Research Paper

Analyzing The Impact of Online Marketing on Students' Purchase Decisions on Shopee E-Commerce in Tasikmalaya, Indonesia

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Abstract

The study was driven by the growing trend of online shopping among students and the need to understand how digital marketing strategies impact their purchasing decisions on e-commerce platforms like Shopee. This research aims to evaluate the influence of online marketing on the purchasing decisions of students at STIE Latifah Mubarokiyah Suryalaya, in Tasikmalaya, Indonesia, specifically using the Shopee platform. Online marketing facilitates the transaction of goods and services via the Internet, providing the convenience of shopping without time and space constraints and allowing consumers to select products based on their preferences. The study employs a descriptive quantitative approach, involving 77 respondents selected through purposive random sampling. Data collection includes both primary and secondary sources, which are analyzed using simple regression, correlation analysis, determination analysis, and hypothesis testing. The findings reveal that online marketing strategies significantly influence students' purchasing behaviour on e-commerce platforms, with a correlation coefficient of 0.694 and a determination coefficient of 48.1%. This indicates that nearly half of the variability in student purchase decisions can be attributed to online marketing strategies. Moreover, the study offers new insights into how specific online marketing tactics, such as targeted advertisements and social media promotions, uniquely influence student preferences and purchasing patterns. These findings highlight the importance of personalized marketing approaches in shaping consumer behaviour. The study also suggests that further research should explore additional factors influencing consumer behaviour in e-commerce to achieve a more comprehensive understanding.

Keywords *Online Marketing, E-commerce, Purchase Decisions, E-Commerce Platform, Consumer Behaviour*

INTRODUCTION

Digital technologies have significantly transformed business operations, particularly in marketing, where online strategies have become crucial for companies aiming to expand their global reach without the need for physical outlets in every country. In a competitive global market, the ability to swiftly capture market share is critical to a business's success. Online marketing enables companies to promote and sell products and services worldwide, unrestricted by physical or geographic limitations (Chaffey & Ellis-Chadwick, 2019). In Indonesia, the impact of online marketing has been particularly pronounced with the rise of Industry 4.0, which has accelerated the digitalization of commerce (Dwivedi et al., 2021). E-commerce platforms have reshaped traditional shopping habits by offering consumers the convenience of shopping anytime and anywhere. This, combined with the increasing penetration of smartphones and internet access, has made online shopping highly appealing to a broad demographic, including students.

Shopee, a Singapore-based e-commerce platform launched in 2015, has rapidly become one of Southeast Asia's leading online shopping destinations, including Indonesia. As a mobile-first platform, Shopee provides a seamless shopping experience, allowing users to browse, purchase, and track orders directly from their mobile devices. The platform's success is partly due to its social commerce model, which integrates social networking with e-commerce, enabling users to interact

and influence each other's purchasing decisions (Hootsuite & We Are Social, 2022). A Snapcart study conducted in May 2020 found that Shopee was Indonesia's most popular e-commerce platform, significantly ahead of competitors like Tokopedia and Lazada. The study revealed that 58% of consumers in the Jabodetabek area and 72% outside Jabodetabek preferred Shopee. The platform was particularly favoured by female users, who comprised 77% of its user base. Most Shopee users were Millennials and Generation Z, known for their digital savviness and affinity for online shopping (Snapcart, 2020).

University students, particularly those aged 20-23 from Generation Z, represent a key demographic for Shopee. These students, who have grown up with digital technology, favour Shopee for its convenience, speed, and ease of use in online shopping. A preliminary survey of 77 students found that 87% preferred Shopee over other platforms like Lazada and Tokopedia, citing ease of use (49%), competitive pricing (36%), and promotions (9%) as the top reasons for their choice. This study aims to explore the factors influencing students' purchasing decisions on Shopee, focusing on how online marketing is implemented and its impact on these decisions. The findings will provide valuable insights for businesses looking to optimize their e-commerce strategies and better meet the needs of Generation Z consumers in a competitive digital marketplace.

In the rapidly evolving digital landscape, online marketing—particularly through social media and email campaigns—has become an essential component of business strategy, especially with the influence of Industry 4.0 in Indonesia (Alshehhi & Dhyani, 2020). These marketing strategies enable companies to reach a global consumer base quickly and efficiently through e-commerce platforms (Verhoef & Bijmolt, 2019). E-commerce has significantly transformed shopping patterns by offering access without temporal and spatial constraints, making it an ideal solution for consumers seeking convenience and speed (Kushwaha & Shankar, 2021). This study is necessary because Indonesian consumers, especially Generation Z university students, exhibit distinct online shopping behaviours that may provide new insights into the effectiveness of online marketing strategies. The young, digitally savvy population in Indonesia represents a significant portion of the e-commerce market, and their preferences and behaviours could offer valuable data for businesses looking to tailor their online marketing efforts more effectively.

The research gaps this study aims to address stems from the need for a deeper understanding of how online marketing affects purchasing decisions among students in Indonesia. While previous studies have examined online marketing's general impact, limited research specifically targets Generation Z university students in this context. This demographic's unique interaction with technology and e-commerce platforms suggests that findings could contribute to more targeted and efficient marketing strategies, helping businesses improve engagement with this critical consumer segment. To address the research objectives and bridge the identified gap, this study formulates the following research questions:

1. How does Shopee E-commerce implement online marketing for students in Tasikmalaya, Indonesia?
2. How do students in Tasikmalaya, Indonesia make purchasing decisions for products on Shopee E-commerce?
3. To what extent does online marketing influence purchasing decisions on Shopee E-commerce among students in Tasikmalaya, Indonesia?

Theoretically, this study aims to contribute to the existing literature by providing a more nuanced understanding of online marketing's impact on purchasing decisions within a specific demographic—Generation Z university students in Indonesia. Practically, the insights gained from this research could help e-commerce platforms like Shopee optimize their marketing strategies to better engage this demographic, ultimately leading to increased customer loyalty and sales. This research will also explore strategies to enhance the online shopping experience through intuitive

navigation, secure payment systems, and personalized recommendations based on data analysis (Hidranto, 2021). Additionally, the study will address market demand trends for electronics and food/medical products, aligning with shifting consumer preferences during and after the pandemic (Katawetawaraks & Wang, 2011; Kaur & Kaur, 2018).

E-commerce adoption is influenced by social psychological factors such as attitudes towards technology, subjective norms from social environments, and perceived behavioural control in using online platforms (Kulkarni, 2020; Mahajan et al., 2018). Non-traditional factors like shopping impulsivity and self-efficacy in online shopping skills are also considered (Moon et al., 2021). The study identifies that consumers often weigh the convenience of online shopping—offering diverse product choices, significant discounts, and reliable customer reviews—against the benefits of traditional shopping, such as physical product testing (Muda et al., 2016; Nguyen et al., 2021; Peña-García et al., 2020; Sarkar et al., 2017). Understanding these behavioural differences allows companies to refine their marketing strategies (Sivakumar et al., 2019; Sung et al., 2009), optimize technology use to enhance online shopping experiences, and integrate more efficient and secure delivery services (Tankovic et al., 2018; Wong et al., 2017). By filling the research gap identified, this study will contribute both theoretically and practically to the development of more effective and relevant marketing strategies for engaging Generation Z university students, especially in Indonesia.

LITERATURE REVIEW
Understanding Generation Z Behavior and Students as Consumers

Several critical aspects from the literature must be considered to effectively design an online marketing strategy for Generation Z, particularly students. Generation Z is highly engaged with social media platforms such as Instagram, TikTok, and YouTube. To capture their attention, it is essential to create creative and interactive content that aligns with the characteristics and preferences of these platforms (Li & Bernoff, 2011). This demographic, values a seamless and responsive user experience on websites, reflecting their digital proficiency. Websites should, therefore, feature intuitive layouts and fast loading times to enhance user comfort and satisfaction (Fang et al., 2014). Personalized marketing strategies play a crucial role in influencing Generation Z's purchasing decisions. These strategies should use data-driven recommendations to create experiences tailored to individual preferences (Chen & Barnes, 2007). Additionally, the influence of peer reviews and recommendations is significant. Positive reviews and peer-sharing experiences facilitated through social media can build trust and increase engagement among Generation Z consumers (Cheung & Lee, 2012). Combining online and offline experiences can further strengthen brand connections with Generation Z. Incorporating unique offline experiences, such as pop-up stores or exclusive events, alongside online offerings align with their preference for both digital convenience and meaningful offline interactions (Mintel, 2020). By integrating these insights, companies can craft online marketing strategies that effectively resonate with Generation Z and positively influence their purchasing decisions.

Marketing Management

Marketing encompasses a comprehensive approach to business planning, including selecting the product range, determining pricing strategies, promoting offerings, and managing distribution to meet consumer demands (Manullang, 2013). According to Sunyoto (2014), marketing is a human endeavour to fulfil customer needs and desires through an exchange process involving various stakeholders. These definitions underscore marketing's pivotal role in addressing consumer needs through strategic planning and interactive engagement, highlighting the dynamic relationship between businesses and their markets in delivering value and fostering mutual

satisfaction.

Online Marketing

E-commerce, a blend of "electronic" and "commerce," refers to transactions conducted through electronic media connected to the internet. This includes buying and selling products electronically between businesses, with computers as intermediaries (Kotler & Keller, 2017). E-commerce activities encompass online shopping, electronic payments, online auctions, internet banking, and online ticketing. It has revolutionized traditional business models by providing global reach, reducing operational costs, and enhancing transaction efficiency. By leveraging data analytics and targeted marketing strategies, e-commerce allows businesses to offer personalized experiences, thereby strengthening their competitive edge and responding effectively to market demands (Chaffey & Smith, 2017).

Marketing Mix

The evolution of the marketing mix from the traditional 4P concept (product, price, place, promotion) to the 4E concept (experience, exchange, everyplace, evangelist) reflects significant changes in online marketing (Nugroho, 2016). Traditional marketing focused on product features, pricing, distribution, and promotional activities. In contrast, online marketing emphasizes the shopping experience, enhancing customer satisfaction and loyalty. The concept of price evolves into exchange, reflecting the value derived from the shopping experience rather than just the cost. Place transforms into every place, highlighting the omnipresent nature of online shopping and the necessity for a seamless experience across all digital touchpoints. Promotion now involves brand evangelists—customers who voluntarily spread positive messages about the product, influencing others' purchasing decisions. Understanding these evolved elements allows businesses to tailor their strategies to enhance user experiences, meet consumer expectations, and build stronger customer relationships in the digital era.

Purchase Decision

A purchase decision is the process by which an individual makes a rational choice among a range of products, brands, or services to satisfy a need. Schiffman and Kanuk (2007) describe a decision as the selection of one option from several available alternatives, driven by the need for goods or services. Ridanasti (2020) identifies three key moments in the online purchase decision-making process: the Zero Moment of Truth (ZMOT), where consumers recognize a need and gather information by comparing brands and reading reviews; the First Moment of Truth (FMOT), where they make a purchase decision based on this information; and the Second Moment of Truth (SMOT), where they assess their satisfaction with the product and influence future ZMOTs for others through reviews. Effective marketing involves understanding consumer needs and creating value through positive experiences. The shift from the 4P to the 4E concept highlights the importance of consumer experience and engagement, reflecting evolving consumer behaviour increasingly reliant on digital technology. Companies must adapt their strategies to remain relevant and competitive, leveraging technology to reach consumers more effectively and provide a more personalized and satisfying experience.
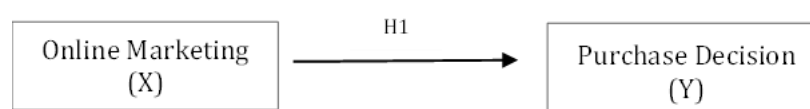
Figure 1. Framework

According to Sugiyono (2016), a hypothesis is a tentative answer to the research problem, which has been previously formulated as a question. Consequently, based on the preceding explanation and the relationships and impacts of each factor on the purchase decision, the hypothesis for this study is proposed as follows:

H1: Online Marketing is hypothesized to significantly influence purchasing decisions on Shopee among university students

RESEARCH METHOD
Descriptive Quantitative

The research method used in this study is descriptive quantitative, which aims to describe and measure variables in order to draw conclusions. According to Sugiyono (2016), descriptive research focuses on determining the values of independent variables without comparing them or linking them to other variables. This approach aligns with the principles of quantitative research outlined by Sugiyono (2016), which emphasize a positivist philosophy, using specific research instruments and statistical analysis to test hypotheses within a defined population or sample.

This research was conducted at STIE Latifah Mubarokiyah with a student population of 332 individuals. The sample size was determined using the Slovin formula. Based on a population of 332 individuals, with a 95% confidence level and a 5% margin of error, Sugiyono (2016) states, A sample is a part of the number and characteristics of the population. In this study, the sampling technique used the Slovin formula as follows:

$$n = \frac{N}{N.e^2 + 1}$$
$$n = \frac{332}{1 + 332.e^2}$$
$$n = \frac{332}{1 + 332.0,1^2}$$
$$n = \frac{332}{1 + (3,32)}$$
$$n = \frac{332}{4,32}$$
$$n = 76,85 \approx 77 \text{ students}$$

Where
n = sample size
N = The population size refers to the number of students at STIELM Suryalaya.
e = Error level (margin of error) is typically used at 1% (0.01), 5% (0.05), or 10% (0.10).
      (Note: The researcher can choose the specific level.)

Rounding up to 77 students, the sample in this study consists of 77 individuals selected through purposive random sampling, a non-probability sampling technique. Data were collected through observation and survey through questionnaires. Data analysis was conducted using Simple Linear Regression with SPSS Version 26, allowing the researcher to understand the relationships being studied.

FINDINGS AND DISCUSSION

Based on the data collection process, the majority of respondents were identified as management majors. In terms of age, most students were 22 years old, followed by those aged 21. The demographic characteristics, particularly the respondents' academic major and age, indirectly

influenced the study's results. However, the research findings offer a thorough understanding of the effects of online marketing on purchase decisions among students in Tasikmalaya, Indonesia. A detailed breakdown of the respondents' demographics is provided in Table 1 below.

Table 1. Respondent Demographic

Respondent Demographic		Total Respondent	Percentage
Major	Management	72	94%
	Banking Finance	5	6%
Age	19	2	3%
	20	8	10%
	21	21	27%
	22	31	40%
	23	10	13%
	24	4	5%
	25	1	1%

Online Marketing Implemented by Shopee for Students in STIELM Suryalaya Tasikmalaya, Indonesia

Table 2. Online Marketing Recap

Variable	Indicators	Statement	Score Achieved	Criteria
Online Marketing	Product Experience	Shopee's billing services, mobile top-up, and entertainment products help meet customers' needs.	320	Good
		Shopping on the Shopee e-commerce platform provides an enjoyable experience due to its ease of access and responsive customer service.	320	Good
		Using Shopeepay/Shopeepay Later enhances the shopping experience on Shopee with convenient transaction options	307	Good
	Price - Exchange	Product prices on Shopee's e-commerce platform are cheaper compared to other online shops.	279	Good
		Shopee vouchers are beneficial in obtaining discounts while shopping.	332	Very Good
		Product reviews and shopping experience ratings using the review feature on Shopee e-commerce increase trust while shopping	330	Very Good
		Shopping on Shopee's e-commerce platform can be done anytime and anywhere.	342	Very Good

Variable	Indicators	Statement	Score Achieved	Criteria
		Shopee e-commerce helps make shopping easier and saves time.	332	Very Good
		Shopping with Shopee e-commerce covers a very wide area.	345	Very Good
		Shopee's promotions through various media using Public Figures as Brand Ambassadors influence the choice to shop online with Shopee compared to other e-commerce platforms.	296	Very Good
	Place-Everyplace	There are many special promotions every month, such as "Everything for a Thousand", flash sales, Shopee 5.5, and others.	339	Good
		Sharing shopping experiences with Shopee e-commerce with others through word-of-mouth.	294	Good
		Total Score	**3836**	**Good**

Highest overall score : 77 x 5 x 12 = 4620
Lowest overall score : 77 x 1 x 12 = 924
Number of statement criteria = 5

Interval Scale　=　(Maximum Value - Minimum Value) : 5

　　　　　　　　=　(4620-924) : 5

　　　　　　　　=　739

With the interpretation of each score,
924 – 1662　　: Very Poor
1663 – 2401　: Poor
2402 – 3140　: Fair
3141 – 3879　: Good
3880 – 4618　: Very Good

　　　　Based on the assessment data results for each indicator's criteria above, it can be concluded that the online marketing implemented by Shopee falls into the "good" classification. This is indicated by the score of 3836, which is classified as high or good. The highest score of 345 is found in the statement that "shopping with Shopee's e-commerce covers a very wide area," while the lowest score of 279 is related to the statement that "the product prices on Shopee's e-commerce are cheaper compared to other online shops. "Overall, this indicates that the online marketing implemented by Shopee falls into the "good" classification. As stated above, consumers tend to shop online at Shopee because shopping with Shopee's e-commerce can cover a wide area, both domestically and internationally.

The research findings align with the theory presented by Nugroho (2016), which asserts that e-commerce transcends territorial and temporal boundaries, allowing for an expansive marketing reach that is not constrained by geography or time. This, in turn, can enhance market exposure, enabling e-commerce users to expand their market share from a primarily domestic focus to include international markets. Nugroho (2016) also highlighted that the lack of territorial limitations in online marketing can provide significant benefits to a country. These benefits include generating substantial revenue from sales and export-import taxes on e-commerce products, as well as improving the country's economic standing. When a country has quality products that gain widespread popularity, especially among international consumers, it can lead to a significant increase in demand for these products, thereby boosting the national economy.

Purchasing Decisions of Shopee Products Among Students in STIEL Suryalaya Tasikmalaya, Indonesia

Table 3. Purchase Decision Recap

Variable	Indicators	Statement	Score Achieved	Criteria
Purchase Decision	Zero Moment of Truth (ZMOT): Consumers research and compare products based on their needs, focusing on price and quality.	I have a habit of recognizing my needs/problems before making a purchase on Shopee.	308	**Good**
		I search for information before making a purchase.	339	**Very Good**
		I always compare the price of the product I am going to buy with the prices of similar products.	331	**Very Good**
	First Moment of Truth: Consumers choose for its variety, competitive pricing, quality products, and attractive promotions	I choose to shop on Shopee because of its diverse range of products that meet daily needs.	313	**Good**
		I choose to shop on Shopee because it provides an interesting experience.	288	**Good**
		I choose to shop on Shopee e-commerce because there are always promotions/discounts.	305	**Good**
	Second Moment of Truth: After purchase, consumers review positively for pricing, product quality, shopping experience, and customer service, contributing feedback.	I am satisfied shopping on Shopee because it meets my expectations.	288	**Good**
		I am satisfied shopping on Shopee because I have a good shopping experience	297	**Good**
		I always consciously and rationally review products on Shopee e-commerce.	307	**Good**

Variable	Indicators	Statement	Score Achieved	Criteria
		Total Score	**2776**	**Good**

Interval Scale   =   (Maximum Value - Minimum Value) : 5

              =   (3465-693) : 5

              =   554

Highest overall score : 77 x 5 x 9 = 3465
Lowest overall score : 77 x 1 x 9 = 693
Number of statement criteria = 5

Which interpret as,
693 – 1246   : Very Poor
1247 – 1800   : Poor
1801 – 2354   : Fair
2355 – 2908   : Good
2909 – 3462   : Very Good

Based on the research findings, consumer purchasing decisions on Shopee received a score of 2776, which falls into the good classification. The highest score of 339 was found in the statement that consumers search for information before making a purchase, while the lowest score of 288 appeared in two statements: consumers choose to shop on Shopee because of an interesting experience, and they are satisfied with shopping on Shopee as it meets their expectations. This research indicates that consumer purchasing decisions on Shopee are good, influenced by the "zero moment of truth" (ZMOT) consumer behavior, where consumers search for information online before making a purchase. The findings support the theory of Ridanasti (2020), who stated that digital purchasing decisions follow the ZMOT model, where consumers identify their needs, compare brands, and read reviews before buying. Motives and motivation play a crucial role in recognizing needs before making a purchasing decision. Ridanasti (2020) explained that motives are the basis for someone to fulfil their needs, while motivation is the drive that directs actions to achieve a specific goal.

Data Analysis

Based on the validity test results in Table 3, it is known that 12 statement items for variable X (Online Marketing) and 9 statement items for variable Y (Purchase Decisions) used in this study are valid, as indicated by each item's positive Pearson Product Moment value, which is greater than the critical value (r-table). The reliability test uses the Cronbach's alpha (α) formula. A variable is considered good if it has a Cronbach's alpha value > 0.60.

Table 4. Validity Testing Result

Variable	Question	R Value	R table	Description
Online	1	0,559	0,221	Valid

Variable	Question	R Value	R table	Description
Marketing (X)	2	0,556		Valid
	3	0,511		Valid
	4	0,708		Valid
	5	0,662		Valid
	6	0,630		Valid
	7	0,492		Valid
	8	0,663		Valid
	9	0,594		Valid
	10	0,605		Valid
	11	0,662		Valid
	12	0,755		Valid
Purchase Decision (Y)	1	0,582		Valid
	2	0,522		Valid
	3	0,643		Valid
	4	0,664		Valid
	5	0,708	0,221	Valid
	6	0,692		Valid
	7	0,782		Valid
	8	0,781		Valid
	9	0,652		Valid

Table 5. Reliabiljty Testing Results

Variable	Cronbach's Alpha	Description
Online Marketing	0,849	Reliable
Purchase Decision	0,848	Reliable

From the test results, the Cronbach's alpha value obtained is greater than 0.60, thus indicating that the statement items in the questionnaire for the variables of Online Marketing and Purchase Decisions are reliable. According to Sugiyono (2016), the Likert scale is utilized to gauge the attitudes, opinions, and perceptions of individuals or groups towards specific social phenomena. In this study, the Likert scale was employed to assess the impact of Shopee's online marketing strategy on consumer purchasing decisions. The scale utilized included the following levels: Strongly Disagree (STS) with a weight of 1, Disagree (TS) with a weight of 2, Neutral (N) with a weight of 3, Agree (S) with a weight of 4, and Strongly Agree (SS) with a weight of 5. The research findings revealed a total score of 3836 for Shopee's marketing strategy, indicating its effectiveness bolstered by extensive domestic and international market reach. However, a lower score of 279 suggested perceived issues related to higher pricing compared to competitors. Regarding purchase decisions (Y), Shopee obtained a score of 2776, showcasing strong consumer engagement characterized by thorough online research prior to purchases.

Nonetheless, a score of 288 pinpointed areas requiring improvement, particularly in enhancing the shopping experience and ensuring customer satisfaction. Shopee, as a popular e-commerce company, has demonstrated significant market penetration and a consumer-centric approach to its online marketing and purchasing strategies. To further enhance effectiveness and consumer satisfaction, the company should prioritize addressing perceptions of higher pricing and enhancing the overall shopping experience. Strategies tailored to these aspects can fortify Shopee's competitive stance in the dynamic e-commerce landscape. The importance of attentively listening

to consumer feedback and adapting marketing strategies to market dynamics remains crucial for maintaining and expanding Shopee's market presence. Shopee can enhance its appeal and operational efficiency by adapting to evolving consumer preferences and optimizing its marketing strategies. This proactive approach not only fosters customer retention but also opens avenues for new growth in the competitive online marketplace.

Classical Assumption Test

1. Normality

Table 6. Kolmogorov Smirnov

		Unstandardized Residual
N		77
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.93087518
Most Extreme Differences	Absolute	.097
	Positive	.079
	Negative	-.097
Test Statistic		.097
Asymp. Sig. (2-tailed)		.071

a. Test distribution is Normal.

Based on the Kolmogorov-Smirnov Test, with an Asymp. Sig. (2-tailed) value of 0.071, which exceeds the significance level of 0.05, we conclude that the residuals follow a normal distribution.

2. Linearity Test

Table 7. Linearity Test Result

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision Online Marketing	Between Groups	(Combined)	827.298	57	48.665	5.051	.000
		Linearity	660.490	1	660.490	68.548	.000
		Deviation from Linearity	166.807	16	10.425	1.082	.392
	Within Groups		568.495	59	9.636		
	Total		1395.792	76			

Based on the linearity test, the Sig. deviation from Linearity value is 0.392 > 0.05. Therefore, it can be concluded that there is a linear relationship between Online Marketing and Purchase Decision.

3. Linear Regression

Table 8. Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.645	2.699		2.462	.016
	Online Marketing	.575	.069	.694	8.345	.000

a. Dependent Variable: Purchase Decision (Y)

Which result the equation,

$$Y = 6,645 + 0,575 \, X$$

The value of α (intercept) = 6.645. This constant represents that if there is no Online Marketing (X), the consistent value of Purchase Decision (Y) is 6.645. The sign of b is positive (+). This indicates that the relationship between Online Marketing and Purchase Decision has a positive influence. In other words, if Online Marketing increases, Purchase Decision also increases, and vice versa. The value of b (slope) = 0.575. This signifies the magnitude of the impact of Online Marketing on Purchase Decision, which is 0.575. Specifically, if Online Marketing increases by 1%, it will increase Purchase Decision by 57.5%

Correlation

The correlation coefficient 0.694 suggests a strong relationship between online marketing efforts and purchase decisions. This value, falling within the range of 0.600 to 0.799, indicates that variations in online marketing strategies can explain approximately 69.4% of the variance in purchase decisions. This statistical finding underscores the significant impact of online marketing on influencing consumer behaviour and purchase outcomes. Businesses can leverage this insight to strategically allocate resources and optimize their online marketing campaigns to enhance customer engagement and ultimately drive sales. Continuous monitoring and adaptation of marketing strategies based on such correlations can further improve effectiveness in achieving business objectives.

Table 9. Correlation

Correlations

		Online Marketing	Purchase Decision
Online Marketing	Pearson Correlation	1	.694
	Sig. (2-tailed)		.000
	N	77	77
Purchase Decision	Pearson Correlation	.694	1
	Sig. (2-tailed)	.000	
	N	77	77

Correlation is significant at the 0.01 level (2-tailed).

Determination

Based on the data, it can be concluded that online marketing influences purchase decisions

on the e-commerce platform by 48.1%. The remaining 51.9% is influenced by other factors not examined in this study, such as security, trust, service quality, and information quality. This underscores the importance of not only strengthening online marketing strategies but also enhancing elements that build trust and service quality to influence consumer purchasing decisions comprehensively.

Table 10. Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694a	.481	.475	3.957

Predictors: (Constant), Online Marketing

Hypothesis

Table 11. Hypothesis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.646	2.699		2.462	.016
Online Marketing	.575	.069	.694	8.345	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the table above, the calculated t-value for the variable (X) online marketing is 8.345, and the critical t-value (t-table) obtained from the t-test table with $\alpha = 0.05$ and degrees of freedom (df) n-2 is 1.991. This means the calculated t-value (8.345) is greater than the critical t-value (1.991). Additionally, the obtained significance value is 0.000 (very small), smaller than the significance level of 5% ($\alpha = 0.05$). Therefore, the decision from the testing results is to reject the null hypothesis (H0) and accept the alternative hypothesis (Ha). This indicates that online marketing has a significant positive influence on Purchase Decision in e-commerce among students of Sekolah Tinggi Ilmu Ekonomi Latifah Mubarokiyah Suryalaya, Indonesia, accounting for 48.1%, while the remaining 51.9% is influenced by other factors not examined in this study.

F-Test

Table 12. F-Test

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39,620	2	19,810	58,264	,000b
	Residual	9,180	27	,340		
	Total	48,800	29			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

The null hypothesis (H0) states that the quality of service (X1) and facility completeness (X2) simultaneously do not influence patient satisfaction (Y), while the alternative hypothesis (Ha) suggests that they do. The significance value (Sig) obtained from the SPSS output "Anova" is reported as 0.000, which is less than the conventional significance level of 0.05. As a result, H0 is rejected, and Ha is accepted. This implies that there is strong evidence to suggest that both the quality of service (X1) and facility completeness (X2) simultaneously have a significant influence on patient satisfaction (Y). In summary, based on the SPSS analysis, it is concluded that the quality of service and facility completeness indeed simultaneously influence patient satisfaction.

CONCLUSIONS

Based on the research findings and discussion regarding the influence of online marketing on purchasing decisions among students in Tasikmalaya, Indonesia, on the Shopee e-commerce platform, the following conclusions can be drawn.

First, the online marketing strategies implemented by Shopee are classified as good, with a total score of 3836. This indicates that consumers tend to shop online at Shopee because the e-commerce platform has a wide reach, both domestically and internationally. However, the lowest score is found in the price indicator, where Shopee's products are perceived as cheaper compared to other e-commerce platforms, with a score of 279.

The purchasing decision on Shopee e-commerce is also classified as good, with a total score of 2776. This suggests that consumers are more inclined to buy from Shopee due to the "zero moment of truth" (ZMOT) behavior, where they personally search for information online before making a purchase decision. The lowest score of 288 is associated with two statements: consumers choose Shopee for the interesting experience and feel satisfied with their shopping experience as it meets their expectations.

The Influence of Online Marketing on Purchasing Decisions: Online marketing has a significant positive impact on purchasing decisions on Shopee e-commerce among students in Tasikmalaya. This is supported by the t-test results showing that t-count > t-table (8.345 > 1.991) and a significance level of 0.000 < 0.05, indicating that H0 is rejected and Ha is accepted. The coefficient of determination (r^2) reveals that 48.1% of purchasing decisions are influenced by online marketing, while the remaining 51.9% are influenced by other factors not covered in this study, such as security, trust, service quality, and information quality. The correlation test results also show an r-value of 0.694, indicating a strong relationship between online marketing and purchasing decisions.

This research highlights the significant role of online marketing in influencing purchasing decisions among students in Tasikmalaya, Indonesia. The study shows that online marketing is a key factor affecting consumer behaviour, with evidence that increased online marketing efforts are strongly associated with higher purchasing decisions.

However, the study also emphasizes that online marketing alone does not account for all factors influencing purchasing decisions. While it plays a significant role, other elements such as security, trust, service quality, and information quality also affect consumer choices. This indicates that a comprehensive strategy, including effective online marketing and attention to these additional factors, is necessary to enhance consumer satisfaction and influence purchasing behavior.

Furthermore, demographic insights from the study suggest that marketing efforts should particularly target management program students and individuals around 22 years old, who are the primary respondents. By integrating robust online marketing strategies with a focus on improving security, building trust, and ensuring high-quality service and information, businesses can better meet consumer needs and achieve overall performance improvements. In conclusion,

the findings emphasize the need for businesses to adopt a holistic approach to marketing. Effective online marketing should be complemented by efforts to address other key factors to optimize consumer experiences and drive better business outcomes.

Recommendation

Based on the findings and conclusions of the study regarding the influence of online marketing on purchasing decisions among students in Tasikmalaya on the Shopee e-commerce platform, several recommendations can be proposed to optimize online marketing efforts and enhance business performance. First, it is essential to enhance online marketing by focusing on the creation of high-quality, engaging content and the use of targeted advertising to effectively reach specific customer segments. Increasing social media engagement can also foster a more loyal customer base. Furthermore, improving security and trustworthiness is vital. This can be achieved by implementing strong security measures for online transactions, clearly communicating privacy policies, and enhancing transparency regarding products and services. Providing excellent customer service also plays a key role in building consumer trust.

Optimizing user experience and service quality is another critical factor. This involves ensuring that the platform's website or app is user-friendly and responsive, improving order fulfillment processes, and providing accurate product information alongside educational content. Additionally, leveraging data analytics is crucial for understanding customer behavior and performance metrics, allowing for better resource allocation and strategic planning. Businesses should integrate their marketing channels and continuously innovate based on customer feedback and market trends. Pricing strategies are equally important, and improving price competitiveness or offering attractive discounts and promotions will help appeal to price-sensitive consumers.

Strengthening the overall consumer experience should also be a priority. Enhancing customer service, speeding up delivery times, and ensuring product quality will contribute to increased consumer satisfaction. By implementing these strategies, Shopee can more effectively meet consumer needs, improve customer satisfaction, and ultimately achieve better business performance outcomes.

LIMITATION & FURTHER RESEARCH
Limitations

The study has several limitations that should be acknowledged. First, it is geographically restricted to students in Tasikmalaya, Indonesia, which may limit the generalizability of the findings to other regions or demographics. Consequently, the results might not fully represent consumer behaviour in different areas or age groups. Second, the research primarily focuses on online marketing and its direct impact on purchasing decisions, without extensively addressing other influential factors such as competitive dynamics, cultural differences, or psychological drivers behind purchasing decisions. Third, the study relies on self-reported data from questionnaires, which may be subject to response biases or inaccuracies. Additionally, the cross-sectional nature of the data does not account for changes in consumer behavior over time. Finally, the focus on the Shopee e-commerce platform means the findings may not be applicable to other platforms or retail environments with different marketing strategies and customer experiences.

Further Research

To build on these findings, future research should consider several avenues. Expanding the geographic scope to include other regions or cities in Indonesia, or even other countries, could help determine whether the results are consistent across different cultural and economic contexts. Investigating additional factors that influence purchasing decisions, such as brand loyalty,

influencer marketing, or emerging technologies, would provide a more comprehensive view of consumer behavior. Longitudinal studies could offer insights into how online marketing effects and consumer behavior evolve over time, enabling a deeper understanding of purchasing decisions. Comparative analyses across different e-commerce platforms or between online and offline shopping environments could highlight the relative impact of various marketing strategies. Incorporating qualitative research methods, such as in-depth interviews or focus groups, could enrich the understanding of consumer motivations and perceptions beyond what quantitative surveys alone can reveal. Additionally, expanding the sample to include various educational institutions, regions, and demographic groups, and considering a broader range of demographic variables, such as gender, income level, and cultural background, would provide a more nuanced understanding of how different segments respond to online marketing. Addressing these limitations and pursuing these research directions could lead to more effective marketing strategies and enhanced consumer experiences.

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