

## The Effects of Convenience, Ease of Use, and Promotion on Purchasing Decision: The Mediating Role of Customer Satisfaction Among Shopee Indonesia Users

Muhammad Reza Adrianto<sup>1</sup>, Dyah Sugandini<sup>2</sup>, Nina Fapari Arif<sup>3</sup>

<sup>1-3</sup> Master of Management Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

### Article Info

#### Article history:

Received Agt, 2026

Revised Agt, 2026

Accepted Agt, 2026

#### Kata Kunci:

Kenyamanan, Kemudahan  
Penggunaan, Promosi,  
Kepuasan Pelanggan,  
Keputusan Pembelian, PLS-  
SEM, Shopee

#### Keywords:

Convenience, Ease of Use,  
Promotion, Customer  
Satisfaction, Purchasing  
Decision, PLS-SEM, Shopee

### ABSTRAK

Pesatnya perkembangan \*e-commerce\* telah mengubah perilaku pembelian konsumen dan meningkatkan persaingan di antara platform perdagangan digital. Penelitian ini mengkaji pengaruh kenyamanan, kemudahan penggunaan, dan promosi terhadap keputusan pembelian serta menyelidiki peran mediasi kepuasan pelanggan di kalangan pengguna Shopee Indonesia. Desain penelitian kuantitatif eksplanatori digunakan dalam studi ini. Data primer dikumpulkan melalui kuesioner daring dengan skala Likert lima poin dari 135 pengguna Shopee yang dipilih menggunakan teknik \*purposive sampling\*. Data dianalisis menggunakan metode \*Partial Least Squares Structural Equation Modeling\* (PLS-SEM) dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kenyamanan memiliki pengaruh positif namun tidak signifikan terhadap keputusan pembelian maupun kepuasan pelanggan. Sebaliknya, kemudahan penggunaan dan promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian dan kepuasan pelanggan. Kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Analisis mediasi mengungkapkan bahwa kepuasan pelanggan tidak memediasi hubungan antara kenyamanan dengan keputusan pembelian ataupun antara kemudahan penggunaan dengan keputusan pembelian. Namun, kepuasan pelanggan secara signifikan memediasi hubungan antara promosi dan keputusan pembelian. Temuan ini mengindikasikan bahwa kemudahan penggunaan dan promosi merupakan faktor pendorong langsung yang lebih penting bagi keputusan pembelian, sementara kepuasan pelanggan berperan sebagai mekanisme psikologis yang bermakna, khususnya dalam menerjemahkan manfaat promosi menjadi keputusan pembelian.

### ABSTRACT

The rapid development of e-commerce has transformed consumer purchasing behavior and intensified competition among digital commerce platforms. This study examines the effects of convenience, ease of use, and promotion on purchasing decision and investigates the mediating role of customer satisfaction among Shopee Indonesia users. A quantitative explanatory research design was employed. Primary data were collected through an online questionnaire using a five-point Likert scale from 135 Shopee users selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that convenience has a positive but insignificant effect

on both purchasing decision and customer satisfaction. In contrast, ease of use and promotion have positive and significant effects on purchasing decision and customer satisfaction. Customer satisfaction also has a positive and significant effect on purchasing decision. The mediation analysis reveals that customer satisfaction does not mediate the relationships between convenience and purchasing decision or between ease of use and purchasing decision. However, customer satisfaction significantly mediates the relationship between promotion and purchasing decision. The findings indicate that ease of use and promotion are more important direct drivers of purchasing decisions, while customer satisfaction functions as a meaningful psychological mechanism particularly in translating promotional benefits into purchasing decisions.

*This is an open access article under the [CC BY-SA](#) license.*



---

**Corresponding Author:**

Name: Muhammad Reza Adrianto

Institution: Master of Management Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

Email: [rezafriends123@gmail.com](mailto:rezafriends123@gmail.com)

---

## 1. INTRODUCTION

The rapid expansion of digital commerce has fundamentally changed how consumers search for information, evaluate alternatives, and make purchasing decisions. E-commerce platforms have evolved beyond their transactional function and increasingly serve as integrated marketing environments in which consumers interact with product information, promotional programs, payment systems, delivery services, and platform interfaces.

Indonesia represents an important context for examining these relationships because e-commerce has become deeply integrated into consumers' everyday purchasing activities. Shopee is particularly relevant research setting because the platform occupies a prominent position in Indonesian e-commerce usage.

From a consumer-behavior perspective, purchasing decisions are not formed solely by product availability. Consumers also evaluate how convenient the purchasing process is, how easily the platform can be used, and whether promotional programs provide meaningful benefits. These factors may subsequently influence customer satisfaction.

The theoretical foundation of this study is the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974). In the present study, convenience, ease of use, and promotion represent stimuli, customer satisfaction represents the organism, and purchasing decision represents the response.

Previous studies provide evidence that ease of use can influence online purchasing decisions. Asnawati et al. (2022) and Fadillah et al. (2024) reported positive relationships between perceived ease of use and purchase decisions. Promotion has likewise been identified as an important factor in purchasing decisions by Munarsih et al. (2024) and Darsini and Achmad (2023). Customer satisfaction has also been associated with online purchasing decision processes, as demonstrated by Kusno et al. (2023).

However, empirical findings concerning convenience are less consistent. Salsabila and Usman (2021), for example, examined Shopee users and did not find a significant direct effect of convenience on purchasing decisions, whereas Mustofa and Baehaqi (2024) reported positive relationships involving convenience, customer satisfaction, and repurchase decisions.

This study therefore examines the effects of convenience, ease of use, and promotion on purchasing decision, their effects on customer satisfaction, the effect of customer satisfaction on purchasing decision, and the mediating role of customer satisfaction.

## 2. LITERATURE REVIEW

### 2.1 *Stimulus–Organism–Response theory*

The S-O-R framework explains behavioral responses as the outcome of external environmental stimuli processed through an individual's internal state (Mehrabian & Russell, 1974). In an e-commerce environment, consumers encounter functional stimuli such as accessibility and usability as well as promotional stimuli such as discounts, vouchers, and other sales incentives. These stimuli can influence consumers' internal evaluations of their shopping experiences, represented by customer satisfaction, and eventually affect purchasing decisions.

### 2.2 *Convenience and purchasing decision*

Convenience refers to the extent to which consumers perceive online shopping activities as requiring limited time and effort. In this study, convenience consists of access, search, transaction, and delivery convenience. A convenient platform can reduce the effort associated with finding products, completing transactions, and receiving purchased products (Salsabila & Usman, 2021). However, convenience may also become a basic expectation in mature e-commerce environments.

H1: Convenience has a positive effect on purchasing decision.

### 2.3 *Ease of use and purchasing decision*

Ease of use describes the extent to which consumers perceive a digital platform as easy to learn, understand, operate, and interact with. A platform that minimizes cognitive and operational effort can facilitate consumers' movement through the purchasing process.

H2: Ease of use has a positive effect on purchasing decision.

### 2.4 *Promotion and purchasing decision*

Promotion represents marketing communication and sales incentives designed to attract consumers and encourage purchasing behavior. In this study, promotion is operationalized through attractiveness, frequency, benefits, and ease of obtaining promotional offers.

H3: Promotion has a positive effect on purchasing decision.

### 2.5 *Convenience and customer satisfaction*

Customer satisfaction represents consumers' evaluative responses after comparing expectations with perceived performance. Convenience may improve satisfaction by making shopping processes easier and less time-consuming.

H4: Convenience has a positive effect on customer satisfaction.

### 2.6 *Ease of use and customer satisfaction*

Ease of use can contribute to customer satisfaction by reducing the effort required to interact with an e-commerce platform.

H5: Ease of use has a positive effect on customer satisfaction.

### 2.7 *Promotion and customer satisfaction*

Promotion may influence customer satisfaction when consumers perceive promotional programs as attractive, beneficial, frequent, and easy to obtain.

H6: Promotion has a positive effect on customer satisfaction.

### 2.8 *Customer satisfaction and purchasing decision*

Customer satisfaction represents an internal evaluation of the consumer experience and therefore occupies the organism position in the S-O-R framework.

H7: Customer satisfaction has a positive effect on purchasing decision.

### 2.9 Customer satisfaction as a mediator

Customer satisfaction may function as an internal mechanism through which external marketing stimuli are translated into behavioral responses.

H8: Customer satisfaction mediates the effect of convenience on purchasing decision.

H9: Customer satisfaction mediates the effect of ease of use on purchasing decision.

H10: Customer satisfaction mediates the effect of promotion on purchasing decision.

## 3. METHODS

### 3.1 Research Design

This study employed a quantitative explanatory research design to examine the relationships among convenience, ease of use, promotion, customer satisfaction, and purchasing decision. A quantitative approach was selected because the study aims to empirically test the proposed hypotheses through statistical analysis of responses collected from consumers.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to estimate the relationships among the latent constructs. PLS-SEM is appropriate for models involving multiple latent variables and relationships among constructs, particularly when the research objective includes explaining variance in endogenous constructs and assessing predictive relationships (Hair et al., 2022).

The analysis was conducted using SmartPLS 4.0. The use of PLS-SEM involved two main stages: evaluation of the measurement model and evaluation of the structural model. Hair et al. (2019) emphasize that PLS-SEM analysis should distinguish between the assessment of the measurement model and the assessment of the structural model when reporting empirical results.

### 3.2 Population and Sample

The population consisted of Shopee Indonesia users. Respondents were selected using purposive sampling. The final dataset consisted of 135 valid respondents. Respondents were required to be Shopee users, to have made at least one purchase through Shopee, and to be at least 18 years old.

The thesis initially determined the minimum sample requirement through an a priori power analysis using G\*Power 3.1.9.7. The analysis used an F-test with a linear multiple regression specification and four predictors directed toward purchasing decision.

The selection of respondents based on specific criteria is appropriate because the study requires participants who have direct experience with the phenomenon being investigated. In PLS-SEM research, sample adequacy should be considered in relation to the complexity of the structural model and the statistical power required to detect relationships among constructs (Hair et al., 2019).

### 3.3 Data Collection and Measurement

Primary data were collected through an online questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The study comprised five latent constructs: convenience, ease of use, promotion, customer satisfaction, and purchasing decision.

The questionnaire items were developed based on the conceptual definitions and dimensions of each construct identified from the literature used in this study. The use of multiple indicators for measuring latent constructs is consistent with the PLS-SEM approach, in which constructs are represented by observed indicators and subsequently evaluated through the measurement model (Hair et al., 2022).

| Construct   | Operational dimensions                       |
|-------------|----------------------------------------------|
| Convenience | Access, search, transaction, delivery        |
| Ease of Use | Easy to learn, understand, operate, interact |

| Construct             | Operational dimensions                                                                          |
|-----------------------|-------------------------------------------------------------------------------------------------|
| Promotion             | Attractiveness, frequency, benefits, accessibility                                              |
| Customer Satisfaction | Expectation confirmation, purchase experience, performance, overall satisfaction                |
| Purchasing Decision   | Choice confidence, purchase decision, platform preference, repurchase intention, recommendation |

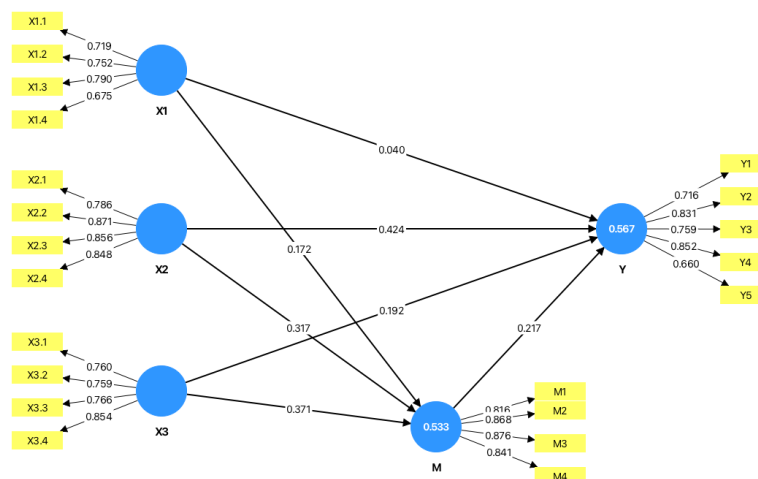
### 3.4 Data Analysis

The measurement model was evaluated through convergent validity, discriminant validity, and reliability. Discriminant validity was assessed using cross-loadings, the Heterotrait–Monotrait Ratio (HTMT), and the Fornell–Larcker criterion. Structural-model evaluation considered  $R^2$ ,  $Q^2$ predict, effect size ( $f^2$ ), path coefficients, and bootstrapping. Mediation was assessed through specific indirect effects using bootstrapping (Hair et al., 2022).

## 4. RESULTS AND DISCUSSION

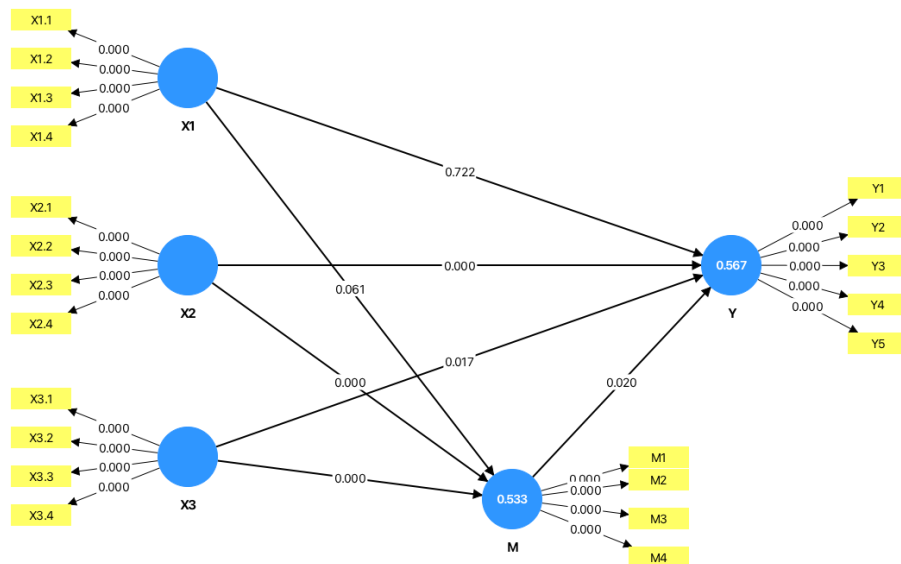
### 4.1 Measurement model

The measurement model demonstrated acceptable discriminant validity. The HTMT values ranged from 0.637 to 0.817, with all values below the 0.90 threshold. The Fornell–Larcker criterion was also satisfied because the square root of AVE for each construct exceeded its correlations with the other constructs. Reliability assessment indicated that all five constructs satisfied the reliability criteria, with Cronbach's Alpha and Composite Reliability exceeding 0.70.



### 4.2 Structural Model

The structural model produced an  $R^2$  of 0.533 for customer satisfaction and 0.567 for purchasing decision. Thus, the predictors explained 53.3 % and 56.7 % of the variance, respectively.  $Q^2$ predict was 0.496 for customer satisfaction and 0.504 for purchasing decision, indicating predictive relevance. Effect-size analysis indicated that promotion had the largest relative contribution to customer satisfaction, whereas ease of use had the largest relative contribution to purchasing decision.



### 4.3 Hypothesis Testing

| Hypothesis | Relationship                                | $\beta$ | t     | p      | Decision      |
|------------|---------------------------------------------|---------|-------|--------|---------------|
| H1         | Convenience → Purchasing Decision           | 0.040   | 0.356 | 0.722  | Not supported |
| H2         | Ease of Use → Purchasing Decision           | 0.424   | 3.517 | <0.001 | Supported     |
| H3         | Promotion → Purchasing Decision             | 0.192   | 2.384 | 0.017  | Supported     |
| H4         | Convenience → Customer Satisfaction         | 0.172   | 1.871 | 0.061  | Not supported |
| H5         | Ease of Use → Customer Satisfaction         | 0.317   | 3.816 | <0.001 | Supported     |
| H6         | Promotion → Customer Satisfaction           | 0.371   | 4.161 | <0.001 | Supported     |
| H7         | Customer Satisfaction → Purchasing Decision | 0.217   | 2.329 | 0.020  | Supported     |

### 4.4 Mediation Analysis

| Hypothesis | Indirect relationship                  | Effect | t     | p     | Decision      |
|------------|----------------------------------------|--------|-------|-------|---------------|
| H8         | Convenience → CS → Purchasing Decision | 0.037  | 1.301 | 0.193 | Not supported |
| H9         | Ease of Use → CS → Purchasing Decision | 0.069  | 1.802 | 0.072 | Not supported |
| H10        | Promotion → CS → Purchasing Decision   | 0.080  | 2.068 | 0.039 | Supported     |

### 4.5 Discussion

#### 4.5.1 Convenience and Purchasing Decision

The insignificant relationship between convenience and purchasing decision suggests that convenience may have become a basic expectation within contemporary e-commerce rather than a distinctive purchasing determinant. Consumers may appreciate convenient functions while basing final purchasing decisions on other considerations such as product suitability, price, perceived value, and promotional benefits.

#### 4.5.2 Ease of Use and Purchasing Decision

The significant relationship between ease of use and purchasing decision indicates that usability remains an important factor in digital purchasing behavior. Consumers who can learn, understand, operate, and interact with the platform without substantial difficulty encounter fewer technological barriers. This finding is consistent with Asnawati et al. (2022) and Fadillah et al. (2024).

#### 4.5.3 Promotion and Purchasing Decision

The significant relationship between promotion and purchasing decision demonstrates the continuing relevance of promotional stimuli in e-commerce. Discounts, vouchers, cashback, and free-shipping programs provide tangible benefits that can alter consumers' evaluations of

purchasing alternatives. The result is consistent with Munarsih et al. (2024) and Darsini and Achmad (2023).

#### **4.5.4 Convenience and Customer Satisfaction**

The insignificant relationship between convenience and customer satisfaction indicates that convenience alone may not determine consumers' overall evaluation of their Shopee experience. Satisfaction is broader and includes expectation confirmation, purchase experience, service performance, and overall satisfaction.

#### **4.5.5 Ease of use and Customer Satisfaction**

Ease of use significantly influences customer satisfaction because usability affects the quality of consumers' interactions with the platform. When users can learn and operate Shopee easily, they can complete shopping activities with less frustration and cognitive effort.

#### **4.5.6 Promotion and Customer Satisfaction**

Promotion significantly influences customer satisfaction, suggesting that promotional benefits are incorporated into consumers' evaluations of their shopping experiences. Consumers evaluate not only the existence of promotions but also their attractiveness, frequency, benefits, and accessibility.

#### **4.5.7 Customer Satisfaction and Purchasing Decision**

Customer satisfaction significantly influences purchasing decision, confirming the role of consumers' internal evaluations in shaping behavioral responses. This result is consistent with the organism component of the S-O-R framework and with Kusno et al. (2023).

#### **4.5.8 Mediation of Convenience**

The absence of a significant mediation effect indicates that convenience does not necessarily translate into purchasing decision through customer satisfaction. Convenience may facilitate transactions without generating a sufficiently strong internal evaluative state.

#### **4.5.9 Mediation of Ease of Use**

Customer satisfaction did not significantly mediate the relationship between ease of use and purchasing decision, despite ease of use having significant direct relationships with both constructs. Usability can therefore facilitate purchasing directly without requiring satisfaction as the intervening mechanism.

#### **4.5.10 Mediation of Promotion**

The significant mediation effect demonstrates that promotional benefits can first improve consumers' evaluation of their shopping experience and subsequently strengthen purchasing decisions. Promotion therefore operates both as an immediate marketing stimulus and through satisfaction.

### **4.6 Theoretical Implications**

This study contributes to digital consumer-behavior literature by applying the S-O-R framework to an e-commerce purchasing context. The results provide evidence that different stimuli do not necessarily operate through the same psychological mechanism. Ease of use primarily functions as a direct behavioral facilitator, while promotion influences purchasing both directly and through customer satisfaction. Convenience does not demonstrate a significant structural role in the tested model, suggesting that it may function as a baseline platform expectation.

#### 4.7 Managerial implications

Shopee should prioritize ease of use as a core element of platform design. Navigation, search functionality, product information, checkout procedures, and payment interfaces should remain intuitive. Shopee should also develop promotion strategies based on consumer-perceived value. Promotional programs should be attractive, beneficial, frequent, and easy to redeem. Convenience should be maintained as a basic service standard while investments in usability and promotional value are strengthened.

#### 4.8 Limitations and Future Research

The study used purposive sampling and a final sample of 135 respondents, which limits generalization to all Shopee users in Indonesia. The model also focuses on five constructs and does not capture all factors that may influence purchasing decision. Future studies could incorporate perceived value, trust, perceived risk, electronic word of mouth, service quality, product quality, or price. Comparative studies across e-commerce platforms and multi-group analyses could further clarify differences among consumer segments.

### 5. CONCLUSION

This study examined the effects of convenience, ease of use, and promotion on purchasing decision and investigated customer satisfaction as a mediating variable among Shopee Indonesia users. Convenience did not significantly influence purchasing decision or customer satisfaction. Ease of use significantly influenced both constructs, while promotion significantly influenced both constructs. Customer satisfaction significantly influenced purchasing decision.

The mediation analysis showed that customer satisfaction did not mediate the relationships between convenience and purchasing decision or between ease of use and purchasing decision. In contrast, customer satisfaction significantly mediated the relationship between promotion and purchasing decision. Overall, ease of use and promotion were more consequential for purchasing decisions than convenience alone, while customer satisfaction served particularly as an intermediary mechanism through which promotional stimuli contributed to purchasing decisions.

### REFERENCES

- Asnawati, A., Nadir, M., Wardhani, W., and Setini, M.: The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision, *Int. J. Data Netw. Sci.*, 6, 81–90, <https://doi.org/10.5267/j.ijdns.2021.10.001>, 2022.
- Darsini, S. and Achmad, N.: The influence of promotion, product quality and product variety on purchasing decisions with brand image as an intervening variable for Herborist product: case study of Solo Raya student, *Int. Conf. Digit. Adv. Tour. Manag. Technol.*, 1, 487–498, <https://doi.org/10.56910/ictmt.v1i2.110>, 2023.
- Fadillah, S., Septiani, N., and Janah, N. R.: The influence of perceived ease of use on online purchasing decisions on e-commerce Shopee in Solokanjeruk District, Bandung Regency, *J. Bus. Manag. Inaba*, 3, 1–10, <https://doi.org/10.56956/jbmi.v3i01.253>, 2024.
- Ferayanti, K. D., Wahyuni, N. M., and Laksmi, P. A. S.: Customer satisfaction as a mediator for the influencer and word of mouth on online purchase decisions for fashion products in Denpasar City, *J. Tour. Econ. Policy*, 4, 152–165, <https://doi.org/10.38142/jtep.v4i2.1029>, 2024.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M.: *A primer on partial least squares structural equation modeling (PLS-SEM)*, 3rd Edn., SAGE Publications, 2022.
- Hartanto, N., Mani, L., Jati, M., Josephine, R., and Hidayat, Z.: Factors affecting online purchase decision, customer satisfaction, and brand loyalty: an empirical study from Indonesia's biggest e-commerce, *J. Distrib. Sci.*, 20, 33–45, <https://doi.org/10.15722/JDS.20.11.202211.33>, 2022.
- Kusno, K., Deliana, Y., Sulistyowati, L., Komaladewi, R., Rochdiani, D., and Trimo, L.: Dominant factors influencing consumer satisfaction with the online purchase decision process through social commerce: a study of organic black rice in Indonesia, *Int. J. Data Netw. Sci.*, 7, 833–846, <https://doi.org/10.5267/j.ijdns.2023.1.005>, 2023.
- Mehrabian, A. and Russell, J. A.: *An approach to environmental psychology*, MIT Press, 1974.

- Munarsih, A. D., Harsono, Y., and Musyfiq, M.: The influence of product quality and promotion on the purchasing decision process for consumers of Karyabera Perdana MSME products, *IJESS Int. J. Educ. Soc. Sci.*, 5, 141–148, <https://doi.org/10.56371/ijess.v5i1.287>, 2024.
- Mustofa, R. and Baehaqi, M.: Pengaruh kenyamanan transaksi dan sales promotion terhadap keputusan pembelian ulang produk fashion Shopee di Kebumen dengan kepuasan pelanggan sebagai variabel intervening, 2024.
- Novelayanti, M. D., Wulandari, A., and Yahya, A.: The effect of promotions and online customer reviews on purchase decisions mediated by brand image on Erigo products on Shopee e-commerce, 7, 2, 2024.
- Salsabila, D. and Usman, O.: The effect of convenience, perceived risk and trust on purchase decisions in Shopee applications at the State University of Jakarta, *SSRN Electronic Journal*, <https://doi.org/10.2139/ssrn.3768671>, 2021.
- Schiffman, L. G. and Wisenblit, J.: *Consumer behavior*, Pearson, 2015.
- Sharma, A., Kumar Basyal, D., Lawaju, P., Thakur, A., and Raj Paudel, U.: Influence of online reviews on consumer purchase decisions: evidence from the Kathmandu Valley, Nepal. *J. Insur. Soc. Secur.*, 7, 20–31, <https://doi.org/10.58665/njiss.58>, 2024.