.

### Research Instrument Test Results

The validity and reliability tests conducted in this study confirm the robustness of the research instruments. The validity test using factor analysis through IBM SPSS showed that all indicators for each variable met the criteria for KMO, anti-image correlation, and factor loading above 0.5, ensuring that all items were valid for the research. The reliability test using Cronbach's Alpha revealed that all variables, including website design (0.950), customer service (0.941), security/privacy (0.935), fulfillment (0.923), promotions (0.858), and consumer decisions (0.895), had Cronbach's Alpha values above 0.6, indicating that the instruments were reliable and consistent for data collection.

### Respondent Responses

The results of this study, based on respondent feedback, provide a comprehensive understanding of the factors influencing consumer decisions on Shopee. Website design (X1) was generally perceived positively, with respondents appreciating the wide range of products available (mean value

3.55) and the ease of the purchasing process (mean value 3.38). However, the accessibility of the website (mean value 2.62) and the effectiveness of promotions such as discounts and vouchers (mean value 2.72) were areas of concern, suggesting room for improvement in those aspects. These findings align with prior research, showing that website design significantly influences purchasing decisions, particularly in terms of product variety and ease of transaction.

In terms of customer service (X2), Shopee performed well in providing accessible customer service (mean value 3.57) and offering clear product return policies (mean value 3.28). However, there were challenges with the convenience of the return process (mean value 2.92), indicating that improvements are needed in this area. Regarding security/privacy (X3), while respondents acknowledged that Shopee protects personal information (mean value 3.45), concerns about trust in data security and the potential misuse of personal information were highlighted (mean values 2.98 and 2.72), emphasizing the need for stronger privacy assurances. Fulfillment (X4) was seen as positive, especially in ensuring products match the order (mean value 3.52) and timely delivery (mean value 3.24). However, product condition upon arrival (mean value 2.85) was a major concern. Finally, promotions (X5) were perceived as clear and understandable (mean value 3.48), but the attractiveness and duration of promotions were less effective, with mean values of 3.15 and 2.78, respectively. These results reflect both strengths and areas for improvement in Shopee's e-commerce services and promotional strategies.

**Multiple Linear Regression Test Results**

The multiple linear regression analysis reveals the relationship between independent variables and consumer decision-making. The results, presented below, show the coefficients for each variable: website design (0.237), customer service (0.109), security/privacy (0.158), fulfillment (0.094), and promotions (0.241). The regression equation is:  $Y = -0.758 + 0.237X_1 + 0.109X_2 + 0.158X_3 + 0.094X_4 + 0.241X_5$

**Table 1.**  
**Regression Analysis**

Variable	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
Constant	-0.758	0.599		-1.267	0.208
Website Design (X1)	0.237	0.029	0.480	8.189	0.000
Customer Service (X2)	0.109	0.039	0.134	2.800	0.006

Security/Privacy (X3)	0.158	0.035	0.207	4.545	0.000
Fulfillment (X4)	0.094	0.044	0.104	2.134	0.035
Promotions (X5)	0.241	0.066	0.206	3.671	0.000

Interpretation shows that each variable positively influences consumer decisions, with website design, promotions, and security/privacy having the greatest impacts. The constants and coefficients indicate the magnitude of influence for each variable on consumer decisions, assuming other variables remain constant.

### Hypothesis Testing

The results of the hypothesis testing in this study were assessed using multiple regression analysis and partial t-tests. The coefficient of determination ( $R^2$ ) value was 0.811, indicating that 81.1% of the variation in consumer decisions (dependent variable Y) is explained by the independent variables: website design (X1), customer service (X2), security/privacy (X3), fulfillment (X4), and promotions (X5). The remaining 18.9% is influenced by other factors outside the scope of this study. This suggests a high explanatory power of the model in predicting consumer decisions.

**Table 2.**  
**Hypothesis Testing**

No	Hypothesis	t-Statistic	Sig.	Result
1	Website design affects consumer decisions	8.366	0.000	Accepted
2	Customer service affects consumer decisions	3.296	0.001	Accepted
3	Security/privacy affects consumer decisions	5.403	0.000	Accepted
4	Fulfillment affects consumer decisions	2.910	0.004	Accepted
5	Promotions affect consumer decisions	4.131	0.000	Accepted

The partial t-tests confirmed the significance of each independent variable in influencing consumer decisions. The test statistics for website design ( $t = 8.366$ ), customer service ( $t = 3.296$ ), security/privacy ( $t = 5.403$ ), fulfillment ( $t = 2.910$ ), and promotions ( $t = 4.131$ ) all exceeded the critical t-value (1.979), and the significance levels were less than 0.05. These results indicate that all the independent variables significantly influence consumer purchasing decisions. Consequently, all the hypotheses (Ha1 to Ha5) were accepted, and the null hypotheses (H01 to H05) were rejected. This confirms that website design, customer service, security/privacy, fulfillment, and promotions are key factors that impact consumer decisions when shopping on Shopee.

### **The Influence of Website Design on Consumer Decisions to Shop Online Through Shopee E-commerce**

The results of this study show a significant positive impact of website design on consumer purchasing decisions. Better website design by Shopee increases consumer decisions to shop online. Respondents appreciated Shopee's ability to offer a variety of attractive products (mean value 3.55) and ease of purchase (mean value 3.38). Previous research, such as Sulikowski et al. (2022), found that site appearance and layout significantly influence user buying interest, while Lim & Dubinsky (2014) emphasized the importance of website design and content quality in building consumer buying intensity. Sikder (2023) also found that website speed and responsiveness improve user satisfaction, positively affecting purchase decisions. These findings support the hypothesis that website design significantly influences consumer decisions.

### **The Influence of Customer Service on Consumer Decisions to Shop Online Through Shopee E-commerce**

The results of this study reveal a significant positive impact of customer service on consumer purchasing decisions. Better customer service by Shopee increases consumer decisions to shop online. Respondents appreciated the ease of access to customer service (mean value 3.57) and the product return facility for mismatched items (mean value 3.28), though convenience in the return process remains a challenge for some (mean value 2.92). Previous studies, such as Ji et al. (2024), found that service attitude is a key factor in improving online shopping service quality, which aligns with findings from Ghali-Zinoubi & Toukabri (2019) and Kim et al. (2021), who emphasized that trust and satisfaction rise when product information and supply chain management are well-handled. These studies support the hypothesis that customer service significantly influences consumer decisions.

### **The Influence of Security/Privacy on Consumer Decisions to Shop Online Through Shopee E-commerce**

This study shows a significant positive impact of security/privacy on consumer purchasing decisions. The higher the perceived security/privacy on Shopee, the more likely consumers are to make online purchases. Respondents acknowledged Shopee's efforts to protect personal information (mean value 3.45) and its adequate security system (mean value 3.22). However, doubts about trust in Shopee's data protection remained (mean value 2.98) and concerns about data misuse (mean value 2.72) highlight the need to enhance data integrity trust. Previous studies, such as Annisa & Megasari (2024), Avif et al. (2020), and Afriyanti & Saragih (2024), support these findings, confirming that security/privacy significantly affects consumer decisions.

### **The Influence of Fulfillment on Consumer Decisions to Shop Online Through Shopee E-commerce**

This study reveals a significant positive impact of fulfillment on consumer purchasing decisions. The better the fulfillment process on Shopee, the more likely consumers are to make online purchases. Respondents were highly satisfied with product accuracy (mean value 3.52) and timely delivery (mean value 3.24), though attention is needed regarding product condition upon arrival (mean value 2.85). Theoretically, good fulfillment improves customer satisfaction, loyalty, and repurchase intentions while reducing discrepancies, delays, and damages. Previous studies, such as Abdul-Muhmin (2011) and Collier & Bienstock (2006), found that accurate delivery times increase customer satisfaction and trust in online stores. Jing & Lewis (2011) and Xing et al. (2010) emphasized the importance of product availability, while Bart et al. (2005) and Pei et al. (2014) highlighted that fast delivery contributes to a quick and efficient shopping experience, reinforcing customer loyalty. These findings align with this study, supporting the hypothesis that fulfillment significantly influences consumer decisions.

### **The Influence of Promotions on Consumer Decisions to Shop Online Through Shopee E-commerce**

This study shows a significant positive impact of promotions on consumer purchasing decisions. The more effective the promotions conducted by Shopee, the higher the likelihood of consumers making online purchases. Empirical findings support this, with respondents indicating that Shopee's advertisements are clearly understood (mean value 3.48). However, challenges remain in promotion attractiveness (mean value 3.15), multimedia reach (mean value 2.97), and particularly the perceived short duration of promotional sales (mean value 2.78). Theoretically, promotions are a key element of the marketing mix, increasing awareness, interest, and purchase decisions. Previous studies, such as Lukiyana & Ramafita (2024), Noviasari et al. (2024), N. Fadila et al. (2024), and Abdurahman et al. (2023), show that promotions significantly influence purchasing decisions. These findings align with this study, supporting the hypothesis that promotions positively and significantly affect consumer decisions.

## **CONCLUSION**

This study aimed to examine the impact of various independent variables, including website design, customer service, security/privacy, fulfillment, and promotions, on consumer decisions when shopping online via the Shopee e-commerce platform. Based on the analysis, the conclusions drawn indicate that

website design positively influences consumer decisions, emphasizing the importance of good aesthetics, information quality, and an easy purchasing process. Similarly, customer service significantly affects consumer decisions, with better customer service, especially in product returns, improving consumer satisfaction. Security and privacy also play a crucial role, with higher perceptions of data security increasing consumer trust and purchase decisions. Furthermore, fulfillment affects consumer decisions positively, with timely deliveries and accurate order fulfillment being essential for customer satisfaction. Finally, promotions significantly impact decisions, highlighting the effectiveness of clear, attractive, and well-timed promotional offers in driving purchases.

The study offers several recommendations, notably for Shopee to optimize website navigation and design, enhance product return processes, strengthen privacy assurances, and improve product condition during delivery. Additionally, future studies could expand their scope to include larger sample sizes from different regions to enhance the external validity of the findings. Moreover, integrating additional variables such as price perceptions, online reviews, or social media marketing influence could provide a more comprehensive model of consumer decision-making in the digital shopping ecosystem.

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