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PT. BERKAH DIGITAL TEKNOLOGI

REMICS

ANALYSIS OF PURCHASING DECISIONS ON THE SHOPEE MARKETPLACE: A STUDY OF THE PEOPLE OF SUMEDANG CITY

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Abstract

Purpose: Sumedang City on the Shopee marketplace and identify the key factors influencing these decisions, including ease of use, promotions, consumer reviews, trust, product quality, and payment methods. The findings are expected to provide insights into consumer behavior and support the development of effective digital marketing strategies.

Research Methodology: This study employed a qualitative research design with a descriptive approach to explore purchasing decision behavior among the people of Sumedang City on the Shopee marketplace. The research was conducted in Sumedang City, where online marketplace usage is relatively high. Data were collected from primary and secondary sources. Primary data were obtained through in-depth, semi-structured interviews with selected informants who had prior experience shopping on Shopee, while secondary data were gathered from academic literature, journals, and relevant reports related to consumer behavior and e-commerce. Ensure data validity, triangulation of sources and methods was applied, along with member checking. Ethical considerations were maintained throughout the research by ensuring voluntary participation, informed consent, and confidentiality of informants' identities.

Results: The findings indicate that purchasing decisions among the people of Sumedang City on Shopee are influenced by product confidence, purchasing habits, recommendations from others, and the tendency to make repeat purchases. Overall, the people of Sumedang City have positive shopping experiences on Shopee, as the platform is considered practical, efficient, and offers various promotional benefits. However, some challenges remain, such as delivery delays and discrepancies between product descriptions and actual products received. This study is expected to contribute to the development of digital marketing strategies and serve as a reference for local business actors in optimizing the use of marketplaces.

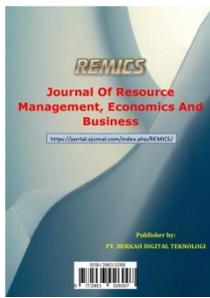
Limitations: This study is limited by its qualitative approach and the relatively small number of informants, which may restrict the generalizability of the findings beyond the context of Sumedang City. In addition, the research focuses on a single marketplace platform (Shopee), so consumer behavior on other e-commerce platforms may differ.

Contribution: This study contributes to marketing management, consumer behavior, and digital commerce by providing insights into purchasing decisions in a local Indonesian context. The findings are useful for e-commerce platforms, online sellers, and researchers in developing and studying digital marketing strategies and online consumer behavior.

Keywords: *purchasing decision, marketplace, Shopee, consumer behavior, Sumedang City*



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1. INTRODUCTION

The rapid advancement of internet technology has facilitated efficient and fast processes, thereby encouraging the emergence of new lifestyles among individuals. Technological progress has enabled the global dissemination of information and enhanced public understanding across various domains. The widespread use of internet technology for daily activities such as facilitating transactions and building extensive business networks illustrates the limitless development of technology. This advancement allows individuals to engage in activities without being constrained by geographical and temporal limitations. Currently, the Shopee platform is experiencing significant and rapid growth.

The increasing trend of online shopping is driven by consumers' needs for practicality and efficiency. Prior to the emergence of e-commerce platforms, consumers often faced difficulties in fulfilling their needs, particularly for products that were not available in their local areas. With the presence of e-commerce, consumers feel assisted by the ease of obtaining desired products using only a smartphone, anytime and anywhere, through online purchasing transactions.

At present, many marketplaces operate in Indonesia, one of which is Shopee the focus of this study. Shopee is one of the most popular online shopping platforms, providing a space for sellers and buyers to conduct transactions free of charge. Additionally, Shopee offers an escrow payment system that guarantees transaction security. However, consumer purchasing decisions on marketplaces are not influenced solely by promotional factors. Other aspects such as trust, information quality, consumer reviews, ease of application use, and seller service quality also play important roles in shaping final purchasing decisions. Moreover, the diverse geographical and demographic conditions of the people of Sumedang may influence the level of adoption and preference for online shopping.

Based on these phenomena, an in-depth study is needed to understand how these factors shape purchasing decisions among the people of Sumedang City on Shopee. A comprehensive understanding of local consumer behavior is essential not only for the development of digital marketing knowledge but also for local business actors seeking to leverage marketplaces to enhance competitiveness. Therefore, this research is relevant for analyzing key variables influencing purchasing decisions on Shopee and for providing insights into more effective marketing strategies in the digital era.

Interviews with residents of Sumedang revealed that Shopee is perceived as more practical and time-efficient. One informant stated, *"When shopping on Shopee, I just click without needing to go to the market or store. It's faster, and prices can be compared first."* This indicates that efficiency and flexibility are major reasons for marketplace usage. Promotional features such as free shipping, discount vouchers, and flash sales also significantly influence purchase intentions. A housewife mentioned, *"I often shop for household needs on Shopee because there are many free shipping promotions. It helps save money."*

Trust is another crucial factor. Most respondents stated that they prefer purchasing from stores with positive reviews. A university student explained, *"If the reviews are good and there are many five-star ratings, I feel confident buying. Otherwise, I'm afraid the product won't match*

the description." This demonstrates that consumer reviews and seller reputation are integral to the purchasing decision-making process. Additionally, payment system flexibility such as Cash on Delivery (COD), bank transfers, and e-wallets makes shopping more convenient. One private employee stated, "I like COD because I can check the product when it arrives. It feels safer."

Despite some complaints regarding delivery delays or product discrepancies, most informants believe that the benefits of using Shopee outweigh these challenges. The interview results indicate that purchasing decisions among the people of Sumedang are influenced by application usability, promotions, trust in reviews, product quality, and payment flexibility. Therefore, further analysis is necessary to identify dominant factors shaping purchasing decision behavior and to provide a comprehensive understanding of consumer behavior in the digital era, particularly in Sumedang City. This aligns with the statement that purchasing decisions are essentially well-considered actions, taking into account various aspects related to product advantages and uniqueness (Hemayani & Masdaini, 2022).

This study aims to describe the purchasing behavior of the people of Sumedang City on the Shopee marketplace and to explain the factors influencing these decisions, including ease of application use, promotions, consumer reviews, trust levels, and payment methods. Additionally, this research seeks to explain consumers' shopping experiences on Shopee, including satisfaction and challenges encountered, as well as the primary reasons why Shopee is preferred over other online shopping platforms.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

According to Kotler and Keller (2012:5), "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others." Abdullah (2017) defines marketing as a social and managerial process through which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with others. Based on these definitions, marketing can be understood as a series of processes to create, communicate, and deliver value to customers while managing strong customer relationships. Marketing begins with satisfying human needs and evolves into fulfilling human desires.

Human life is closely related to buying and selling activities. Before making a purchase, consumers usually undergo a purchasing decision process. A purchasing decision refers to an individual's involvement in choosing and buying a product offered by a seller. According to Suharno (2010:96), a purchasing decision is the stage at which the buyer has determined their choice and proceeds to purchase and consume the product. The consumer decision-making process begins with awareness of needs and desires and includes stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Stephen and Coulter (in Fahmi, 2016:63) state that decision-making is a series of stages involving the evaluation of alternatives. Schiffman and Kanuk (in Tjahjono et al., 2013) explain that a decision involves selecting one option from two or more alternatives. Thus, purchasing decisions involve choosing among multiple alternatives, initiated by need recognition.

According to Kotler (2021), purchasing decisions can be analyzed through key indicators such as product confidence, purchasing habits, recommendations from others, and repeat purchase behavior.

2.2. Hypothesis Development

Related The development of hypotheses in this study is driven by the literature reviewed and the identified key factors that influence purchasing decisions on the Shopee platform. Drawing from previous research in consumer behavior, digital marketing, and e-commerce platforms, several hypotheses are proposed to test the relationships between various factors and their impact on consumer purchasing decisions in Sumedang City.

- (H1): The ease of use of the Shopee application positively influences the purchasing decisions of consumers in Sumedang City.
- (H2): Promotional offers such as discounts, free shipping, and flash sales significantly influence the purchasing decisions of Shopee users in Sumedang City.
- (H3): Consumer trust, as influenced by reviews and seller reputation, has a significant positive effect on purchasing decisions on Shopee in Sumedang City.
- (H4): Product quality, as perceived through consumer reviews and product information, has a positive influence on purchasing decisions on the Shopee platform.
- (H5): The availability of diverse payment options, such as Cash on Delivery (COD), bank transfers, and e-wallets, positively affects the purchasing decisions of consumers in Sumedang City.

By examining these hypotheses, this study aims to provide a comprehensive understanding of the factors influencing consumer purchasing behavior on Shopee in Sumedang City and contribute to the development of more effective digital marketing strategies tailored to local consumer preferences.

3. RESEARCH METHODOLOGY

This study employs a qualitative research method with a descriptive approach to gain an in-depth understanding of how people in Sumedang City make purchasing decisions on Shopee. Data were obtained from primary sources through in-depth interviews and from secondary sources such as literature, journals, and relevant reports. Informants were selected using purposive sampling based on specific criteria. Data were analyzed using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing. Data validity was ensured through triangulation and member checking, while research ethics were strictly maintained.

4. RESULTS AND DISCUSSIONS

4.1. Results

This section presents the findings of the study on how the people of Sumedang City make purchasing decisions on the Shopee marketplace. The discussion is based on data obtained from in-depth interviews, observations, and transaction documentation provided by the informants. The analysis refers to key indicators of purchasing decisions, including product confidence, purchasing habits, recommendations from others, and the tendency to make repeat purchases.

1. Product Confidence in Purchasing Decision-Making

Based on the interview results, most informants stated that they felt more confident in purchasing a product after reviewing product details, consumer reviews, and price comparisons available on Shopee. Product confidence is not formed solely from the specifications provided by sellers, but also from various platform features such as photo-based reviews, star ratings, and video reviews from previous buyers. Informants also noted that Shopee helps them assess product quality before making a purchase. Many respondents expressed greater trust in stores labeled as “Star Seller,” “Shopee Mall,” or those with high ratings.

These findings indicate that purchasing decisions are influenced not only by consumer needs or desires, but also by perceived product quality shaped through the information available on the platform. In the context of Sumedang City, product confidence is formed through a combination of digital information and other users’ experiences, resulting in more rational decision-making while still being influenced by emotional factors such as trust and transaction security.

2. Purchasing Habits on Shopee

Interview results reveal that purchasing habits play an important role in shaping consumer decisions. Most informants admitted that they had become accustomed to shopping on Shopee due to ease of access, convenient payment systems, and frequent promotional offers. Consumers feel comfortable with the application interface, fast checkout process, and promotional notifications that continuously encourage shopping activity.

Several informants explained that their purchasing habits were formed because Shopee offers relatively lower prices compared to other marketplaces. These habits are also influenced by the convenience of using ShopeePay, Cash on Delivery (COD), and bank transfers commonly used by the people of Sumedang. An interesting finding is the habit of checking shipping costs or choosing stores located closer to Sumedang before purchasing. Consumers tend to select sellers offering low or free shipping through Shopee’s shipping subsidy programs. This strengthens the finding that purchasing habits are influenced not only by past experiences, but also by platform features that create convenience and efficiency.

3. Influence of Recommendations from Others

Recommendations from others—including friends, family members, influencers, and fellow users’ reviews—have a significant influence on purchasing decisions. Interview results show that several informants often seek opinions from others before purchasing relatively expensive products such as electronics, household appliances, or skincare products. Consumer reviews on Shopee serve as an important reference, particularly reviews accompanied by photos or videos, which are considered more convincing than seller-provided descriptions. Some informants stated that they would avoid purchasing products with poor reviews even if the price was low.

In addition, several informants admitted being influenced by recommendations from influencers on platforms such as TikTok and Instagram. The phenomenon commonly referred to as “TikTok poisoning” was mentioned as a major reason for trying new products. This indicates

that social recommendations, both direct and indirect, act as strong psychological factors influencing purchasing decisions among the people of Sumedang City.

4. Repeat Purchases as an Indicator of Consumer Satisfaction

Repeat purchases emerged as an important finding in this study. Most informants reported repurchasing from the same store when their previous shopping experience was satisfactory. Factors encouraging repeat purchases include product quality meeting expectations, fast delivery, affordable prices, and responsive seller service.

Some informants stated that they have specific “favorite stores” on Shopee for certain products such as clothing, household items, or snacks. This tendency reflects the formation of consumer loyalty not only toward products, but also toward specific sellers within the platform. Interestingly, promotions and cashback remain key drivers of repeat purchases among younger informants. They perceive greater value when shopping on Shopee due to frequent discount vouchers. Therefore, repeat purchases are influenced by a combination of satisfaction from previous experiences and economic incentives in the form of promotions.

5. Overall Consumer Experience with Shopee in Sumedang City

Overall, the findings indicate that the people of Sumedang City have positive experiences using Shopee. The platform is perceived as helpful in meeting consumer needs quickly, practically, and efficiently. Features such as Shopee Mall, seller ratings, diverse payment methods, and free shipping programs are considered highly supportive in the decision-making process.

However, some complaints were also reported, including delivery delays during peak periods, discrepancies in product color or size, and differences between product photos and actual items received. Nevertheless, these issues do not discourage consumers from continuing to use Shopee. Instead, they make consumers more selective when choosing sellers or products.

4.2 Discussions

The findings of this study provide a detailed overview of the factors influencing purchasing decisions among the people of Sumedang City on the Shopee marketplace. The results are consistent with existing literature on online consumer behavior and digital marketing, while also offering new insights specific to the local context of Sumedang City.

1. Product Confidence and Its Impact on Purchasing Decisions

The study confirms that product confidence plays a significant role in shaping purchasing decisions, as consumers in Sumedang City tend to base their purchases on the information available on the Shopee platform, including product specifications, consumer reviews, and seller ratings. This finding aligns with previous studies that suggest consumers increasingly rely on online reviews and product information to reduce purchase uncertainty (Kotler, 2021; Fauzi, 2021). By integrating reviews, star ratings, and photos, Shopee provides a platform where consumers can validate their product choices, thereby fostering a sense of confidence in the purchase. This is particularly important for consumers in Sumedang, who may not have direct access to physical stores that could provide immediate product evaluations.

2. Purchasing Habits and Repeat Purchases

The study highlights the role of purchasing habits in driving repeat purchases, particularly influenced by factors such as ease of use, payment flexibility, and promotional offers. As noted by Husniyyah et al. (2024), consumers develop habitual behaviors over time, which are reinforced by positive experiences. In Sumedang City, consumers' familiarity with Shopee's user interface, fast payment systems, and attractive promotions have created a pattern of repeated use. The habit of shopping on Shopee is further strengthened by the convenience of payment options, including Cash on Delivery (COD), which enhances trust and satisfaction. This finding is in line with previous research that underscores the role of convenience and habit in digital consumer behavior (Ulya et al., 2025). Furthermore, the tendency to repurchase from the same sellers suggests that consumer loyalty is developing in the context of Shopee's extensive product offerings and reliable service.

3. Influence of Recommendations from Others

A key discovery in this study is the significant influence of recommendations from others, whether from family members, friends, or online influencers, in shaping purchasing decisions. This is particularly important in Sumedang, where trust in local networks plays a crucial role in decision-making. According to Syamsudin et al. (2025), social influences such as recommendations and reviews can sway consumers' decisions more effectively than direct marketing. The "TikTok poisoning" phenomenon, where influencers and online content encourage spontaneous purchases, was also found to be relevant in the local context. As consumers in Sumedang are influenced by both direct social interactions and online content, this study emphasizes the growing role of social media in shaping purchasing habits, especially among younger consumers who are more active on platforms like Instagram and TikTok.

4. Challenges in Product Expectations and Delivery Issues

While the overall consumer experience on Shopee was positive, the study also revealed challenges related to product discrepancies and delivery delays. These issues are not uncommon in e-commerce, particularly during high-demand periods. However, the impact of these challenges on purchasing decisions should not be underestimated. As reported in the findings, consumers tend to be more selective when choosing sellers and products, relying heavily on reviews and ratings to gauge reliability. This behavior aligns with research by Hokil et al. (2025), which suggests that transparency and product consistency are critical to maintaining consumer trust in e-commerce platforms. Therefore, Shopee and other online marketplaces need to continue refining their delivery systems and ensure that product descriptions accurately reflect the actual items.

5. Payment Methods and Consumer Confidence

The availability of diverse payment options on Shopee has been a major factor influencing purchasing decisions. As noted by Syamsudin et al. (2024), offering multiple payment methods increases consumer confidence and encourages purchases by making transactions more flexible and accessible. In Sumedang, where consumers may have varying preferences for payment methods, the presence of options such as COD, e-wallets, and bank transfers provides a sense of security. This flexibility in payment methods is particularly beneficial in rural areas, where access to credit cards or digital

banking may be limited. The findings suggest that the more payment options a platform offers, the more likely consumers are to complete their purchases, reinforcing the importance of payment accessibility in e-commerce.

6. Local Contextual Factors

One of the unique contributions of this study is the focus on Sumedang City, a region with distinct demographic and geographical characteristics. Unlike urban areas with extensive access to physical stores, Sumedang residents rely more heavily on online marketplaces to meet their shopping needs. The local context is crucial in understanding the consumer behavior of this area, as factors like regional promotions, local shipping costs, and product availability significantly influence purchase decisions. Shopee's ability to tailor its services to meet these local needs—such as offering promotions on shipping fees or partnering with local sellers—has been instrumental in fostering consumer loyalty in Sumedang.

In summary, the findings of this study contribute valuable insights into the purchasing behavior of Shopee users in Sumedang City, offering a comprehensive understanding of the factors that drive purchasing decisions. The study confirms that product confidence, purchasing habits, trust, recommendations from others, and payment flexibility are critical determinants of consumer behavior in e-commerce. Furthermore, the influence of local contextual factors underscores the need for platforms like Shopee to adapt their strategies to the specific needs of regional markets.

5. CONCLUSION

The study concludes that purchasing decisions on Shopee among the people of Sumedang City are shaped by interconnected factors including product confidence, purchasing habits, social recommendations, and repeat purchase behavior. Despite existing challenges, Shopee remains a preferred platform due to its perceived benefits. It is recommended that Shopee continue improving seller supervision, delivery accuracy, and complaint handling systems. Sellers should maintain product quality and transparency, while local business actors are encouraged to utilize Shopee as an effective marketing channel. Future studies are suggested to adopt quantitative or mixed-method approaches and include additional variables for more comprehensive analysis.

LIMITATION AND STUDY FORWARD

This study has several limitations that should be acknowledged. First, the research adopts a qualitative approach with a limited number of informants, which may restrict the generalizability of the findings to a broader population. Second, the study focuses solely on the Shopee marketplace and the context of Sumedang City; therefore, consumer behavior on other e-commerce platforms or in different regions may present different patterns.

Future research is encouraged to employ quantitative or mixed-method approaches with larger sample sizes to enhance generalizability. Further studies may also expand the research scope by comparing multiple marketplace platforms, exploring different geographical contexts, or incorporating additional variables such as price sensitivity, brand image, lifestyle, and technological readiness to provide a more comprehensive understanding of online purchasing behavior.

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