

SEM ANALYSIS OF THE INFLUENCE OF CONVENIENCE, PRODUCT QUALITY, PRICE AND PROMOTION ON PURCHASE DECISIONS AT SHOPEE BERKAH**Salisa Amini¹, Iskandar Muda², Andri Soemitra³, Yusrizal⁴, Ismail⁵**^{1,3,4}Universitas Islam Negeri Sumatera Utara²Universitas Sumatera Utara, ⁵Universitas Islam Sumatera Utara

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Abstract

This research is motivated by the rapid development of e-commerce in Indonesia, especially the Shopee platform, which is one of the largest marketplaces in Southeast Asia. In a rapidly evolving digital ecosystem, it's important to identify the factors that influence consumer purchasing decisions. The purpose of this study is to analyze the influence of convenience, product quality, price, and promotion on purchase decisions at Shopee Berkah using the Structural Equation Modeling (SEM) approach. The research method used was quantitative with purposive sampling technique, involving 100 UINSU student respondents who had shopped at Shopee Berkah. Data collection was carried out through the distribution of online questionnaires, and data analysis using Partial Least Squares (PLS) with the help of SmartPLS software. The results showed that the price and quality of the product had a positive and significant effect on the purchase decision, with t-statistical values of 13.005 and 3.151 respectively ($p\text{-value} < 0.05$). Meanwhile, the convenience and promotion variables did not show a significant influence with $p\text{-values}$ of 0.306 and 0.937, respectively. The research model was able to explain 84.8% of the variation in consumer purchasing decisions. In conclusion, in the context of Shopee Berkah, price and product quality are the main factors that affect consumer purchase decisions, while ease of use and promotional strategies have not shown a significant influence.

Keywords: sharia e-commerce, purchase decisions, Structural Equation Modeling

1. Introduction

The development of digital technology in the era of globalization has driven a significant transformation in consumer behavior, especially in trade transaction activities (Christopher & Hutapea, 2022). At the global level, the *e-commerce* phenomenon has become a key pillar in the growth of the digital economy, which not only creates efficiency in transactions, but also provides wide access for businesses and consumers across borders (Setiawan et al., 2024). In Indonesia, *e-commerce* is experiencing very rapid growth with transaction value continuing to increase every year. Shopee, as one of the largest *e-commerce platforms* in Southeast Asia, plays an important role in this digital ecosystem, including in the growing segment of the sharia market (Rizkia & Indri, 2024).

However, in the midst of these rapid developments, real challenges arise in ensuring that transactions carried out on digital platforms, especially those targeting Muslim consumers, remain in accordance with sharia principles (Alce, 2021). Some consumer complaints lead to a lack of clarity in the purchase and sale contract, the emergence of practices that lead to *gharar* (ambiguity), and promotions that sometimes violate the principle of honesty. On the other hand, features such as ease of transactions and user trust in the *e-commerce system* are still factors that have not been optimally implemented in the sharia context (Rozi, 2022).

The interest in researching this phenomenon arose from the gap between the ideal expectations of a sharia e-commerce and the reality found in the field. Although Shopee has provided the "Shopee Barokah" feature that seeks to answer the needs of Muslim consumers, there are still many aspects that need to be examined more deeply, especially related to the

influence of ease of transactions, promotional effectiveness, and the level of trust on consumer purchase decisions. This complexity makes this research academically and practically relevant in developing an *e-commerce system* that is in accordance with Islamic values (Susan, 2023).

Academically, variables such as ease of transactions, promotions, and trust have been extensively researched in the context of conventional e-commerce (Amalita & Rahma, 2022). However, from the perspective of sharia e-commerce, there is still a wide space for debate. The ease of transactions in sharia e-commerce must not only consider the efficiency of the system, but also the conformity with the rules of *fiqh muamalah*. Can the fast checkout system and digital payment be said to be sharia legal if it contains elements of *riba* or *gharar*? (Lestari, 2021).

Likewise with promotion, which in the context of sharia must prioritize the value of honesty and must not be misleading (*gharar or tadlis*). Some studies state that aggressive promotion increases purchase conversions, but from a sharia perspective, this kind of promotional approach can be problematic if it uses false promises or hides defects. This creates a debate about ethical and sharia boundaries in digital marketing strategies (Wibisono, 2019).

The trust variable is also a crucial element in *e-commerce transactions*. In the sharia system, trust is built on the principles of justice, information disclosure, and trust (Mongol et al., 2023). Many studies have found that consumers' level of trust in sellers and platforms greatly influences purchasing decisions. However, in practice, sharia consumers have different indicators of trust, including the clarity of the contract, compliance with halal principles, and the guarantee of the absence of usury elements (Kambolong & Ningsih, 2024).

The ideal condition is the formation of a *sharia e-commerce system* that is not only efficient and technologically attractive, but also upholds Islamic ethical principles (Febriyanti & Rustam, 2023). Transactions must be made based on a clear contract, promotions must not be misleading, and the platform must provide a guarantee of halal in the entire process. Within this framework, Shopee as one of the major players in this sector has the opportunity to integrate these principles more consistently (Mongol et al., 2023).

This research is important to answer the need for an *e-commerce system* that is not only competitive in the market, but also compatible with sharia values that are believed by the majority of the Indonesian population (Delia, 2023). Using the *Structural Equation Modeling* (SEM) approach, this study aims to measure and analyze the direct and indirect influence of the variables of ease of transaction, promotion, and trust on consumer purchase decisions on Shopee Barokah (Kristanti, 2021).

The novelty of this research lies in the integrative approach between digital consumer behavior theory and Islamic economic values. This study not only examines the relationships between variables in a general context, but also interprets them within the framework of sharia, something that is still rarely done in the Indonesian e-commerce literature. Thus, the results of this research are expected to be a scientific contribution to the development of sharia e-commerce that is more ethical, efficient, and in accordance with religious guidance.

2. Research Methods

This study uses a quantitative approach. The quantitative method is a research approach based on the positivism paradigm, where the process of collecting data is carried out on a population or sample, which is generally randomly selected and using certain instruments. The data obtained is then statistically analyzed to test the hypothesis that has been formulated previously (Sugiono, 2016). In this study, the approach used was the survey method, which according to Sutisna (2020) It is a study conducted on large and small populations, but the

data analyzed only comes from samples taken from that population. The data collection technique was carried out through the distribution of questionnaires.

The population in this study includes individuals with certain characteristics that have been determined by the researcher as the subject of the study, namely students who have purchased products through the Shopee Marketplace. The researchers then selected some students from the population as samples. The sampling technique used is *purposive sampling*, which is the selection of samples based on certain criteria or considerations that have been known in advance (Sulistiyorini & Siswoyo, 2014). In this case, the criteria include students of the Islamic University of North Sumatra who have experience shopping at Shopee.

Data collection was carried out by distributing questionnaires through social media such as WhatsApp and Instagram using survey links. This is done to reach respondents more widely and efficiently. In addition, this research is also supported by the use of software to facilitate the processing process with Smart PLS with a limited number of samples, so the researcher set the number of samples as 100 respondents in this study.

A research variable is a characteristic or value of a person, object, or activity, which is determined by the researcher to have some variability, pending research and conclusions (Nasution, 2017). There are two types of variables, namely independent variables and dependent variables.

Table 1. Research Variables

Variable	Indicator	Source
Facilities (X1)	Ease of getting to know	(Alsuyukri, 2021)
	Ease of product discovery	
	Ease of gathering information	
	Quality	
Product Quality (X2)	Ease of transaction	(Arifianti & Raharja, 2019)
	Durability	
	Material	
	Clarity of Function	
Price (X3)	Price affordability	(Kotler et al., 2015)
	Price conformity with product quality	
	Price Competitiveness	
	Clarity of Information on the platform	
Promotions (X4)	Promotional reach	(Belch & Belch, 2018) (Hackley, 2010) (Hackley & Hackley, 2021)
	Quality of message delivery in advertising in promotional media	
	Promotional creativity	
	Promotional Media	
Purchase (Y)	Purpose of purchasing the product	(Bhagat et al., 2018; Hoyer, 1984)
	Provide recommendations to others	
	Repeat purchases	

3. Results of Research and Discussion

Respondent Description

In this study, 100 respondents were taken from students of the State Islamic University of North Sumatra. The following is the presentation of respondent data:

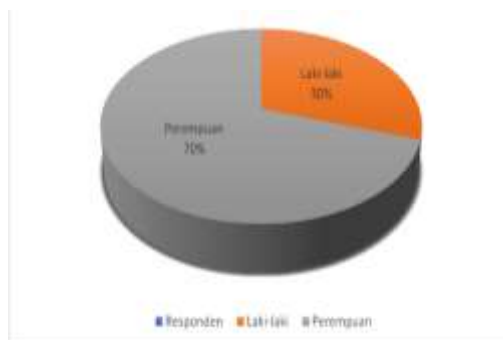


Figure 1. Respondent Description

Based on the data above, it can be seen that there are more female respondents than male respondents. For the number of female respondents as much as 70% and male respondents as much as 30%.

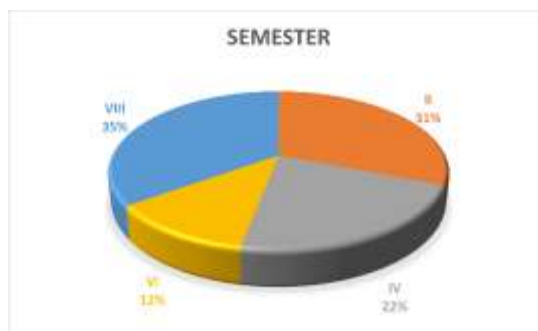


Figure 2. Semester Respondents

Based on a pie chart showing the distribution of students by semester, the majority of respondents came from semester VIII with the highest percentage, which was 35%. Furthermore, followed by students in the second semester at 31%, then the fourth semester as many as 22%, and the least is from semester VI with a proportion of 12%. This data shows that the most dominant respondents are final year students who are in the eighth semester.

Data Statistical Analysis

The statistical method used to test the hypothesis in this study is partial least squares (PLS). In the partial least squared method, two types of models are formed: measurement models (external models) and structural models (internal models). For each indicator, the measurement model describes the percentage of variance that can be explained by a latent variable. Through the measurement model, we can see which criteria dominate in the formation of latent variables. With the existence of a measurement model, it will be known which index dominates in the formation of latent variables, after explaining the measurement model of each latent variable, then it will be explained that the structural model examines the influence of each exogenous latent variable on the endogenous latent variable.

Outer Model Review

There are three ways to evaluate an external model. Namely convergence validity, discriminant validity, and plural reliability. The results of the outer model show the results of testing the reliability and validity of each variable.

a. Convergent Validity

Convergent Validity is a measurement model using a reflection index evaluated based on the correlation between item scores/component scores estimated by SmartPLS software. According to Ghazali, in the initial development study, a measurement scale with a loading value of 0.5 to 0.6 was considered sufficient, and the PLS analysis was carried out from an external model that measured the validation of the loading factor value. For the index of each variable that is less than 0.6, the loading factor value will be removed from the model. The PLS analysis began with an Outer Model that measured the validity test with the loading factor. For indicators of each variable that are less than 0.6, the loading factor value will be dropped from the model.

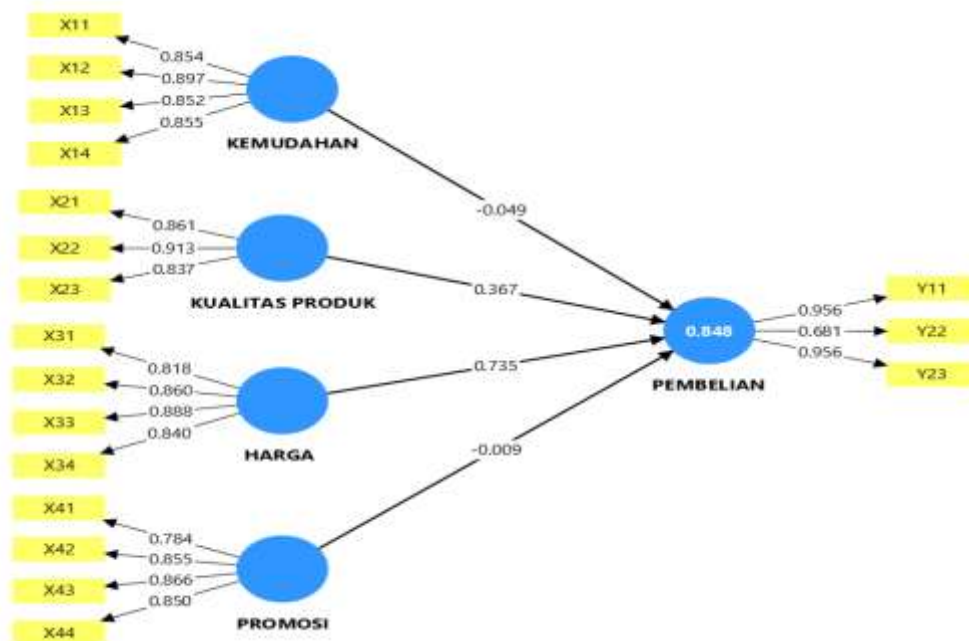


Figure 3. Structural Models

Source: Smartpls output (data processed)

PLS analysis is carried out from an external model that measures the validity of the loading factor. For the index of each variable less than 0.6, the loading factor value will be removed from the model. The full results of the convergence validity test are shown in the following figure:

	HARGA	KEMUDAHAN	KUALITAS PRODUK	PEMBELIAN	PROMOSI
X11		0.854			
X12		0.897			
X13		0.852			
X14		0.855			
X21			0.861		
X22			0.913		
X23			0.837		
X31	0.818				
X32	0.860				
X33	0.888				
X34	0.840				
X41					0.784
X42					0.855
X43					0.866
X44					0.850
Y11				0.956	
Y22				0.681	
Y23				0.956	

Figure 4. Outer Loading Results

Source: Smartpls output (data processed)

Based on the results of *cross loading* from the SmartPLS output, all indicators had the highest loading values in the measured construct, indicating good discriminant validity. The X11–X14 indicator has the highest loading in the Ease construct with values between 0.852–0.897, while the X21–X23 indicator shows the highest loading in Product Quality (0.837–0.913). The X31–X34 indicator is consistently high on the Price construct with a value of 0.818–0.888. Meanwhile, the X41–X44 indicator shows the highest value against the Promotion construct (0.784–0.866). For the Purchase construct, indicators Y11 and Y23 have a high loading of 0.956, but the Y22 indicator indicates a potential problem because it has a loading value of 0.681, which is relatively lower than the other indicators in the construct. In general, these results support the validity of discriminators between constructs, except for potential concerns on the Y22 indicator.

b. Discriminant Validity

To measure discriminant validity is to look at the *square root value of average variance extracted* (AVE). The recommended value is greater than 0.5 for a good model. The next test is the composite reliability of the indicator block that measures the construct. A construct is declared reliable if the *composite reliability* value is above 0.60. Then it can also be seen by looking at the reliability of the construct or latent variable measured by looking at Cronbachs alpha value > 0.6 . The following section describes the construction results for each variable, namely convenience, product quality, price, promotion and purchase decision for each variable and index. The following table shows the loading values for the research variable structure generated by running the Smart PLS program:

Table 2. Construct Reliability Test Results

	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
HARGA	0.876	0.914	0.914	0.726
KEMUDAHAN	0.888	0.895	0.922	0.747
KUALITAS PRODUK	0.843	0.881	0.904	0.759
PEMBELIAN	0.833	0.860	0.905	0.764
PROMOSI	0.860	0.868	0.905	0.705

Source: Smartpls output (data processed)

Based on the table above, it shows that the *Average Variance Extracted* (AVE) of each variable, namely convenience, product quality, price, promotion, and purchase decision, has a construct > 0.50 , meaning that all constructs are reliable. Thus, it can be said that each variable has a high average extracted variance (Amalita & Rahma, 2022).

Furthermore, the composite reliability of each variable shows a construct value of > 0.60 , thus this result is stated that each research variable has met the requirements for the composite reliability value. So it can be concluded that all variables have a high level of reliability.

Furthermore, the *cronbachs alpha* of each variable shows a construct value of > 0.60 , thus this result is stated that each research variable has met the requirements of the cronbachs alpha value. So it can be concluded that all variables have a high level of reliability. It can be concluded that the indicators used in this study have high discriminant validity in compiling their respective variables.

Inner Analysis

The test model of the structural model is carried out by looking at the R-square value which is the goodness-fit test of the model. Internal testing of the model or structural model is carried out to see the relationship between the variable, significance value and R-square of the research model.

Table 3. R Square Test Results

	R-square	R-square adjusted
PURCHASE	0.848	0.842

Based on the table above, it shows that the R square value of the purchase decision variable is 0.535. The amount of the value explains that the percentage of convenience, product quality, price and promotion is 84.8% while 15.2% is explained by other variables that are not covered in this study.

The next step is to evaluate the relationships between the latent structures envisioned in this study. The hypothesis test for this study was carried out by testing t-statistics and P-value values. The hypothesis is accepted if the T-Statistic value is >1.96 and the P-Values are <0.05 .

Table 4. Significance Test Results

	Standard deviation (STDEV)	T statistics	P values	INFORMATION
PRICE -> PURCHASE	0.056	13.005	0.000	Accepted
FACILITIES -> PURCHASE	0.048	1.024	0.306	Rejected
PRODUCT QUALITY -> PURCHASE	0.116	3.151	0.002	Accepted
PROMOTION -> PURCHASE	0.116	0.079	0.937	Rejected

Source: Smartpls output (data processed)

Based on the results of the significance test shown in Table 4, it is known that price variables have a significant influence on purchase decisions. This is evidenced by a t-statistical value of 13,005 and a p-value of 0.000, which is much smaller than the significance limit of 0.05. These findings show that the more appropriate or competitive the price of a product, the higher the likelihood of purchases by consumers. This means that price is one of the main factors that consumers pay attention to in making purchasing decisions.

In addition to price, product quality variables have also been proven to have a significant influence on purchasing decisions. The t-statistical value for this variable is 3.151, with a p-value of 0.002, which is also below the significance level of 0.05. This means that good product quality will encourage consumers to make a purchase. These findings indicate that consumer perception of product quality and reliability is an important aspect in driving purchasing behavior. In contrast, convenience and promotion variables did not show a significant influence on purchasing decisions. The p-value for convenience is 0.306 and for promotion is 0.937, both of which exceed the significance limit of 0.05. In addition, the t-statistical values for these two variables were relatively low, namely 1.024 and 0.079. Thus, in the context of this study, the convenience of the purchase process and the promotional activities carried out are not strong enough to influence consumers' decisions to buy products.

4. Conclusion

Based on the results of the research that has been carried out and referring to the significance test data presented, it can be concluded that only the variables of price and product quality have a positive and significant influence on purchase decisions at Shopee. This is indicated by a price p-value of 0.000 with a t-statistic of 13,005, and a product quality p-value of 0.002 with a t-statistic of 3,151, all of which are below the significance level of 0.05. Meanwhile, the convenience variable did not show a significant influence on the

purchase decision, as the p-value was 0.306 with a t-statistic of 1.024, which exceeded the significance threshold of 0.05. Likewise, the promotion variable, which does not have a significant effect on the purchase decision, with a p-value of 0.937 and a t-statistic of only 0.079, indicates that promotion has not become the main determining factor in consumer decision-making at Shopee. Thus, the results of this study confirm that in the context of shopee, price and product quality are two important factors that significantly encourage purchase decisions, while convenience and promotion have not shown a significant role in influencing consumer behavior.

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