

Article

The Influence of Promotions, Reviews, and Ease of Use on Shopee Food Purchase Decisions in Summersari Jember

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Abstract: This study examines the influence of promotions, customer reviews, and ease of use of application features on consumer purchase decisions for Shopee Food services in Indonesia, where intense competition among food delivery platforms prevails. Despite extensive research on online purchasing behavior, limited studies have focused on the interplay of these factors in the context of Shopee Food. This causality-type research employs a quantitative method with a sample of 130 Shopee Food users aged 17 and above, residing in Summersari, Jember, who have made multiple purchases. Data were analyzed using multiple linear regression with SPSS. The findings reveal that promotions, customer reviews, and ease of application use significantly affect purchase decisions. These results underscore the importance of optimizing marketing strategies, enhancing customer feedback systems, and improving user-friendly application features to strengthen consumer engagement and competitiveness in the food delivery industry.

Keywords: Promotion, Customer Review, Ease of Use of Application Features, Purchasing Decisions.



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1. Introduction

In the current era of globalization, there has been a significant increase in the use of information technology systems to access the internet. This phenomenon is caused by the availability of internet access that is getting easier, accessible from various locations, and whenever needed. The rate of internet users in Indonesia in 2024 will reach 79.5%, an increase of 2.5% compared to the previous year of 77% [1]. Technological advances that continue to develop also encourage the use of the internet as a tool to conduct business activities online. In this case, one of the technological developments in the economic and business sectors is the existence of e-commerce. Based on data from Statista Market Insights, the number of users e-commerce in Indonesia reached 178.94 million people in 2022. This number increased by 12.79% compared to the previous year as many as 158.65 million users and is projected to continue to increase to reach 196.47 million users by the end of 2023 [2]. The number of the online food delivery service business in Indonesia currently creates quite fierce competition between one company and another. So, this triggers every online food delivery service company to compete with each other to attract consumers' attention by offering attractive promotions so that consumers choose to shop on their platform.

One platform online food delivery order available in Indonesia is Shopee Food. The main advantage of this service is that it provides convenience to consumers by providing a variety of

restaurant and menu options, ease of ordering, and fast delivery. Based on research data from Economic Research Lead Southeast released by databoks.id about service users Online Food Delivery, Go Food is the most widely used application by Indonesian consumers with a percentage of 76%. Followed by Shopee food at 72%. Although Shopee Food is relatively new in service Online Food Delivery in Indonesia, but Shopee Food has been able to attract consumers with 72% of users which makes it in second place and superior to Grab Food [3].

Based on the background that has been described above, it makes researchers interested in conducting research, especially on the Shopee Food application with the research object centered on Shopee Food application users in Summersari District, Jember Regency by testing promotional variables, customer re-views, and ease of use of application features on purchase decisions.

2. Materials and Methods

This study uses a quantitative approach. According to (Sugiono 2017) [4], quantitative approaches are very useful for testing hypotheses and answering research questions of a quantitative nature, as well as providing strong empirical evidence in supporting or rejecting research hypotheses. This study uses two types of data, namely primary data and secondary data. The population determined in this study is all people domiciled in Summersari District, Jember Regency who have made more than one purchase on the Shopee Food service. Meanwhile, the samples used were 130 samples using the formula from Heir., et al. Meanwhile, the analysis tools used are using SPSS with the method of analyzing data instrument tests, multiple linear regression analysis, classical assumption tests, hypothesis tests, and determination coefficients (R²).

3. Results

Table 1. Validity Test Results

Variable	Statement	Value r _{calculate}	Table values	Sig	Information
Promotion (X1)	1	0,744	0,1723	0,001	Valid
	2	0,718	0,1723	0,001	Valid
	3	0,84	0,1723	0,001	Valid
Customer Reviews (X2)	1	0,73	0,1723	0,001	Valid
	2	0,813	0,1723	0,001	Valid
	3	0,809	0,1723	0,001	Valid
Ease of use of app features (X3)	1	0,866	0,1723	0,001	Valid
	2	0,87	0,1723	0,001	Valid
	3	0,857	0,1723	0,001	Valid
Purchase Decision (Y)	1	0,729	0,1723	0,001	Valid
	2	0,856	0,1723	0,001	Valid
	3	0,855	0,1723	0,001	Valid
	4	0,847	0,1723	0,001	Valid

Source: Test Results, 2024

Based on table 1, it shows that all variables are declared valid, because the value $r_{\text{calculate}}$ is calculated $> r_{\text{table}}$ (0.1723) with a significant value < 0.05 so that the instrument in this study is declared valid.

Reality Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard Alpha	Information
Promotion (X1)	0,65	0,6	Reliable
Customer Reviews (X2)	0,68	0,6	Reliable
Ease of use of app features (X3)	0,82	0,6	Reliable
Purchase decision (Y)	0,84	0,6	Reliable

Source: Test Results, 2024

Based on table 2, it shows that all the variables used in this study have a Cronbach's Alpha above 0.60 ($\alpha > 0.60$) so it can be concluded that all variables X1, X2, X3, and Y are reliable. This shows that the items in each of these variables are worthy of being used as a measurement tool.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constan)	1.652	.965		1.712	.089
	X1	.298	.074	.247	4.008	<,001 reviews
	X2	.529	.066	.504	8.050	<,001 reviews
	X3	.258	.070	.239	3.661	<,001 reviews

Source: Test Results, 2024

Based on table 3, the multiple linear regression analysis test can be arranged in the form of regression equations as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e \quad Y = 1.652 + 0.298 X_1 + 0, 529 X_2 + 0, 258 X_3 + e$$

Test Hypothesis

Partial Test (t)

Table 4. Test Results t

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constan)	1.652	.965		1.712	.089
	X1	.298	.074	.247	4.008	<,001 reviews
	X2	.529	.066	.504	8.050	<,001 reviews
	X3	.258	.070	.239	3.661	<,001 reviews

Source: Test Results, 2024

Based on table 4, It can be explained that:

1. Influence of promotion (X1) on purchase decision (Y)

The effect of promotion (X1) on purchase decisions (Y) is $0.001 < 0.05$ and the tcal value is $4.008 > t_{table} 1.656$. then it can be concluded that H0 is rejected and H1 is accepted, which means that promotion (X1) has a significant effect on purchase decisions (Y).

2. The influence of customer reviews (X2) on purchase decisions (Y)

The influence of customer reviews (X2) on purchase decisions (Y) is $0.001 < 0.05$ and the tcal value is $8.050 > t_{table} 1.656$, so it can be concluded that H0 is rejected and H2 is accepted, which means that customer reviews (X2) have a significant effect on purchase decisions (Y).

3. The effect of ease of use of application features (X3) on purchase decisions (Y)

The effect of ease of use of application features (X3) on purchase decisions (Y) is $0.001 < 0.05$ and the calculation value is $3.661 > t_{table} 1.656$, so it can be concluded that H0 is rejected and H1 is accepted, which means that the ease of use of application features (X1) has a significant effect on purchase decisions (Y).

Simultaneous Test (F)

Table 5. Test Result F

		ANOVAa				
Type		Sum of Square	Df	Mean Square	F	Sig
1	Regression	316.809	3	105.603	74.163	<,001 reviews
	Residual	179.415	126	1.424		
	Total	496.224	129			

Source: Test Results, 2024

Based on table 5, it is known that the results of the F test show that the significance value for the in-fluence of the promotion variable (X1), customer reviews (X2), and ease of use of application features (X3) simultaneously on the purchase decision variable (Y) is $0.001 < 0.05$ and the Fcal value is $74.163 > t_{table} > 2.68$. So it can be concluded that promotions (X1), customer reviews (X2), and ease of use of application features (X3) simultaneously affect purchase decisions (Y).

Classical Assumption Test

Normality Test

Table 6. Normality Test Results

		One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residual	
N			130
Normal Parametersa,b	Mean		.0000000
Most Extreme Differences	Std. Deviation		2.78653440
	Absolute		.057
	Positive		.057
	Negative		-.055
Test Statistic			.057
Asymp. Sig. (2-tailed) ^c			.200d

Monte Carlo Sig. (2-tailed) ^e	Sig.		.371
	99% Confidence Interval	Lower Bound	.359
		Upper Bound	.384

Source: Test Results, 2024

Based on table 6, the results of the normality test show that all the data in this study are distributed normally due to the Asymp value. Sig of $0.002 > 0.005$. It can be concluded that the regression model meets the assumption of normality.

Multicoloniality Test

Table 7. Multicoloniality Test Results

Coefficients ^a		Collinearity Statistics	
Type		Tolerance	VIF
1	X1	.756	1.323
	X2	.732	1.366
	X3	.673	1.485

Source: Test Results, 2024

Based on table 7. shows that all independent variables in this study have a tolerance value of > 0.10 and a FIV value of < 10.00 , respectively, so it can be concluded that there is no multicoloniality in the re-gression model.

Heteroscedasticity Test

Table 8. Heteroscedasticity Test Results

Coefficients ^a						
Type		Unstandardized Coeffients		Standardized Coeffients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.026	1.156		.023	.982
	X1	.136	.089	.154	1.531	.128
	X2	-.048	.079	-.063	-.614	.540
	X3	.55	.084	.069	.650	.517

Source: Test Results, 2024

Based on table 8, the results of the heteroscedasticity test of this study show that the significance value of each independent variable is more than 0.05, where the significance value of the promotion varia-ble (X1) is $0.128 > 0.05$, the customer review variable (X2) is $0.540 > 0.05$, and the variable of ease of use of application features (X3) is $0.517 > 0.05$. It can be concluded that there is no heteroscedasticity.

Table 9. Coefficient of Determination (R2)

Model Summary ^b					
Type	R	R Square	Adjusted R Square	Std. Error Of the Estimate	
1	.799a	.638	1.156		1.193

Source: Test Results, 2024

Based on table 9, the result of the determination coefficient (R²) of 0.630 or 63% is obtained. This can be interpreted as the magnitude of the influence of promotional variables (X1), customer reviews (X2), and ease of use of application features (X3) on purchase decisions (Y) is 0.630 or 63%. Therefore, it can be concluded that changes in purchase decisions are influenced by a combination of promotion variables (X1), customer reviews (X2), and ease of use of application features (X3), while the remaining 37% are influenced by other variables outside the study.

4. Discussion

The Effect of Promotion (X1) on Purchase Decision (Y) on Shopee Food

The results of this study show that promotion variables have a significant effect on purchase decisions. This is shown through the promotion variable has a significance value of $0.001 < 0.05$ and a calculation of $4.008 > t_{table} 1.656$, so that H₀ is rejected and H₁ is accepted. This study shows that promotional variables affect purchasing decisions, indicating that promotional activities play an important role in influencing how consumers make decisions to buy products or services.

The results are in accordance with previous research conducted by (Afrizal & Nugroho, 2022) [5]; (Roisah & Putri, 2023) [6]; (Agustiningsih & Hartati, 2023) [7]; (Winda Sri Astuti et al., 2023) [8]. The results of the study stated that promotions have a significant effect on purchase decisions.

The Influence of Customer Reviews (X2) on Purchase Decisions (Y) on Shopee Food

The results of this study show that the variable of customer reviews has a significant effect on purchase decisions. This is shown through the variable customer review has a significance value of $0.001 < 0.05$ and a calculation of $8.050 > 1.656$, so that H₀ is rejected and H₂ is accepted. This study shows that the variable of customer reviews affects the purchase decision which indicates that positive or negative reviews written by consumers about the product or service can affect whether potential buyers will choose to buy the product or not.

The results are in accordance with previous research conducted by (Melfaliza & Nizam, 2022) [9]; (Sulistio & Aransyah, 2023) [10]; (Devandri et al, the results of the study, it is stated that Reviews Customers have a significant influence on purchasing decisions.

The Effect of Ease of Use of Application Features (X3) on Purchase Decisions (Y) on Shopee Food

The results of this study show that the variable of ease of use of application features has a significant effect on purchase decisions. This is shown through the variable ease of use of application features has a significance value of $0.001 < 0.05$ and a calculation of $3.661 > a\ table\ of\ 1.656$, so that H₀ is rejected and H₃ is accepted. This study shows that the variable of ease of use of application features has an influence on purchase decisions because the easier it is to use application features, the more it can optimize the overall user experience.

The results are in accordance with previous research conducted by (Febrianah & Sukaris, 2022) [12]; (Hasdani et al., 2021) [13]; (Tarisa Aulia et al., 2023) [14]; (Siti Lam'ah Nasution et al., 2020) [15]. stated that the ease of use of application features has a significant effect on purchase decisions.

5. Conclusion

Based on the results of data analysis and discussion that have been described, it can be concluded as follows:

1. Promotion (X1) has a significant effect on the purchase decision (Y) on the Shopee Food service in Summersari District, Jember Regency or H₁ is accepted.
2. Customer reviews (X2) have a significant effect on purchase decisions (Y) on Shopee Food

services in Summersari District, Jember Regency or H2 is accepted.

3. The ease of use of the application feature (X3) has a significant effect on the purchase decision (Y) on the Shopee Food service in Summersari District, Jember Regency or H3 is accepted.

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