



## Click, Trust, Buy: How Digital Signals Override Rationality in Student E-Commerce Choices on Shopee

Misti Hariasih<sup>1\*</sup>

<sup>1</sup> Faculty of Business, Law, and Social Sciences, Universitas Muhammadiyah Sidoarjo

### ABSTRACT

Purchasing decisions are a critical factor influencing consumer behaviour in digital marketplaces, particularly on platforms like Shopee. This study examines the influence of digital marketing, marketing communication, and product quality on purchasing decisions among students of Muhammadiyah University of Sidoarjo on the Shopee e-commerce platform. The research applies a quantitative approach, with data collected through an online questionnaire distributed via Google Forms. In this study, the population targeted by the researcher is students of the Management Study Program at Universitas Muhammadiyah Sidoarjo, with a total of 1,550 students, based on data obtained from the Academic Directorate of Universitas Muhammadiyah Sidoarjo. The sample consisted of 100 respondents, determined using the Slovin formula and selected using purposive sampling, with the criteria that respondents were students who had experience purchasing products through Shopee. The collected data were analysed using multiple linear regression with the assistance of SPSS version 25, preceded by validity, reliability, and classical assumption tests to ensure the accuracy and reliability of the regression model. The findings indicate that Digital Marketing, marketing communication, and product quality have a significant influence on students' purchasing decisions on the Shopee platform. Effective Digital Marketing strategies and clear marketing communication play an important role in shaping consumer perceptions and encouraging purchase intentions.

**Keywords:** *Digital marketing, marketing communication, product quality, purchasing decision*

### OPEN ACCESS

ISSN 2528-4649 (online)

ISSN 2338-4409 (print)

\*Correspondence:

Misti Hariasih

[mistihariasih@umsida.ac.id](mailto:mistihariasih@umsida.ac.id)

Citation:

Received: March, 10, 2026

Accepted: March, 30, 2026

Published: April, 28, 2026

JBMP: Jurnal Bisnis, Manajemen dan Perbankan.

Vol: 12 / No. 01

doi: 10.21070/jbmp.v12i1.2335

## 1. INTRODUCTION

In the modern digital era, rapid advancements in information and communication technology have significantly shaped the daily lives of university students. Digital devices and internet connectivity have become essential tools that support not only communication and information access but also a wide range of everyday activities (Somsom et al., 2024). As a generation that easily adapts to technological innovation, students tend to prefer solutions that are practical, efficient, and time-saving, including when fulfilling their shopping needs (Baihaqki et al., 2024). In this situation, online shopping through e-commerce platforms has become one of the main options because it offers convenience, flexibility, and comfort compared to traditional shopping methods (Alfin & Sutopo, 2024). Through online platforms, students can easily search for products, compare prices, read customer reviews, and select items that match their preferences. In addition, the fast, transparent, and secure transaction process further increases their interest in shopping online (Fitriani et al., 2025).

Shopee, which officially entered the Indonesian market in 2015, has successfully become one of the most popular e-commerce platforms, especially among university students and young consumers. The availability of Shopee's user-friendly mobile application allows users to shop anytime and anywhere without relying on a computer (Palupi et al., 2025). The platform provides many innovative features, such as a wide product catalogue, attractive promotions and discounts, and secure payment and delivery systems, which together create an efficient and enjoyable shopping experience (Fitriyah et al., 2025). According to data from [databoks.katadata.co.id](http://databoks.katadata.co.id) in 2023, Shopee had approximately 70.9 million active users, making it the e-commerce platform with the largest user base in Indonesia. In addition, data from [Jakpat.net](http://Jakpat.net) shows that most Shopee users belong to Generation Z, including university students. This confirms that students represent an important and strategic target market for the platform (Fitriani et al., 2025).

The increasing use of Shopee among students raises important questions about the factors that influence their purchasing decisions (Alfin & Sutopo, 2024). When deciding to buy a product, students consider several aspects, such as the marketing strategies used by the platform, the marketing communication they receive, and the quality and reliability of the products offered. Shopee provides several advantages that make students feel comfortable and confident using the platform, including frequent promotions, easy-to-use application features, secure payment systems, and responsive customer service (Nuraeni & Irawati, 2021). This shows that e-commerce platforms that can offer a practical, satisfying, and interactive shopping experience are more likely to attract students as active and loyal consumers. Therefore, understanding the factors that influence students' purchasing decisions on Shopee is important not only for the platform itself but also for developing effective digital marketing strategies aimed at the digital native generation (Qur'Ana et al., 2025).

One of the key factors that influence students' purchasing decisions is digital marketing . In the Shopee context, this includes online advertisements, creative social media content, and promotional programmes designed to attract young consumers (Meira, 2025). These strategies not only increase brand awareness but also help build emotional connections and positive perceptions among students toward the platform (Aruna et al., 2024). Interesting and easily accessible digital content allows Shopee to create a more interactive and personalized shopping experience. As a result, students are more encouraged to make purchases and even repeat purchases (Santoso, 2024). The effectiveness of Digital Marketing can be seen from its ability to build a positive brand image, increase consumer trust, and expand market reach while also creating long-term loyalty (Ekasari & Mandasari, 2021). Therefore, implementing effective Digital Marketing strategies is one of the key factors behind Shopee's success in attracting and maintaining young consumers in the highly competitive e-commerce market (Maktita & Panjaitan, 2023).

Besides Digital Marketing , marketing communication also plays an important role in influencing purchasing decisions. Clear, consistent, and well-targeted communication helps students understand the value and advantages of a product, build trust in the platform, and make purchasing decisions more easily. Effective communication through various channels, such as social media, interactive promotions, and customer service, allows students to obtain the information they need to evaluate whether the offered products and services meet their expectations (Arini et al., 2025).

Another important factor that influences students' purchasing decisions is product quality. Students usually evaluate products based on reliability, functionality, and how well the product meets their needs (Rizkiani et al., 2025). High-quality products not only increase customer satisfaction but also encourage loyalty and repeat purchases, which ultimately contributes to the success of an e-commerce platform (Arini et al., 2025). Product quality can be improved through continuous innovation, strict monitoring of the production process, and quick responses to customer feedback and complaints. These efforts help build consumer trust and strengthen the brand's reputation. Therefore, product quality becomes a crucial element in e-commerce marketing strategies because it influences students' perceptions, purchasing decisions, and the platform's competitiveness in the market (Romadon et al., 2023).

Although Shopee has implemented various innovative marketing strategies, improved product quality, and optimised its digital platform to reach young consumers, several challenges still affect the effectiveness of these efforts, particularly in influencing students' purchasing decisions (Widodo & Budiarti, 2025). One of the main challenges relates to the effectiveness of Digital Marketing. Even though digital advertisements are widely spread across social media platforms, not all students respond positively or feel motivated to make purchases (Yudhistira et al., 2023). This may be caused by advertising fatigue, stronger trust in recommendations from friends or influencers, or advertising content that is not relevant to individual needs. In addition, marketing communication that is less personal can also reduce students' trust in the brand, especially when communication strategies are too general and fail to build closer relationships with consumers (Zubaidah, 2024).

Another important issue is the inconsistency of product quality. Although Shopee attempts to maintain quality standards through various sellers and monitoring systems, differences in product quality, delays in delivery, or mismatches between product descriptions and the actual product may reduce customer satisfaction (Azzahra, 2023). This situation can directly affect customer loyalty and the willingness to make repeat purchases, especially among students who tend to be sensitive to price, quality, and overall shopping experience. This gap highlights the need for further research to better understand how Digital Marketing, marketing communication, and product quality together influence students' purchasing decisions on Shopee (Situmorang & Siregar, 2024). Such research is important not only to improve marketing strategies but also to design more personalized and targeted approaches that can build trust and long-term satisfaction among digital native consumers.

Based on the explanation above, this study aims to analyse the influence of digital marketing, marketing communication, and product quality on the purchasing decisions of students at Muhammadiyah University of Sidoarjo on the Shopee e-commerce platform. The results of this research are expected to provide both theoretical and practical contributions, particularly for Shopee, in developing more effective marketing strategies that are relevant to the characteristics of student consumers.

## 2. LITERATURE REVIEW

### 2.1 Purchase Decision (Y)

Purchase decision is an important stage in consumer behaviour that reflects the outcome of a consideration process before making a transaction. A purchase decision does not merely represent the act of buying, but also involves evaluating various available alternatives, assessing the suitability of the product with consumer needs, and considering psychological and emotional aspects. From a theoretical perspective, purchase decisions can be understood as the result of the interaction between marketing stimuli and consumer internal processes, where variables such as digital marketing, marketing communication, and product quality act as key external drivers influencing consumer evaluation and final choice.

For university students, purchasing decisions in e-commerce platforms such as Shopee are influenced by internal factors, including personal preferences and previous experiences, as well as external factors, such as promotions and recommendations from the social environment. This indicates that purchasing decisions are not formed in isolation, but are shaped by the integration of information, exposure, perceived value, and trust, which are closely related to the effectiveness of digital marketing strategies, the clarity of marketing communication, and the perceived quality of the product. Therefore, these

relationships provide a strong basis for developing hypotheses that link these independent variables to purchase decisions in the e-commerce context.

Several important indicators that can be used to measure purchase decisions include (Devi & Fadli, 2023):

- a) Confidence, indicating the level of consumer certainty towards the selected product.
- b) Habit, referring to repeated purchasing patterns influenced by previous experiences.
- c) Purchases based on needs, emphasising the alignment of the product with consumers' personal goals or needs.
- d) Influence of recommendations from others, such as friends, family, or reviews from other users that affect consumer perceptions and decisions when choosing certain products.
- e) Repurchase behaviour, where consumers who make repeat purchases believe that the product has met their expectations.

## 2.2 Digital Marketing (X1)

Digital marketing refers to a marketing strategy that utilises digital platforms to reach consumers more broadly, interactively, and effectively. It has become one of the main pillars in the development of e-commerce, because it helps build brand awareness, increase consumer engagement, and facilitate direct transaction processes (Mustakim & Priyono, 2024). From a theoretical standpoint, Digital Marketing can be viewed as a key external stimulus that influences consumer cognition and behaviour by delivering information, shaping perceptions, and triggering interest through various digital touchpoints.

University students, as a generation accustomed to digital media, are highly responsive to Digital Marketing strategies, including social media campaigns, digital advertisements, and content-based promotions (Ekasari & Mandasari, 2021). This responsiveness suggests that the effectiveness of Digital Marketing depends not only on the frequency of exposure, but also on the relevance, creativity, and personalization of the content delivered. Therefore, Digital Marketing is expected to have a direct and significant relationship with purchase decisions, as it plays a crucial role in guiding consumers through the awareness and consideration stages toward final purchasing behavior. Several indicators commonly used to measure the effectiveness of Digital Marketing:

- a) Social media engagement rate, which measures the level of user interaction with content published on social media, reflecting the attractiveness and relevance of the content to consumers (Baihaqki et al., 2024).
- b) Subscription Rate, indicating the number of consumers who actively follow or subscribe to a platform, newsletter, or digital service, reflecting their interest and attachment to the brand.
- c) Click Through Rate (CTR), representing the percentage of consumers who click on digital advertisements or links, serving as an indicator of consumer interest and the effectiveness of online promotions.
- d) Duration, referring to the length of time consumers access or interact with digital content, which illustrates the level of engagement and attention toward marketing campaigns.

## 2.3 Marketing Communication (X2)

Marketing communication refers to a company's efforts to deliver effective messages to consumers so that they can understand the product, recognise the brand, and feel encouraged to make purchases. In the context of e-commerce, marketing communication is not limited to conventional promotion but also includes digital interactions that help build long-term relationships with consumers. From a theoretical perspective, marketing communication functions as a mechanism that bridges information asymmetry between sellers and consumers, particularly in online environments where direct product evaluation is not possible, thereby reducing uncertainty and perceived risk.

Effective marketing communication strategies can increase consumer trust, facilitate the decision-making process, and create a positive image for the company. Furthermore, the effectiveness of marketing communication is determined not only by message clarity but also by consistency, credibility, and the ability to engage consumers across multiple channels. This indicates a strong linkage between marketing communication and purchase decisions, as well-structured communication can shape consumer attitudes, strengthen brand perception, and ultimately influence purchasing behavior. Several indicators of marketing communication commonly used include (Qur'Ana et al., 2025):

- a. Advertising, which involves delivering product information through print, online, or digital media to attract consumer attention.
- b. Sales Promotion, including special offers, discounts, or bonus programs designed to encourage purchases.
- c. Direct Marketing, referring to communication directed directly to consumers, such as emails, personal messages, or application notifications.
- d. Personal Selling, which involves individual interaction between sellers and consumers to explain product benefits and facilitate purchases.

## 2.4 Product Quality (X3)

Product quality is one of the main factors influencing consumer purchasing decisions. High-quality products not only meet customer expectations, but also create satisfaction and long-term loyalty (Romadon et al., 2023). From a theoretical perspective, product quality represents the core value offered to consumers, which directly influences perceived value and satisfaction, ultimately shaping purchase decisions and post-purchase behaviour.

University students, as informed and critical consumers, evaluate products based on several aspects, such as performance, durability, and conformity with the promised specifications. In e-commerce, product quality can become a key differentiating factor between platforms, as consumers cannot physically examine products before making a purchase. This condition highlights that perceived product quality, often formed through product descriptions, reviews, and ratings, plays a crucial role in reducing uncertainty and building consumer trust. Therefore, product quality is expected to have a strong and direct relationship with purchase decisions, as it serves as a primary consideration in the evaluation stage of consumer decision-making in online environments.

Relevant indicators of product quality include (Baihaqki et al., 2024):

- a) Conformity with Specifications, referring to the extent to which the product matches the promised description, size, features, or characteristics.
- b) Durability, indicating how long the product can function properly before experiencing damage.
- c) Reliability, referring to the product's ability to perform consistently according to its intended purpose or user needs.
- d) Performance, which includes the effectiveness and efficiency of the product in fulfilling its primary functions as expected by consumers.

## 2.5 Hypothesis

### 2.5.1 The Influence of Digital Marketing on Purchase Decisions

Digital Marketing has become one of the main pillars of modern marketing strategies, particularly for e-commerce platforms (Azzahra, 2023). For university students, who belong to the digital native generation, Digital Marketing strategies function not only as promotional tools but also as a medium for interaction and engagement with products or brands. Through creative content, social media campaigns, digital advertisements, and loyalty programs, Digital Marketing can increase consumer awareness, generate interest, and strengthen the emotional connection between consumers and the platform (Yudhistira et al., 2023). In the context of Shopee, effective Digital Marketing enables students to quickly access product information, understand its benefits, and ultimately simplify the purchasing decision-making process (Meira, 2025). Therefore, the more intensive and targeted the Digital Marketing strategies implemented, the higher the likelihood that students will make purchases, as they feel more confident, interested, and directly engaged with the platform (Widodo & Budiarti, 2025).

H1: Digital Marketing has a significant influence on purchase decisions.

### 2.5.2 The Influence of Marketing Communication on Purchase Decisions

Marketing communication is a key element that influences consumer perceptions and attitudes towards products. A structured, clear, and persuasive communication process enables consumers to understand the value and advantages of a product more comprehensively (Widyaratna et al., 2023). For university students, effective marketing communication provides relevant information, builds trust, and helps them evaluate whether a product or service aligns with their needs and preferences (Salim

et al., 2022). Various forms of communication, including advertising, sales promotion, public relations, direct marketing, and personal selling, allow companies to establish closer interactions with consumers while simultaneously influencing purchasing decisions (Sjoraida et al., 2024). Effective interactions through marketing communication can build consumer trust, simplify the product evaluation process, and increase the likelihood that students will choose products offered on Shopee compared to other platforms.

H2: Marketing communication has a significant influence on purchase decisions.

### 2.5.3 The Influence of Product Quality on Purchase Decisions

Product quality remains one of the primary considerations in purchasing decisions, especially for university students who tend to be selective and critical when evaluating the products they buy. Product quality includes aspects such as conformity with product descriptions or specifications, reliability, performance, and durability (Permata et al., 2025). Products that meet consumer expectations can generate satisfaction, build trust in the platform, and encourage loyalty, thereby increasing the likelihood of repeat purchases. In e-commerce environments, where consumers cannot physically inspect products before buying them, product quality becomes a crucial factor in creating a sense of security and assuring consumers that the product offers appropriate value (Ekasari & Mandasari, 2021). Therefore, companies that are able to maintain and improve product quality are more likely to influence students' purchasing decisions on Shopee, as high-quality products provide certainty and positive experiences that strengthen consumer confidence.

H3: Product quality has a significant influence on purchase decisions.

### Concept Framework

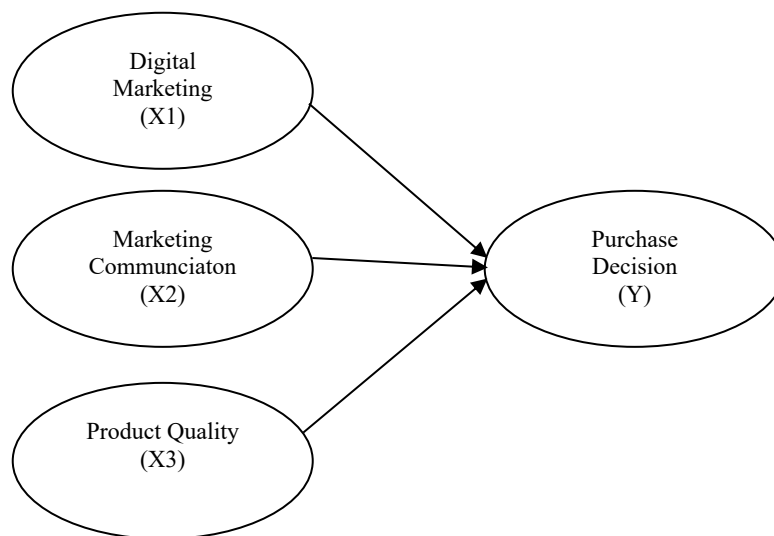


Figure 1. Research Conceptual Framework

## 3. RESEARCH METHOD

This study employed a quantitative research approach to examine the influence of Digital Marketing, Marketing Communication, and Product Quality on students' purchasing decisions on the Shopee e-commerce platform. The research was conducted at Muhammadiyah University of Sidoarjo. In this study, the population targeted by the researcher is students of the Management Study Program at Universitas Muhammadiyah Sidoarjo, with a total of 1,550 students, based on data obtained from the Academic Directorate of Universitas Muhammadiyah Sidoarjo. The sample used in this research consisted of 100 respondents, determined using the Slovin Formula, and selected through a purposive sampling technique. The criteria for the respondents were students aged between 19–25 years who had experience purchasing products through Shopee.

The sample used in this research consisted of 100 respondents, determined using the Slovin Formula, and selected through a purposive sampling technique. *The use of the Slovin formula was intended to determine a representative sample size from the population with a certain margin of error, while purposive sampling was applied to ensure that only respondents who met*

*specific criteria relevant to the research objectives were included.* The criteria for the respondents were students aged between 19–25 years who had experience purchasing products through Shopee.

The data used in this study consisted of primary data and secondary data. Primary data were collected directly from respondents through an online questionnaire distributed using Google Forms to students who had previously made purchases on Shopee. Meanwhile, secondary data were obtained from books, academic journals, scientific articles, and other relevant sources related to digital marketing, marketing communication, product quality, and purchasing decisions. The questionnaire items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree in order to capture respondents' perceptions of the research variables. *The questionnaire was developed based on established theories and prior studies, with each variable operationalised into measurable indicators to ensure construct validity and alignment with the research framework.*

Before conducting the main analysis, the research instrument was tested through validity and reliability tests to ensure that the questionnaire items were accurate and consistent in measuring the variables. *These tests were conducted to confirm that each indicator met the required statistical thresholds, thereby ensuring the reliability and credibility of the data collected.* Furthermore, the data analysis technique used in this study was multiple linear regression analysis with the assistance of SPSS version 25. Prior to the regression analysis, classical assumption tests were performed, including normality, multicollinearity, autocorrelation, and heteroscedasticity tests to ensure that the regression model met the required statistical assumptions.

## 4. RESULTS AND DISCUSSION

### 4.1 RESULT

#### 4.1.1. Validity Test

Validity testing was conducted to ensure that the research instrument actually measured the intended variables. The test results showed a significance value ( **Sig.** )  $\leq 0.05$ , indicating that all questionnaire items were declared **valid** and suitable for use in the research.

**Table 1** | Results Test Validity

Variables	Item	R Count	R- Table	Sig.	Information
X1 Digital Marketing	X1.1	0.642	0.1654	0.000	Valid
	X1.2	0.676	0.1654	0.000	Valid
	X1.3	0.626	0.1654	0.000	Valid
	X1.4	0.718	0.1654	0.000	Valid
X2 Marketing Communications	X2.1	0.514	0.1654	0.000	Valid
	X2.2	0.747	0.1654	0.000	Valid
	X2.3	0.606	0.1654	0.000	Valid
	X2.4	0.607	0.1654	0.000	Valid
X3 Quality Product	X3.1	0.477	0.1654	0.000	Valid
	X3.2	0.695	0.1654	0.000	Valid
	X3.3	0.689	0.1654	0.000	Valid
	X3.4	0.697	0.1654	0.000	Valid
Y Decision Purchase	Y1	0.790	0.1654	0.000	Valid
	Y2	0.758	0.1654	0.000	Valid
	Y3	0.607	0.1654	0.000	Valid
	Y4	0.726	0.1654	0.000	Valid
	Y5	0.657	0.1654	0.000	Valid

Source: Data Processed (2025)

The results of Table 4.1 show that all items in the variables Digital Marketing (X1), Marketing Communication (X2), Product Quality (X3), and Purchase Decision (Y) have calculated R values greater than the R-table and significance below 0.05, so all indicators are declared valid. This indicates that each question item is able to represent its variable well and is suitable for use in further analysis.

#### 4.1.2. Reliability

Reliability testing was used to evaluate the extent to which a research instrument was able to produce consistent data. The test results showed a Cronbach's Alpha value of greater than 0.6, indicating that all questionnaire items were **reliable** and suitable for use in data collection and further analysis.

**Table 2 | Results Test Reliability**

Variables	Cronbach's Alpha	Critical	Information
Digital Marketing (X1)	0.774	0.6	Reliable
Marketing Communications (X2)	0.736	0.6	Reliable
Quality Product (X3)	0.747	0.6	Reliable
Decision Purchase (Y)	0.780	0.6	Reliable

Source: Data Processed (2025)

Based on Table 4.2, it can be seen that the variables Digital Marketing (X1), Marketing Communication (X2), Product Quality (X3), and Purchase Decision (Y) have Cronbach's alpha above the critical value of 0.6. This indicates that all instruments used in this study have good consistency, so they can be said to be reliable and suitable for further analysis.

#### 4.1.3. Test Assumptions Classic

##### 1. Normality Test

A normality test was conducted to assess whether the residual data from the regression model follows a normal distribution. The test results showed that the significance value (sig.) was greater than 0.05, indicating that the residual distribution meets the assumption of normality.

**Table 3 | Results Test Normality**

Unstandardized Residual	
N	100
Test Statistics	0.704
Monte Carlo. Sig. (2- tailed)	0.692

Source: Data Processed (2025)

Table 3 shows that the significance value (Monte Carlo Sig.) is 0.692, which is above the 0.05 threshold. This indicates that the residual data follows a normal distribution, thus meeting the normality assumption in the regression model. Under these conditions, the data is ready for further analysis such as T and F tests without introducing bias due to distributional deviations.

##### 2. Test Multicollinearity

A multicollinearity test was conducted to ensure that the independent variables in the regression model did not have a strong linear relationship with each other. One of the indicators used was the Variance Inflation Factor (VIF). In this study, all independent variables had VIF values <10, indicating the absence of significant multicollinearity.

**Table 4 | Results Test Multicollinerity**

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Digital Marketing (X1)	0.993	1.007

Marketing Communications (X2)	0.686	1.458
Quality Product (X3)	0.690	1.450

Source: Data Processed (2025)

Table 4 shows that the Tolerance value of all independent variables is above 0.1 and the VIF is below 10, which indicates that there is no strong linear relationship between the variables. This means that Digital Marketing (X1), Marketing Communication (X2), and Product Quality (X3) can be analysed independently in a regression model without causing multicollinearity problems.

### 3. Test Heteroscedasticity

The heteroscedasticity test aims to ensure that the residual distribution in the regression model is consistent. Based on the test results, the significance value (sig.) is greater than 0.05, indicating the absence of heteroscedasticity. This means that the residual variables are evenly distributed, making the regression model reliable for further analysis.

**Table 5 | Results Test Heteroscedasticity**

Model	Sig.
Digital Marketing (X1)	0.225
Marketing Communications (X2)	0.231
Quality Product (X3)	0.244

Source: Data Processed (2025)

Based on Table 4.5, the significance values (Sig.) for the variables Digital Marketing (X1), Marketing Communication (X2), and Product Quality (X3) are all above 0.05, at 0.225; 0.231; and 0.244, respectively. This indicates that there is no heteroscedasticity in the model, so that the residual variation is evenly distributed.

### 4. Test Autocorrelation

An autocorrelation test is performed to determine whether the residuals in a regression model are related. This test uses the Durbin-Watson test, where if the statistical value falls within the conditions of  $dU < d < 4 - dU$ , it can be concluded that there is no autocorrelation.

**Table 6 | Results Test Autocorrelation**

Durbin-Watson
1.846

Source: Data Processed (2025)

The results in Table 4.6 show a Durbin-Watson value of 1.846, which is within the range of  $dU < d < 4 - dU$  ( $1.7364 < 1.846 < 2.2636$ ). This indicates that the residuals are not autocorrelated, so the measurement errors are independent and the regression model can be safely used to analyze the influence of independent variables on Purchasing Decisions.

#### 4.1.4. Analysis Regression Linear Multiple

Multiple Linear Regression Analysis is used to assess the influence of more than one independent variable on a dependent variable simultaneously. In this study, this method was applied to analyze the impact of Digital Marketing (X1), Marketing Communication (X2), and Product Quality (X3) on students' Purchasing Decisions (Y) on e-commerce platforms. The regression model is:

**Table 7 | Results Test Analysis Regression Linear Multiple**

Model	Unstandardized	Standardized Coefficient	
	Coefficient		
	B	Std. Error	Beta
(Constant)	7.247	1.845	
Digital Marketing (X1)	0.128	0.059	0.144
Marketing Communications (X2)	0.198	0.084	0.188
Product Quality (X3)	0.797	0.101	0.630

Source: Data Processed (2025)

Based on Table 4.7, the regression coefficients for each independent variable are obtained which show their influence on the Purchasing Decision (Y), with the following results :

$$Y = 7.247 + 0.128 X_1 + 0.198 X_2 + 0.797 X_3$$

- Digital Marketing (X1) has a coefficient of 0.128. Each increase in the Digital Marketing strategy will increase students' purchasing decisions by 0.128 units, indicating a positive influence of this variable on purchasing decisions.
- Marketing Communication (X2) has a coefficient of 0.198. Increasing the effectiveness of marketing communication contributes to an increase in purchasing decisions by 0.198 units, indicating a positive influence on consumer behavior.
- Product Quality (X3) has a coefficient of 0.797, Product Quality has the greatest influence, where each increase in product quality increases purchasing decisions by 0.797 units, thus becoming the dominant factor in determining students' purchasing decisions.

#### 4.1.5. Test Hypothesis

The Partial Test (T-Test) is used to assess the influence of each independent variable individually on the dependent variable. If the significance value (sig.) is  $< 0.05$ , the variable is considered to have a significant influence on the Purchasing Decision.

**Table 8 | Results test partial ( t-test)**

Model	t	Sig.	Conclusion
Digital Marketing (X1)	2.168	0.033	Influential
Marketing Communications (X2)	2.357	0.020	Influential
Quality Product (X3)	7.900	0.000	Influential

Source: Data Processed (2025)

Based on the results of the T test in Table 4.x, all independent variables show a significant influence on students' purchasing decisions :

- Digital Marketing (X1) with  $t = 2.168$  and sig. 0.033 has a significant effect on Purchasing Decisions, indicating that a good digital strategy improves purchasing decisions.
- Marketing Communication (X2) with  $t = 2.357$  and sig. 0.020 also has a significant influence, indicating that effective communication drives purchasing decisions.
- Product Quality (X3) with  $t = 7.900$  and sig. 0.000 has the greatest influence, indicating that product quality greatly determines students' purchasing decisions.

## 4.2 DISCUSSION

### 4.2.1. The Influence of the Digital Marketing Variable on the Purchase Decision Variable

The regression test results indicate that digital marketing has a positive influence on purchase decisions. The positive coefficient value suggests that the more effective the digital marketing strategies implemented, the higher the likelihood that students will make purchasing decisions. These strategies include the use of social media, online advertisements, interactive promotional content, and engaging digital campaigns. Research by Qur'Ana et al. (2023) and Ekasari & Mandasari (2021) also supports this finding, showing that Digital Marketing can increase consumer purchase intentions through accurate information delivery and creative promotional strategies.

These findings imply that digital marketing not only functions as a promotional tool, but also plays a strategic role in shaping consumer perceptions and trust, particularly among digitally literate students. The effectiveness of digital campaigns may be closely related to how well the content resonates with the target audience's preferences and online behaviour patterns. However, contrasting findings have been reported by Mulyana et al. (2024) and Aruna et al. (2024), who argue that, while Digital Marketing does play a role, it may not always be as influential as other factors, such as product price or brand trust. Mulyana et al. (2024) found that some consumers are more influenced by price comparisons and promotions than by Digital Marketing.

This difference suggests that the impact of digital marketing can be context-dependent, where factors such as consumer characteristics, purchasing power, and product type may moderate its effectiveness. Therefore, Digital Marketing strategies should be integrated with competitive pricing and trust-building efforts to achieve optimal results. In the context of e-commerce practice, this highlights the importance of developing informative and engaging content, maintaining responsive interaction with consumers, and implementing relevant promotional activities, in order to optimize purchasing decisions. Furthermore, these results emphasise the need for businesses to continuously evaluate and adapt their Digital Marketing strategies in line with evolving consumer trends and technological advancements, ensuring sustained effectiveness in influencing purchase decisions.

### 4.2.2. The Influence of the Marketing Communication Variable on the Purchase Decision Variable

Marketing Communication is proven to have a significant influence on students' Purchase Decisions. This finding indicates that delivering product information clearly, accurately, and consistently can create positive consumer perceptions and encourage them to make purchasing decisions. Studies by Qur'Ana et al. (2025) and Sjoraida et al. (2024) emphasize the importance of effective communication in building relationships with consumers, improving product image, and strengthening purchasing decisions.

These findings suggest that Marketing Communication not only serves as a medium for information delivery but also functions as a persuasive mechanism that shapes consumer attitudes and reduces uncertainty in online purchasing environments. Clear and consistent communication can enhance consumer confidence, especially when physical product evaluation is not possible.

However, different findings have been reported by Mulyana et al. (2024) and Zubaidah (2024), who argue that while marketing communication is important, other factors like competitive pricing or product variety may have a bigger impact. Mulyana et al. (2024) found that, in some cases, consumers are more influenced by lower prices and discounts than by promotional messages.

This indicates that the effectiveness of Marketing Communication may depend on how well it is integrated with other marketing elements, such as pricing strategies and product differentiation. Consumers may prioritize economic value over communication appeal, particularly in highly competitive e-commerce environments. In the e-commerce context, marketing communication can be implemented through accurate product descriptions, the use of customer reviews and testimonials as social proof, quick responses to customer inquiries or complaints, and attractive and timely promotions. These strategies help consumers better understand product value and encourage them to make faster and more appropriate purchasing decisions.

### 4.2.3. The Influence of the Product Quality Variable on the Purchase Decision Variable

Product Quality shows the most dominant influence on Purchase Decisions, indicating that product quality is a primary consideration for students before making a purchase. The high coefficient value suggests that improvements in product quality significantly increase purchasing decisions. This finding is consistent with the studies of Meira (2025), Palupi et al. (2025), and Baihaqki et al. (2024), which confirm that product quality is often the main determining factor in consumer decision-making, sometimes even more influential than marketing or promotional factors.

These findings imply that Product Quality serves as the core value proposition that directly affects consumer satisfaction and trust, especially in an online shopping environment where consumers cannot physically inspect products, making perceived quality a critical determinant in reducing perceived risk and strengthening purchase confidence. However, contrary findings reported by Alfin & Sutopo (2024) and Aruna et al. (2024) indicate that while product quality plays a role in purchasing decisions, other factors such as brand image and marketing communication may have a more substantial impact in certain e-commerce contexts. This suggests that the influence of Product Quality may vary depending on market conditions and consumer priorities, where in highly competitive markets, strong branding and effective communication strategies can complement or even enhance the perceived value of product quality, highlighting the importance of adopting a more holistic and integrated marketing approach.

In practical implementation, e-commerce sellers must ensure that the products offered meet quality standards, have complete and accurate descriptions, and align with customer expectations. High-quality products not only increase consumer satisfaction but also encourage repeat purchases and build long-term customer loyalty. Furthermore, this finding highlights that maintaining consistent product quality is essential for sustaining competitive advantage, as satisfied customers are more likely to engage in positive word-of-mouth and contribute to long-term business growth in the e-commerce sector.

## 5. CONCLUSION

Based on the research results, it is known that Digital Marketing, Marketing Communication, and Product Quality positively and significantly influence students' Purchasing Decisions on the Shopee e-commerce platform. Digital Marketing plays a role in increasing purchasing interest through online promotional strategies and interactive content, while Marketing Communication helps shape positive consumer perceptions through the delivery of clear information and responsive interactions. Meanwhile, Product Quality is the most dominant factor, where good product quality greatly determines students' purchasing decisions. Overall, the combination of these three factors shows that an integrated marketing strategy, effective communication, and guaranteed product quality are the main keys to increasing purchasing interest, satisfaction, and consumer loyalty.

## 6. LIMITATION AND IMPLICATION

### 6.1. LIMITATION

This study has several limitations that may affect the breadth and applicability of the findings. First, the research only examines three independent variables—Digital Marketing, marketing communication, and product quality—in explaining students' purchasing decisions on the Shopee platform. In reality, purchasing decisions in e-commerce environments are influenced by many other factors such as price perception, brand reputation, trust, promotional strategies, and social influence. Since these additional variables were not included in the model, the results may not fully represent the overall complexity of consumer decision-making in online shopping contexts.

Second, the data in this research were collected through questionnaires, which depend on respondents' perceptions and self-reported responses. Such responses may be subjective and could differ from actual consumer behavior when making purchasing decisions. Moreover, the respondents were limited to students from Muhammadiyah University of Sidoarjo, which may restrict the generalization of the findings to other populations with different demographic or socioeconomic characteristics.

Third, this research was conducted within a specific period and focused exclusively on the Shopee e-commerce platform. Consumer preferences and online shopping behavior may change over time due to rapid technological development, evolving Digital Marketing strategies, and shifts in consumer trends. Therefore, the results of this study represent conditions during the time of data collection and may produce different outcomes if examined in other contexts or timeframes.

## 6.2. IMPLICATION

This research provides both theoretical and practical contributions to the understanding of consumer behavior in digital marketplaces. From a theoretical perspective, the findings offer empirical evidence supporting the role of Digital Marketing, marketing communication, and product quality in influencing consumer purchasing decisions. The results strengthen marketing theory by highlighting that well-executed Digital Marketing strategies and effective communication can significantly shape consumer perceptions, attitudes, and purchase intentions in e-commerce environments. Additionally, the study underlines the importance of product quality in establishing consumer trust and satisfaction, particularly in online transactions where consumers cannot directly examine the products before purchasing.

Moreover, this study distinguishes itself from previous research by focusing specifically on university students within a single institutional context and examining the combined influence of Digital Marketing, marketing communication, and product quality on a widely used e-commerce platform. This integrated approach provides a more contextualized and focused contribution, highlighting behavioral patterns of a specific consumer segment that are often generalized in prior studies.

From a practical standpoint, the findings provide valuable insights for companies and e-commerce platforms in developing more effective marketing strategies. Businesses are encouraged to improve their Digital Marketing activities, strengthen communication with consumers, and maintain consistent product quality to enhance consumer trust and encourage purchasing decisions. By focusing on these aspects, companies can design strategies that more effectively attract and retain consumers, particularly university students who represent an active and influential segment in the digital commerce market. In addition, the study contributes practical insights by emphasizing that strategies targeting student consumers should not only rely on promotional intensity but also integrate communication clarity and consistent product quality to achieve sustainable competitive advantage in the e-commerce sector.

## REFERENCES

- Alfin, M., & Sutopo, S. (2024). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Online di Marketplace Shopee. *Jurnal Transformasi Bisnis Digital Учредители: Asosiasi Riset Ilmu Manajemen Dan Bisnis Indonesia*, 1(4), 11–24. <https://doi.org/10.61132/jutrabidi.v1i4.202>
- Ambarwati, R. (2022). *Buku ajar metode penelitian manajemen*. Umsida Press, 1–326.
- Arini, Y. T., Kusuma, K. A., & Hariasih, M. (2025). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan Pada Indomaret Fresh Raya Jati Sidoarjo. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 9(1), 1160–1180 <https://doi.org/10.31955/mea.v9i1.5136>.
- Aruna, S. T., Hariasih, M., & Pebrianggara, A. (2024). Pengaruh Brand Ambassador, Brand Image Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Garnier Sakura Glow. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 228–245. <https://doi.org/10.31955/mea.v8i2.4025>
- Azzahra, A. R. (2023). Pengaruh Digital Marketing dan Word of Mouth Terhadap Keputusan Pembelian Produk Mixue di Daerah Jakarta Timur. *Jurnal Ekonomi Bisnis Antartika*, 1(2), 88–96 <https://doi.org/10.70052/jeba.v1i2.80>.
- Baihaqqi, W. A., Hariasih, M., & Sari, D. K. (2024). Digital Marketing, Online Customer Review, dan Kualitas Produk terhadap Keputusan Pembelian Mahasiswa UMSIDA pada E-Commerce Shopee. *Jurnal E-Bis*, 8(2), 780–793. <https://doi.org/10.37339/e-bis.v8i2.1874>
- Devi, A. C., & Fadli, U. M. D. (2023). Analisis keputusan pembelian produk e-commerce Shopee di kalangan mahasiswa Universitas Buana Perjuangan Karawang. *Journal of Student Research*, 1(5), 113–123. <https://doi.org/10.55606/jsr.v1i5.1628>
- Ekasari, R., & Mandasari, E. D. (2021). Pengaruh kualitas produk, Digital Marketing dan citra merek terhadap keputusan pembelian lipcream Pixy di Kabupaten Sidoarjo. *IQTISHADequity Jurnal Manajemen*, 4(1), 1–10.

<https://doi.org/10.51804/iej.v4i1.1583>

- Fitriani, R. D. P., Hariasih, M., & Indayani, L. (2025). Analisis Customer Review, Brand Image dan Celebrity Endorser terhadap Keputusan Pembelian Produk Luxcrime di Tiktok Shop. *Paradoks: Jurnal Ilmu Ekonomi*, 8(3), 971–984. <https://doi.org/10.21070/ups.8623>
- Fitriyah, S. N. L., Sari, D. K., & Hariasih, M. (2025). Peran Digital Marketing , daya tarik, dan eWOM dalam meningkatkan minat berkunjung ke Taman Ghanjaran Desa Wisata Ketapanrame Trawas. *Journal of Economic, Management, Accounting and Technology*, 8(1), 169–186. <https://doi.org/10.32500/jematech.v8i1.8949>
- Hasan, H., Bora, M. A., Afriani, D., Artiani, L. E., Puspitasari, R., Susilawati, A., Dewi, P. M., Asroni, A., Yunesman, Y., & Merjani, A. (2025). Metode penelitian kualitatif. Yayasan Tri Edukasi Ilmiah.
- Kurniawan, S. A., Amien, N. N., Naruliza, E., Noya, R. S., Patty, M. R., Bindas, A., Salfitri, M., Ijan, M. C., & Waileruny, H. T. (2025). Metode Penelitian Manajemen. Mega press nusantara.
- Leon, F. M., Suryaputri, R. V., & Purnamaningrum, T. K. (2023). Metode penelitian kuantitatif: Manajemen, keuangan, dan akuntansi. Penerbit Salemba.
- Maktita, N., & Panjaitan, H. (2023). Pengaruh Digital Marketing , Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Ulang Produk Skincare Lokal Pada Mahasiswa Universitas 17 Agustus 1945 Surabaya. *Inisiatif: Jurnal Ekonomi, Akuntansi Dan Manajemen*, 2(4), 76–87. <https://doi.org/10.30640/inisiatif.v2i4.1413>
- Meira, K. D. (2025). Pengaruh Strategi Digital Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Di Marketplace Shopee (Studi Kasus Di Masyarakat Kota Cirebon). *Jurnal Adijaya Multidisplin*, 3(04), 565–581. <https://doi.org/10.33884/scientiajournal.v7i4.10345>
- Mulyana, A., Susilawati, E., Fransisca, Y., Arismawati, M., Madrapriya, F., Phety, D. T. O., Putranto, A. H., Fajriyah, E., Kurniawan, R., & Asri, Y. N. (2024). Metode penelitian kuantitatif. Tohar Media.
- . Mustakim, N., & Priyono, B. P. (2024). Pengaruh Digital Marketing dan brand awareness terhadap keputusan pembelian pada produk Perumda Dharma Jaya Provinsi DKI Jakarta. *Journal of Business Administration Economics & Entrepreneurship*, 1–12 <https://doi.org/10.63848/obis.v06n2.5>
- Nuraeni, Y. S., & Irawati, D. (2021). Pengaruh online customer review, kualitas produk, dan promosi terhadap keputusan pembelian pada marketplace shopee (Studi kasus pada mahasiswa UBSI). *Procuratio: Jurnal Ilmiah Manajemen*, 9(4), 439–450. <https://doi.org/10.35145/procuratio.v9i4.1704>
- Palupi, T. D. E., Aravik, H., & Choirunnisak, C. (2025). Pengaruh Kualitas Produk, Harga, dan Penilaian Produk Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Jurnal Ilmiah Mahasiswa Perbankan Syariah (JIMPA)*, 5(1), 105–128. <https://doi.org/10.36908/jimpa.v5i1.540>
- Permata, F., Noprizal, N., & Fitmawati, F. (2025). Pengaruh Harga, Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian pada Home Industri Rapindo Coffee di Kabupaten Kepahiang. *Institut Agama Islam Negeri Curup*. <https://doi.org/10.36985/vga6r922>
- Qur'Ana, D. U., Hariasih, M., & Sari, D. K. (2025). Pengaruh Komunikasi Pemasaran, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Krupuk Pratama Di Sidoarjo. *REVITALISASI: Jurnal Ilmu Manajemen*, 14(2), 446–454. <https://doi.org/10.32503/revitalisasi.v14i2.7915>
- Rizkiani, S., Sigit, K. N., & Kurniawan, D. D. (2025). Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Toko Cerah Fashion di Limpung. *Journal House of Business, Economics, Accounting, and Management*, 1(1), 15–29. <https://doi.org/10.30656/jm.v1i1i.2550>
- Romadon, A. S., Pramusinto, M. A., & Kamelia, S. N. (2023). Pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian melalui shopee. *Solusi*, 21(3), 259–269. <https://doi.org/10.26623/slsi.v21i3.7080>
- Salim, H. S., Goh, T. S., & Margery, E. (2022). Pengaruh komunikasi pemasaran dan produk terhadap keputusan pembelian di PT. Furnilux Indonesia. *Jurnal Bisnis Kolega*, 8(1). <https://doi.org/10.57249/jbk.v8i1.75>
- Santoso, O. R. S. (2024). Digital Marketing : Antara peluang dan tantangan etika bisnis. *Innovative: Journal Of Social Science Research*, 4(4), 12940–12952. <https://doi.org/10.31004/innovative.v4i3.10537>
- Situmorang, A. C. V., & Siregar, Z. (2024). Analisis Strategi Digital Marketing dan Hedonisme terhadap Purchase Decision iPhone pada Mahasiswa Fakultas Ekonomi Universitas Negeri Medan. *Jurnal Riset Bisnis Dan Manajemen Tirtayasa*, 8(2), 149–158. <https://doi.org/10.35448/jrbmt.v8i2.29758>
- Sjoraida, D. F., Simamora, B., Diwyarthi, N. D., Setianti, Y., & Aisyah, S. (2024). Analisa Pengaruh Komunikasi Pemasaran, Electronic Word of Mouth dan Kualitas Produk Terhadap Keputusan Pembelian iPhone. *Jurnal Emt Kita*, 8(3), 1145–1152. <https://doi.org/10.35870/emt.v8i3.2738>

- Somsom, S., Alamanda, R., Maharani, D., Ruhamafillah, S., Jannah, I. C. C., & Arum, D. P. (2024). Pengaruh E-Commerce terhadap Perilaku Konsumtif Mahasiswa di Era Digital. *Mutiara: Multidisciplinary Scientific Journal*, 2(11). <https://doi.org/10.57185/mutiara.v2i11.283>
- Widodo, B. N., & Budiarti, E. (2025). Ekonomi Dan Bisnis Pengaruh Digital Marketing , Kualitas Produk, Dan Store Atmosphere Terhadap Keputusan Pembelian McDonald's Di Surabaya (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas 17 Agustus 1945 Surabaya: Pemasaran. *Research Journal of Social Science and Economics*, 1(3), 340–350. <https://doi.org/10.60036/jbm.648>
- Widyaratna, L., Purwantoro, H., & Pamikiran, V. N. (2023). Pengaruh komunikasi pemasaran dan pengalaman pemasaran terhadap keputusan pembelian di marketplace Shopee. *JAMIN: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 6(1), 19–34. <https://doi.org/10.47201/jamin.v6i1.182>
- Yudhistira, S. N., Putri, R., & Sakiinah, F. (2023). Pengaruh Digital Marketing Dan Potongan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus pada Mahasiswa FE Prodi Manajemen Universitas Islam “45” Bekasi. *Media Riset Bisnis Ekonomi Sains Dan Terapan*, 1(2), 84–97. <https://doi.org/10.54367/kukima.v2i2.3121>
- Zubaidah, S. (2024). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Di E-Commerce Pada Mahasiswa Pendidikan Ekonomi. *Multiplier Effect: Jurnal Riset Mahasiwa Pendidikan Ekonomi*, 1(1), 1–15 <https://doi.org/10.23887/ekuitas.v12i1.75757>.

**Conflict of Interest Statement:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Copyright © 2026 *Misti Hariasih*\*. This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY). The use, distribution or reproduction in other forums is permitted, provided the original author(s) and the copyright owner(s) are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.