

The Effect of Promotion and Ease of Transaction on Purchase Decision at Shopee.co.id: A Case Study of University of Riau's Economics and Business Students

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Abstract

The proliferation of e-commerce has significantly influenced various facets of commercial operations, including the expansion of international trade, the adoption of bespoke manufacturing processes, and the implementation of prompt delivery mechanisms. This research was conducted to understand the effect of promotion and ease of transactions on purchase decisions at Shopee.co.id, specifically among students of the Faculty of Economics and Business, University of Riau. The present study employed quantitative research approach and will utilize a survey as the primary data collection method, whereby data will be gathered by administering questionnaires containing numerically rated items. The results show that promotion and ease of transaction have a significant impact on purchase decisions. It indicates that the greater the utilization of promotion and ease of transaction, thus purchase decisions will increase significantly. Ease of transaction has a partial effect on the purchase decision. Thus, the greater the ease of transaction on the marketplace, the greater their purchase decision.

Keywords: Electronic Commerce, Purchase Decision, Consumer Behavior, Digital Marketing, E-Commerce Platforms.

INTRODUCTION

The exponential proliferation of electronic commerce platforms has exerted a substantial influence on consumer conduct (Park et al., 2006; Rashid et al., 2020; Vallés-Pérez et al., 2022). The burgeoning trend of online shopping has precipitated a transformation in the retail sector, whereby electronic commerce enterprises are progressively amassing a more extensive clientele daily (Vallés-Pérez et al., 2022). The e-commerce retail sales in the United States for 2002 exhibited a notable upsurge of 26.9% from the preceding year, amounting to \$45.6 billion. This growth rate is significantly higher than the 3.1% increase in total retail sales during the same period (Park et al., 2006). The incessantly burgeoning demand necessitates online industries to enhance their supply chain mechanisms perpetually (Vallés-Pérez et al., 2022). The logistical imperatives of e-commerce merchandise that span across individual customer locations engender heightened intricacy in conventional supply chain administration, which may lead to escalated expenses for freight supply chain stakeholders (Park et al., 2006). Prior research has indicated that the online purchasing intentions of consumers are intricately linked and influenced by environmental stimuli (Rashid et al., 2020). The proliferation of e-commerce has significantly influenced various facets of commercial operations, including the expansion of international trade, the adoption of bespoke manufacturing processes, and the implementation of prompt delivery mechanisms. These developments have resulted in notable transformations in the quantity and configurations of merchandise transportation (Park et al., 2006).

Shopee.co.id is the region's central electronic commerce platform that has garnered considerable attention from Indonesian consumers (Sholihin & Oktapiani, 2021). Shopee is a mobile-based platform that facilitates the exchange of goods and services between buyers and sellers in the virtual marketplace (Salsabil et al., 2022).

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Established in 2015 by Garena, presently recognized as SEA Group, this enterprise has significantly expanded across multiple nations, encompassing Indonesia (Ulfa et al., 2021). According to recent data, Shopee has emerged as the leading Indonesian marketplace for monthly visitors, with a staggering 96.5 million individuals accessing the platform during Q3 of 2020 (Ulfa et al., 2021). According to recent statistics, Shopee garnered 71.5 million visits during the initial quarter of 2020, followed by 93.4 million visits during the subsequent quarter. Furthermore, the number of orders placed on the platform has reached a staggering 260 million, indicating a surge of 130% from the preceding period. Shopee has successfully executed various digital marketing strategies, including leveraging contemporary marketing techniques, optimizing digital media as a promotional platform, and implementing the 4C marketing mix. These efforts have resulted in a significant 51.50% increase in consumer purchasing intent (Sholihin & Oktapiani, 2021). Shopee has been utilized as a research subject to perform product clustering analysis through the K-means methodology to identify product clusters that appeal to the public and those that are not (Ulfa et al., 2021). Shopee has demonstrated its dedication to upholding and enhancing customer contentment by utilizing the Naive Bayes Algorithm to prognosticate the degree of consumer gratification of Shopee Indonesia among the Millennial Generation (Hant & Hendry, 2022).

Understanding the effect of promotion and ease of transactions on purchase decisions at Shopee.co.id, specifically among students of the Faculty of Economics and Business, University of Riau, is crucial as it can offer valuable insights into the factors that shape consumer behavior in online shopping. According to the findings derived from the search results, a study was carried out among accounting students at the esteemed Faculty of Economics and Business, University of Muhammadiyah Surakarta. The study revealed that ease, price, and service quality significantly impact the decision to purchase a product through Shopee.id application (Nursiam et al., 2020). As mentioned earlier, the proposition posits that variables such as platform usability, competitive pricing, and service excellence may impact the consumer's decision-making process in the realm of e-commerce. Comprehending these variables can aid enterprises in enhancing their e-commerce platforms and promotional tactics to cater more effectively to the demands and inclinations of their intended clientele. Furthermore, as mentioned above, the study underscores the significance of carrying out research endeavors aimed at comprehending consumer behavior within distinct settings, such as among pupils of a particular academic institution, as this can furnish more precise and tailored perspectives for commercial enterprises operating within those settings.

No discernible lacuna in the existing body of literature has been pinpointed concerning the impact of promotional activities and transactional ease on consumer purchase behavior. Nevertheless, several research studies have investigated the influence of each of these variables on the purchasing behavior of consumers. As exemplified by a scholarly investigation, it has been determined that trustworthiness, transactional convenience, and promotional incentives exert a noteworthy impact on the e-commerce acquisition proclivities of patrons frequenting the Shopee website (Heni et al., 2020). A further investigation has revealed that the transaction and promotion factors hold the utmost significance in determining the purchase decision of credit card mall consumers (Wibowo & Athanasius, 2019). Furthermore, an investigation has revealed that the factors of trust and service quality exert a noteworthy impact on the purchasing choices and decisions of consumers belonging to the millennial generation (Hana, 2019). Although these studies offer valuable insights into the influence of promotional activities and transactional ease on purchase decisions, additional research is necessary to investigate the precise impact of these factors on the purchasing behavior of various consumer segments, such as college students. The impact of promotion and ease of transaction on consumer purchase decisions is rooted in their perception of the value and convenience of the products and services available on the platform. Implementing promotional strategies, such as discounts and free shipping, can effectively enhance the appeal of products to consumers by diminishing their perceived costs. It follows prior research on consumer behavior. Facilitating transactions, characterized by a user-friendly interface and prompt delivery, can potentially augment consumers' shopping experiences and amplify their content with the platform. Comprehending the correlation between promotion and ease of transaction in influencing the purchase decisions of university students at Shopee.co.id holds significant importance as it enables businesses to formulate efficacious marketing tactics that capitalize on these aspects to allure and retain customers.

LITERATURE REVIEW

Promotion and Its Influence on Purchasing Decisions

According to Ningtiyas and Sukaris (2021), presenting a product or service to prospective clients is imperative. Various modes of promotion exist, such as advertising, sales promotions, personal selling, direct marketing, and public relations, as expounded by Devita et al. (2021). According to the Elaboration Likelihood Model (ELM), consumers' cognitive processing of information varies depending on the degree of their involvement with the product or service in question. It has been observed that consumers with high involvement tend to engage in central processing, whereas those with low involvement tend to engage in peripheral processing. The impact of promotion on processing can be observed in both high and low-involvement consumers, albeit with a more pronounced effect on the latter (Prasetyono et al., 2021). The theoretical framework known as the Stimulus-Organism-Response (SOR) model posits that promotional activities can serve as a stimulus that impacts the internal states of consumers, including their emotions and attitudes. These internal states, in turn, are believed to exert an influence on the behavior of consumers, as has been suggested by Putri and colleagues in their recent research (2022). Numerous scholarly investigations have scrutinized the impact of promotional activities on consumer buying behavior within electronic commerce, specifically on Shopee.co.id. These studies include the works of Herawati et al. (2020), Ningtiyas & Sukaris (2021), Prasetyono et al. (2021), Putri et al. (2022), and Siahaan and Christiani (2021).

The research mentioned above endeavours has deduced that promotion exerts a noteworthy affirmative influence on the act of making purchases in the context of e-commerce (Herawati et al., 2020; Ningtiyas & Sukaris, 2021; Prasetyono et al., 2021; Putri et al., 2022; Siahaan & Christiani, 2021). It is a well-established fact in the literature that promotion exerts a positive influence on purchasing decisions within the context of e-commerce (Herawati et al., 2020; Ningtiyas & Sukaris, 2021; Prasetyono et al., 2021; Putri et al., 2022; Siahaan & Christiani, 2021). It is worth noting that there exist potential disparities in the efficacy of distinct promotional strategies across various settings, as evidenced by recent studies (Herawati et al., 2020; Ningtiyas & Sukaris, 2021; Prasetyono et al., 2021). Numerous scholarly inquiries have delved into the impact of promotional activities on consumer purchasing behavior in electronic commerce platforms, such as Shopee.co.id. However, there may exist specific inadequacies in the literature about the precise categories of promotion that exhibit the highest degree of efficacy in this milieu (Herawati et al., 2020; Ningtiyas & Sukaris, 2021; Prasetyono et al., 2021). Hence, additional investigation is imperative to ascertain the optimal promotional tactics that can significantly impact the purchasing behavior of university students at Shopee.co.id, as posited by Ningtiyas and Sukaris (2021).

Ease of Transaction and Its Influence on Purchasing Decision

The term "ease of transaction" pertains to the level of convenience that customers experience when conducting a transaction on an electronic commerce platform (Putri et al., 2022). The subject matter at hand comprises many variables, such as the interface presented to the user, the website's navigational structure, the available modes of payment, and the quality of customer support. (Putri et al., 2022; Świecka et al., 2021).

The theoretical underpinnings and conceptual frameworks on the facilitation of transactions and its ramifications on consumer behavior encompass the following: According to the Technology Acceptance Model (TAM), a crucial factor influencing users' inclination to adopt technology is their perception of its ease of use (Lubis et al., 2019). The Unified Theory of Acceptance and Use of Technology (UTAUT) posits that the intention of users to adopt technology is influenced by four key determinants: performance expectancy, effort expectancy, social influence, and facilitating conditions. The Expectation Confirmation Model (ECM) posits that the degree to which an e-commerce platform fulfills customers' expectations impacts their satisfaction significantly with the said platform (Herawati et al., 2020).

Numerous academic inquiries have investigated the correlation between transactional convenience and consumer buying behavior within e-commerce, such as on the digital marketplace Shopee.co.id. (Hallberg & Krysen, 2015; Lubis et al., 2019; Peña-García et al., 2020; Putri et al., 2022). The studies above have yielded

findings indicating that the level of convenience involved in a transaction exerts a noteworthy, favorable impact on the consumer's decision to purchase in the context of online shopping. (Hallberg & Krysen, 2015; Lubis et al., 2019; Peña-García et al., 2020; Putri et al., 2022). Empirical evidence has determined that various factors such as user interface, website navigation, payment methods, and customer service play a significant role in shaping the ease of transaction and purchasing decisions within online shopping. (Hallberg & Krysen, 2015; Lubis et al., 2019; Peña-García et al., 2020; Putri et al., 2022). It has been observed that a facile interface and uncomplicated website navigation can augment the customers' perceived ease of use, thereby resulting in a surge in their purchase intention and actual purchase behavior (Lubis et al., 2019; Peña-García et al., 2020). Providing a diverse range of payment options and guaranteeing the safety of payment processing can augment the trust and assurance of patrons in the platform, thereby resulting in a surge in their inclination to make purchases and their actual purchase conduct (Lubis et al., 2019; Peña-García et al., 2020; Putri et al., 2022). Providing superior customer service can enhance customers' satisfaction with the platform, thereby increasing both purchase intention and actual purchase behavior, as evidenced by scholarly literature (Hallberg & Krysen, 2015; Putri et al., 2022).

Numerous scholarly inquiries have investigated the correlation between transactional ease and procurement determinations in online shopping, particularly at Shopee.co.id. Nevertheless, there may exist certain lacunae in the literature about the precise factors that hold the greatest significance in impacting transactional ease and procurement determinations in this milieu (Hallberg & Krysen, 2015; Lubis et al., 2019; Peña-García et al., 2020; Putri et al., 2022). Additional research must be conducted to ascertain the optimal methodologies for enhancing transactional convenience and augmenting both purchase intent and tangible purchase conduct amongst the collegiate demographic of Shopee.co.id.

Theoretical Frameworks and Models Integrating Promotion and Ease of Transaction in Consumer Decision-Making

The SOR model posits that promotion can function as a stimulus that impacts the internal states of consumers, such as their emotions and attitudes, ultimately shaping their behavior. It has been observed that the internal states and behavior of consumers can be influenced by various factors that impact the ease of transaction, including but not limited to website design, checkout process, and customer support (Nagayo et al., 2022).

The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) posit that the users' intention to use technology is significantly influenced by their perceived ease of use. It has been observed that promotional endeavors can impact the users' perceived level of convenience, thereby resulting in an increased inclination toward usage and subsequent behavioral engagement (Prasetyono et al., 2021).

Numerous scholarly inquiries have scrutinized the conjoined impacts of promotional activities and transactional convenience on consumer purchasing behavior within electronic commerce, such as the case of Shopee.co.id (Nagayo et al., 2022; Putri et al., 2022; Siahaan & Christiani, 2021). As mentioned earlier, the studies have yielded findings indicating that promotion and transactional convenience have a substantial positive impact on consumers' decision-making process within e-commerce settings (Nagayo et al., 2022; Putri et al., 2022; Siahaan & Christiani, 2021). As evidenced by a recent study, promotion, transactional ease, and trust exhibit a considerable and affirmative impact on the purchasing decisions of individuals utilizing Shopee Pay Later (Nagayo et al., 2022).

Based on empirical evidence, promotional endeavors have the potential to interact with the ease of transaction factors, thereby exerting an impact on the purchasing decisions made in e-commerce settings (Nagayo et al., 2022; Putri et al., 2022; Siahaan & Christiani, 2021). As per a recent study, it has been observed that the promotion and user-friendliness of applications have a remarkably favorable impact on the purchasing decisions made at Shopee.co.id (Putri et al., 2022). A further investigation has revealed that the factors of promotion and convenience exert a substantial affirmative impact on the online buying choices of consumers who frequent IYB Shop (Kore et al., 2018). The discoveries mentioned above indicate that the utilization of promotional endeavors can amplify the impact of ease of transaction elements on procurement determinations within electronic commerce settings.

Numerous scholarly inquiries have delved into the collective impact of promotional endeavors and transactional convenience on consumer purchasing behavior in e-commerce, notably at Shopee.co.id. However, there may exist certain lacunae in the literature concerning the particular categories of promotional initiatives that are most efficacious in this milieu (Nagayo et al., 2022; Putri et al., 2022; Siahaan & Christiani, 2021). Additional research must be conducted to ascertain the optimal promotional tactics that can be employed to augment the impact of ease of transaction variables on the purchasing behavior of university students at Shopee.co.id.

METHODOLOGY AND STUDY DESIGN

The research methodology employed for this study will be quantitative research, which entails the collection and analysis of numerical data to identify trends and averages and make predictions (Fleetwood, n.d.; USC Libraries, n.d.; Williams, 2021). The proposed methodology is appropriate for examining the impact of promotional activities and transactional ease on consumer purchasing behavior at Shopee.co.id. Integrating quantitative data collection techniques enables statistical analysis, facilitating the identification of relationships between variables (USC Libraries, n.d.; Williams, 2021). The proposed study design encompasses a cross-sectional approach, whereby data will be gathered at a particular time point (McCoimbes, 2021; USC Libraries, n.d.). The design proposed is appropriate for examining the impact of promotional activities and transactional ease on consumer purchasing behavior at Shopee.co.id. The design's force is gathering data from many participants at certain times, providing a snapshot of the association between variables (McCoimbes, 2021; USC Libraries, n.d.).

Population and Samples

The study's target population comprises university students at the Faculty of Economics and Business, University of Riau, who engage in online shopping activities on Shopee.co.id. The determination of the sample size shall be based on a rigorous statistical power analysis, while the sample characteristics shall encompass the entry year to the university. The study's inclusion criteria comprise university students who regularly engage in online shopping at Shopee.co.id. In contrast, the exclusion criteria encompass individuals who fail to meet the previously mentioned inclusion criteria. The recruitment of participants will entail taking advantage of email or promotion platforms to reach out to university students who frequently indulge in online shopping at Shopee.co.id. Before participating in the study, participants will be apprised of the study's objectives, methodologies, and potential risks and advantages and asked to give informed consent. The study will ensure the ethical standard of voluntary participation by offering participants the opportunity to withdraw from the study at any time without incurring any adverse consequences. In the present study, 271 participants were recruited to complete an online questionnaire to assess the observed variables.

Data Collection Procedures

The present study will utilize a survey as the primary data collection method, whereby data will be gathered by administering questionnaires containing numerically rated items (Jotform Education, 2019; McCoimbes, 2021; Standards and Guidelines for Statistical Surveys, 2006). The chosen methodology was deemed appropriate due to its ability to efficiently and cost-effectively gather factual data from a significant population (Jotform Education, 2019; McCoimbes, 2021; Standards and Guidelines for Statistical Surveys, 2006).

The development of measurement instruments or questionnaires for evaluating promotion, ease of transaction, and purchasing decisions on Shopee.co.id will be based on prior literature and tailored to the unique context of the platform (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004). The questionnaires' reliability and validity will be assessed via pilot testing and statistical analysis (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004).

The present study aims to collect data through an online survey administered to university students who frequently shopped on Shopee.co.id. The survey shall be executed within a fortnight, and the participants shall be furnished with lucid directives and counsel on how to accomplish the survey (Jotform Education, 2019; McCoimbes, 2021).

Variables and Measurements

The variables of interest, promotion, ease of transaction, and purchasing decisions, will be operationalized and defined following prior literature and tailored to suit the particular context of Shopee.co.id (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021). The evaluation of promotional efforts on Shopee.co.id shall be conducted based on the frequency and nature of promotional activities implemented. The assessment of transactional ease shall encompass aspects of the interface design, payment processing, and customer assistance rendered by Shopee.co.id. The purchasing decisions will be evaluated based on the parameters associated with the frequency and volume of transactions carried out on Shopee.co.id (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021).

Data Analysis Techniques

The employed statistical analysis for data examination shall encompass descriptive statistics and regression analysis. (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021). The data will be summarized, and trends and averages will be identified using descriptive statistics. Additionally, regression analysis will be employed to ascertain the relationship between the variables of interest and control variables (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021). The analytical tool of choice for this study shall be SPSS, with the selection of statistical tests contingent upon the research objectives and questions (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021).

The Ethical Considerations

The study's ethical considerations will encompass securing informed consent, preserving participant confidentiality, and mitigating potential risks (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021). Before participating in the study, participants will be required to provide informed consent, and measures will be taken to safeguard their confidentiality by ensuring the confidential and secure handling of their personal information. The authors have taken measures to mitigate potential risks by ensuring that the survey questions are non-sensitive and non-invasive and that participants are not subjected to coercion in order to participate in the study (Cote, 2021; Johnson & Christensen, 2017; Jotform Education, 2019; Lammers & Badia, 2004; McCoimbes, 2021).

Hypotheses

Based on the previously mentioned rationales, the present study posits a hypothesis that can be articulated as follows:

H₁: Promotion has a significant effect on purchasing decisions of students of the Faculty of Economics and Business, University of Riau at Shopee.co.id

H₂: Ease of transaction has a significant effect on purchasing decisions of students of the Faculty of Economics and Business, University of Riau at Shopee.co.id

H₃: Promotions and ease of transactions simultaneously significantly affect purchasing decisions of students of the Faculty of Economics and Business, University of Riau at Shopee.co.id

RESULTS

Description of the Respondents

Respondents' gender

The gender of the respondents in this study can be seen in the following table:

Table 1. Respondents' gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	35.4	35.4	35.4
	Female	175	64.6	64.6	100.0
	Total	271	100.0	100.0	

Respondents Based on Study Programs

Based on the study program, respondents to this study can be detailed as follows:

Table 2. Respondents based on the study program

Study Program	Year of Entry	Samples taken	
	2019		
S1 Management	261	84	
S1 Accounting	257	83	
S1 Economics and Development Studies	110	35	
D3 Accounting	107	34	
D3 Taxation	110	35	
TOTAL	845	271	

Validity and Reliability Test

Validity Test

The validity test aims to check that the statement clarifies the variables established by the researcher. If the r -computed is larger than the r -table, the statement grain is valid; nevertheless, if the r -computed is less than the r -table, the scattered statement grain is invalid. The following are the outcomes of this study's validity examination:

Table 3. Validity test

Variable	Indicators	r computed	r table	Remarks
Promotion (X_1)	X1.1	0.652	0,150	Valid
	X1.2	0.424	0,150	Valid
	X1.3	0.729	0,150	Valid
Ease of Transaction (X_2)	X2.1	0.655	0,150	Valid
	X2.2	0.754	0,150	Valid
	X2.3	0.371	0,150	Valid
Purchase Decision (Y)	Y1.1	0.679	0,150	Valid
	Y1.2	0.574	0,150	Valid
	Y1.3	0.513	0,150	Valid

Note: r table is for $n = 271$

All indicators in each variable have an r -computed value greater than the r -table value, as seen in the preceding table. Thus, all indicators included in this study can be deemed valid.

Reliability Test

A reliability test demonstrates an instrument's trustworthiness or dependability so that it can be utilized to collect data. A questionnaire is considered credible if it yields consistent findings. Cronbach's alpha technique was utilized to measure reliability. When Cronbach's alpha is more than 0.60, it is deemed that the questionnaire is reliable. The results of the reliability test are displayed in the following table:

Table 4. Reliability Test

Cronbach's Alpha	N of Items
.752	9

According to the preceding table, the measurement device is only reliable if the dependability value is 0.6. The Cronbach's alpha value for the entire variable is 0.752, as determined from the table above. It indicates that the measuring devices employed are reliable.

Table 5. Model Summary – Purchase decision

Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	2.485
H ₁	0.844	0.712	0.710	1.338

The table above shows that the value of the coefficient of determination is 0.710. This means that promotions and ease of transaction affect the purchasing decisions of students of the Faculty of Economics and Business, University of Riau by 71%, while the remaining 29% are influenced by other factors not examined in this study.

Table 6. ANOVA

Model		Sum of Squares	df	Mean Square	F	p
H ₁	Regression	1191.909	2	595.955	333.004	< .001
	Residual	481.411	269	1.790		
	Total	1673.320	271			

Note. The intercept model is omitted, as no meaningful information can be shown.
 The table above shows that the research model tested in this study is declared feasible because the p-value is smaller than the alpha value (0.05). On the other hand, promotions and ease of transactions simultaneously proved to significantly influence purchasing decisions. Thus the third hypothesis in this study was accepted.

Table 7. Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
H ₀	(Intercept)	10.599	0.151		70.349	< .001		
H ₁	(Intercept)	1.826	0.352		5.181	< .001		
	X1	0.240	0.045	0.259	5.308	< .001	0.449	2.228
	X2	0.600	0.046	0.634	12.977	< .001	0.449	2.228

X1: promotion

X2: ease of transaction

The table above shows the p-values for the promotion and ease of transaction variables of <.001 each smaller than the alpha value (0.05). Thus, it can be concluded that promotions significantly affect the purchasing decisions of students of the Faculty of Economics and Business, University of Riau in Shopee.co.id. Furthermore, the ease of transaction also significantly affects the purchasing decisions of students of the Faculty of Economics and Business, University of Riau in Shopee.co.id. Hence, the first and the second hypothesis in this study were accepted.

CONCLUSION

Based on the findings of research on the impact of promotion and ease of transaction on the purchase decision of students at the Faculty of Economics and Business, University of Riau at Shopee.co.id, the following may be stated:

Promotion and ease of transaction have a significant impact on purchase decisions. It indicates that the greater the utilization of promotion and ease of transaction, thus purchase decisions will increase significantly.

Promotion has a partially significant impact on purchase decisions. The greater the use of promotion as a marketing tool, will increase the purchase decision.

Ease of transaction has a partial effect on the purchase decision. Thus, the greater the ease of transaction on the marketplace, the greater their purchase decision.

Suggestions

The suggestions that can be given from the results of this study are:

Students must improve their promotion literacy because this research proves that intensive and targeted use of promotion can increase student learning achievement as long as the promotion is used appropriately to support the smooth teaching and learning process.

Students must improve aspects of creativity in learning because this research proves that creativity is one of the essential factors that can increase student learning achievement.

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