

Influence of Advertising Appeal, Information Quality, Ease of Use, and Trust on Purchase Decisions in the Shopee Marketplace: The Mediating Role of Purchase Intention

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ABSTRACT

This study aims to examine how advertising appeal, information quality, ease of use, and trust affect purchasing decisions, with purchase intention acting as an intermediary variable among Shopee users. A quantitative survey was conducted, targeting Shopee users in RW 012, Menteng Dalam Urban Village, South Jakarta, who had made at least one purchase in the last six months. Purposive sampling selected 100 respondents. Data analysis used Structural Equation Modelling–Partial Least Squares (SEM-PLS) in SmartPLS, including assessments of outer and inner models and hypothesis testing through bootstrapping. Findings show that advertising appeal, information quality, ease of use, and trust significantly and positively influence purchase intention. Advertising appeal, information quality, and ease of use also significantly impact purchasing decisions, while trust does not have a significant effect.

INTRODUCTION

The swift advancement of information technology and online services has profoundly altered consumer behaviour, especially in the realms of information retrieval, product assessment, and transaction execution. Shoppers are no longer obligated to frequent brick-and-mortar establishments, as online marketplaces offer a diverse array of products, vendors, payment options, and shipping services all on one platform. This change has heightened rivalry among marketplace providers, prompting them to formulate efficient digital marketing tactics, enhance the quality of product details, streamline their application interfaces, and bolster consumer confidence. These elements are becoming progressively significant as elevated platform engagement does not inherently result in concrete buying choices.

Shopee ranks among the most popular marketplace platforms in Indonesia. According to information from the Indonesian Internet Service Providers Association (APJII), as cited by GoodStats (2025), Shopee emerged as the most visited marketplace in Indonesia from April to July 2025, with 53.22% of users. TikTok Shop was next at 27.37%, followed by Tokopedia at 9.57%, and Lazada at 9.09%. These statistics demonstrate that Shopee persists in holding a preeminent status in the Indonesian e-commerce sector. Nonetheless, these percentages mostly represent the frequency of platform engagement and need not to be construed as direct predictors of buying choices.

Shopee's supremacy is shown in its monthly web traffic. As to SimilarWeb statistics referenced by GoodStats (2025), Shopee experienced around 160 million visits in March 2025 and roughly 139 million visits in May 2025. In the same timeframe, Tokopedia garnered approximately 67 to 70 million visits. This significant disparity illustrates Shopee's robust capacity to draw customers and sustain consumer engagement in a fiercely competitive market landscape. However, a substantial volume of visitors does not necessarily correlate with a proportionate quantity of finalised transactions.

Marketplace traffic merely reflects the frequency with which consumers engage with a platform, whereas purchasing decisions stem from a more intricate assessment process. Shoppers might utilise Shopee to evaluate costs, seek product details, peruse customer feedback, investigate discounts, or consider different vendors without finalising a purchase. Certain consumers might include items in their shopping carts but then abandon or delay their purchases due to doubts about product quality, seller reliability, transaction safety, or the adequacy of the provided information. Consequently, comprehending the elements that convert consumer curiosity into a tangible purchasing choice is crucial for elucidating consumer behaviour in online markets.

This occurrence is likewise evident in an initial study carried out among 15 Shopee users living in RW 012, Menteng Dalam Subdistrict, South Jakarta. Every participant indicated utilising the Shopee application and having encountered Shopee adverts. Nevertheless, merely nine participants, constituting 60%, engaged in monthly purchases on Shopee, whilst six participants, representing 40%, did not buy consistently. Furthermore, 11 participants, constituting 73.3%, indicated that they had previously aborted a scheduled acquisition, while 10 participants, representing 66.7%, disclosed encountering challenges while utilising the Shopee program. Numerous participants reported utilising Shopee mostly for price comparison, seeking promotions, and acquiring product information instead of finalising purchases. Some individuals rescinded their acquisitions due to lingering doubts regarding product quality or the reliability of vendors (Researcher's Preliminary Survey, 2026). These results reveal a divergence between the extensive utilisation of the marketplace and the actual buying choices of customers.

Acquisition choices in online marketplaces can be swayed by various elements, such as the allure of advertisements, the calibre of information, the apparent simplicity of use, and trustworthiness. The allure of advertising is crucial as digital ads work as a primary stimulus that captures consumer interest and presents products or promotional deals. A visually captivating, pertinent, instructive, and compelling advertisement can incite curiosity and motivate people to investigate the promoted products further. Nonetheless, encountering appealing adverts does not invariably result in a transaction. Consumers could react well to an advertisement yet still want further details and reassurance prior to forming a true intention to purchase.

The calibre of information is an essential factor in internet shopping. In contrast to acquisitions in traditional retail outlets, internet shoppers are unable to physically examine or evaluate items prior to finalising a purchase. As a result, they rely on the precision, thoroughness, pertinence, lucidity, and promptness of the data supplied by vendors and marketplace platforms. Product descriptions, pricing, specifications, images, customer feedback, ratings, and shipping details assist consumers in determining if a product satisfies their requirements. Insufficient or unclear information can heighten doubt, whereas superior information can enhance buyers' comprehension of a product and promote purchase intent.

The perceived simplicity of usage is significant as consumers choose to engage with a marketplace that is straightforward and user-friendly. The capacity to locate products, evaluate options, comprehend product details, choose payment ways, interact with vendors, and finalise the purchase process with minimal hassle could enhance the purchasing experience. On the other hand, technological issues, perplexing menus, intricate transaction protocols, or application malfunctions may dissuade consumers from proceeding with the purchase. The initial survey, where 66.7% of participants indicated challenges using Shopee, suggests that usability continues to be a significant concern warranting empirical investigation.

Confidence is especially crucial in digital transactions as purchasers and vendors typically do not engage face-to-face. Consumers are dependent on the marketplace framework, vendor credibility, product evaluations, payment safety, and the platform's capacity to safeguard consumers against fraud or transaction mishaps. A deficiency in trust can heighten perceived risk and prompt consumers to abandon a purchase despite their interest in the goods. Conversely, trust in the platform and its vendors may diminish ambiguity and enhance consumers' readiness to engage in a transaction.

While advertising appeal, information quality, perceived ease of use, and trust might directly impact purchasing decisions, they may also exert indirect impacts via purchase intention. Acquisition intent denotes a consumer's inclination, readiness, or strategy to obtain a specific product following the assessment of the pertinent information and options. It can serve as a psychological link between customers' views of a market and their real buying actions. In essence, appealing advertisements, superior information, a user-friendly application, and robust trust can initially enhance purchase intent, which later motivates consumers to finalise their buying choices.

Prior research has yielded contradictory results concerning the associations between these variables. Kulsum and Sidiq (2025) discovered that the quality of information did not significantly influence purchasing choices in the Shopee marketplace. Conversely, Sari and Keni (2024) determined that the quality of information exerted a favourable and substantial influence on purchase intention. This discrepancy implies that the impact of information quality could not consistently manifest immediately, but could be contingent upon consumers' purchasing intentions. It also suggests the necessity to investigate purchase intention as an intermediary variable in the correlation between marketplace-related elements and buying choices.

This research provides a progressive addition by amalgamating advertising appeal, information quality, perceived ease of use, and trust into a holistic research framework that investigates their direct impacts on purchasing choices as well as their indirect influences via purchase intention. Prior research has frequently concentrated on direct associations or investigated merely a restricted set of these variables. This research aims to offer a more thorough elucidation of how customer perceptions convert into actual purchasing decisions by concurrently examining four antecedent factors and designating purchase intention as a mediator.

The research additionally offers contextual originality by concentrating on Shopee consumers living in RW 012, Menteng Dalam Subdistrict, South Jakarta. Numerous prior investigations have utilised university students or general market participants as subjects. Conversely, this study investigates a spatially delineated local community, facilitating a more nuanced comprehension of consumer behaviour within a specific social context. Moreover, the research examines the modern occurrence where Shopee's elevated traffic and usage statistics do not consistently correlate with purchase behaviour.

This research is to examine the influence of advertising appeal, information quality, perceived ease of use, and trust on consumer purchasing decisions in the Shopee marketplace, grounded in actual observations, initial survey results, and discrepancies found in earlier studies. It further analyses the impact of these factors on buy intention and explores if purchase intention serves as a mediator in their interaction with purchasing decisions. Consequently, this study aims to furnish empirical data to the body of knowledge on digital consumer behaviour and offer pragmatic insights for marketplace operators and online retailers striving to transform consumer attention and interest into tangible purchase actions.

LITERATURE REVIEW

Advertising Appeal

Advertising appeal refers to an advertisement's ability to attract attention and generate interest through visual attractiveness, message clarity, relevance, creativity, and persuasive content (Belch & Belch, 2018; Shimp, 2014). In the Shopee context, attractive advertising can stimulate product exploration and strengthen consumers' willingness to buy. Studies included in the reference list also associate advertising and advertising attractiveness with purchase-related interest (Azizah & Sukati, 2023; Hunowu et al., 2023). Because advertising may affect both the formation of intention and the final choice, the study tests its relationships with purchase intention and purchase decisions.

H₁: Advertising appeal has a positive effect on purchase intention.

H₅: Advertising appeal has a positive effect on purchase decisions.

Information Quality

Information quality concerns the accuracy, completeness, clarity, relevance, and usefulness of information provided to users (DeLone & McLean, 2003). Online shoppers depend on product descriptions, specifications, prices, photographs, ratings, reviews, delivery information, and seller information because products cannot be inspected directly. Evidence in the manuscript is mixed: Sari and Keni (2024) link information quality with purchase intention, whereas Kulsum and Sidiq (2025) report that information quality does not necessarily translate directly into purchase decisions. This inconsistency supports testing its effects on both purchase intention and purchase decisions.

H₂: Information quality has a positive effect on purchase intention.

H₆: Information quality has a positive effect on purchase decisions.

Perceived Ease of Use

Perceived ease of use describes the extent to which consumers believe that a system can be learned and operated with minimal effort (Davis, 1989). In online shopping, this includes product search, navigation, understanding information, selecting payment methods, and completing checkout. Prior work cited in the manuscript links ease of use with technology acceptance and marketplace behavior (Gefen et al., 2003; Siregar et al., 2023; Suparwo & Rahmadewi, 2024). An easier transaction process is therefore expected to strengthen purchase intention and facilitate the final purchase decision.

H₃: Perceived ease of use has a positive effect on purchase intention.

H₇: Perceived ease of use has a positive effect on purchase decisions.

Trust

Trust reflects consumers' confidence in marketplace security, seller reliability, product authenticity, information accuracy, and transaction protection. In e-commerce, trust helps reduce perceived risk because buyers and sellers usually do not interact face-to-face and products cannot be physically inspected before purchase (Gefen et al., 2003; McKnight et al., 2002). Marketplace studies in the reference list also position trust as relevant to consumers' willingness to transact (Siregar et al., 2023; Solihin & Ahyani, 2025). The study therefore tests whether trust influences purchase intention and purchase decisions.

H₄: Trust has a positive effect on purchase intention.

H₈: Trust has a positive effect on purchase decisions.

Purchase Intention and Purchase Decision

Purchase intention represents consumers' willingness or plan to buy after evaluating a product and available alternatives. It is a behavioral response that may precede an actual purchase decision (Kotler & Keller, 2016). The marketplace literature in the reference list also examines purchase intention as part of the process linking marketplace information with purchase decisions (Sukma et al., 2023). Accordingly, stronger purchase intention is expected to increase the likelihood of a purchase decision.

H₉: Purchase intention has a positive effect on purchase decision.

Mediating Role of Purchase Intention

Purchase intention may function as the psychological mechanism through which marketplace perceptions are translated into purchase decisions. Attractive advertising can create interest, information quality can reduce uncertainty, ease of use can lower transaction barriers, and trust can increase confidence. These conditions may first strengthen willingness to buy and then support an actual transaction. The mediation logic is consistent with marketplace research that places purchase intention between antecedent perceptions and purchase decisions (Sukma et al., 2023), and it motivates the four indirect-effect hypotheses tested in this study.

H₁₀: Purchase intention positively mediates the effect of advertising appeal on purchase decisions.

H₁₁: Purchase intention positively mediates the effect of information quality on purchase decisions.

H₁₂: Purchase intention positively mediates the effect of perceived ease of use on purchase decisions.

H₁₃: Purchase intention positively mediates the effect of trust on purchase decisions.

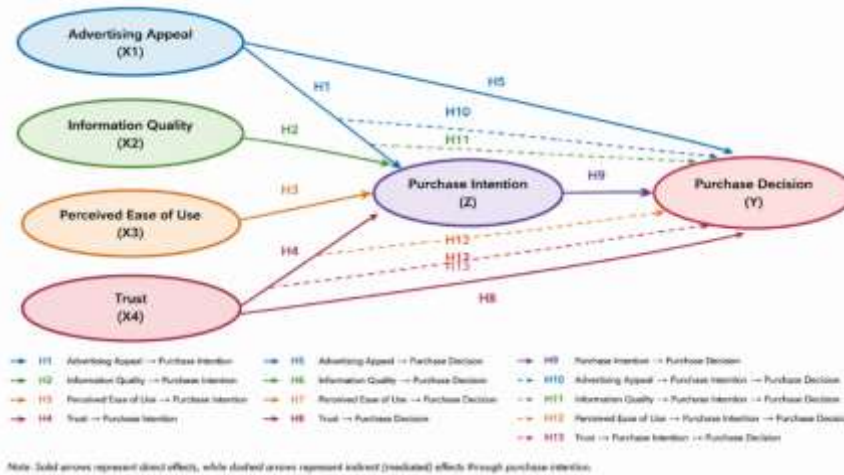


Figure 1. Conceptual Framework

METHODOLOGY

Research Design

This study used a quantitative explanatory design with a cross-sectional survey to examine the relationships among advertising appeal, information quality, perceived ease of use, trust, purchase intention, and purchase decisions. Structural Equation Modelling–Partial Least Squares (PLS-SEM) was applied using SmartPLS 4 because the model contains multiple latent constructs and both direct and indirect relationships. The analysis assessed the measurement model and structural model and tested the hypotheses through bootstrapping (Hair et al., 2021). Because the data were collected at one point in time, the estimated paths should be interpreted as statistical relationships rather than experimentally established causal effects.

Population and Sampling Procedure

The target population comprised Shopee users residing in RW 012, Menteng Dalam Subdistrict, South Jakarta. Respondents were eligible if they were at least 17 years old, lived in RW 012, used Shopee, had completed at least one Shopee transaction during the previous six months, and agreed to participate. Purposive sampling was used because the study required respondents with recent marketplace experience. Screening was conducted before questionnaire distribution, incomplete responses and responses from ineligible participants were excluded, and 100 valid respondents were analyzed.

Sample Size and Statistical Power

The intended demographic comprised Shopee users living in RW 012, Menteng Dalam Subdistrict, South Jakarta. Eligible participants needed to fulfil the following conditions: they must be a minimum of 17 years old, live in RW 012, utilise the Shopee marketplace, have conducted at least one transaction via Shopee in the last six months, and agree to take the research survey. Participants were chosen by purposive sampling, a non-probability method where individuals are picked based on certain traits pertinent to the research goals. Purposive sampling was deemed suitable as not all residents have adequate expertise with Shopee to assess the constructs within the model. Choosing participants with recent buying experiences guaranteed their ability to deliver

pertinent evaluations of Shopee's ads, product details, app functionality, transaction reliability, purchase intent, and buying choices. This method aligns with Sugiyono's (2022) assertion that purposive sampling enables researchers to choose participants based on criteria set for a specific research objective. The sampling process commenced with the identification of prospective participants living within the study region. The selection criteria were disclosed prior to the distribution of the questionnaire. Participation was restricted solely to respondents who verified their compliance with the inclusion criteria. Responses from persons who failed to meet the eligibility criteria and incomplete questionnaires were omitted from the analysis.

Data Collection Procedure

Primary data were collected in June 2026 through a structured questionnaire distributed to eligible Shopee users in the study area. Respondents answered items based on their actual experience using Shopee. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to obtain standardized and comparable assessments of the study constructs.

Measurement of Variables

All dimensions were assessed with multi-item measures derived from recognised theories and prior empirical research. The survey comprised 60 assertions, with 10 elements allocated to each of the six structures. Responses were evaluated utilising a five-point Likert scale, with 1 indicating strong disagreement and 5 indicating strong agreement.

The effectiveness of advertising appeal was assessed based on participants' views of the visual allure, memorable aesthetics, clarity of the message, capacity to capture attention and interest, and the appeal of the advertising source or endorser. The evaluation metrics were modified based on the works of Kotler and Keller (2016), Belch and Belch (2018), Shimp (2014), and the attention-interest aspects of the AIDA framework. Information quality pertains to the degree to which product information displayed on Shopee is comprehensive, precise, comprehensible, pertinent, and beneficial for decision-making. The metrics were formulated in accordance with DeLone and McLean (2003), Park and Kim (2003), and Sari and Keni (2024).

The perceived simplicity of use indicated that customers believed the Shopee application could be mastered and utilised with minimal effort. The metrics encompassed the simplicity of learning, user-friendliness of the application, straightforwardness of product search and navigation, ease of transactions, and comfort of payment. The materials were modified based on Venkatesh et al. (2012), Venkatesh, Thong, and Xu (2016), Gefen et al. (2003), and Suparwo and Rahmadewi (2024). Trust was characterised as the assurance consumers have in the safety, authenticity, dependability, and confidentiality safeguards offered by Shopee. The metrics assessed included transaction security, personal data safeguarding, platform trustworthiness, and service dependability, drawing from the works of Gefen et al. (2003), McKnight et al. (2002), Kim, Ferrin, and Rao (2008), and Solihin and Ahyani (2025).

Purchase intention pertains to the psychological inclination and readiness of consumers to acquire things via Shopee. The assessment was conducted via consumers' curiosity and willingness to buy, intention to finalise a transaction, and inclination towards Shopee compared to alternative marketplaces. The metrics were modified from the works of Ferdinand (2014) and Schiffman and Kanuk (2010). The buying decision signifies the consumers' ultimate choice to pick and acquire a product after evaluating the available options. The assessment encompassed the choice to buy via Shopee, contentment after the purchase, and the inclination to engage in repeat purchases. The metrics were modified based on the works of Kotler and Keller (2016) and Schiffman and Kanuk (2010).

RESEARCH RESULT

The results section presents the findings of the study based on the data analysis conducted to examine the relationships among the variables investigated. The findings are organized systematically to address the research objectives and provide empirical evidence supporting the proposed hypotheses.

Convergent Validity Assessment Analysis

Table 1. Loading Factor of Convergent Validity Assessment

Variable	Item Code	Indicator	Outer Loading	Result
Advertising Appeal (X1)	X1_1	Attention-Interest	0.887	Valid
	X1_2	Message Clarity	0.904	Valid
	X1_3	Visual Appeal	0.891	Valid
	X1_4	Relevance	0.896	Valid
	X1_5	Product Attraction	0.851	Valid
	X1_6	Purchase Consideration	0.892	Valid
Information Quality (X2)	X2_1	Accuracy	0.814	Valid
	X2_2	Completeness	0.901	Valid
	X2_3	Accuracy	0.891	Valid
	X2_4	Understandability	0.892	Valid
	X2_5	Decision Support	0.901	Valid
	X2_6	Decision Support	0.900	Valid
Perceived Ease of Use (X3)	X3_1	Ease of Use	0.798	Valid
	X3_2	Navigation	0.918	Valid
	X3_3	Navigation	0.839	Valid
	X3_4	Transaction Simplicity	0.892	Valid
	X3_5	Transaction Simplicity	0.849	Valid
	X3_6	Payment Convenience	0.888	Valid
Trust (X4)	X4_1	Security	0.891	Valid
	X4_2	Privacy	0.876	Valid
	X4_3	Reliability	0.917	Valid
	X4_4	Reliability	0.893	Valid
	X4_5	Credibility	0.876	Valid
	X4_6	Credibility	0.918	Valid

Variable	Item Code	Indicator	Outer Loading	Result
Purchase Intention (Z)	Z_1	Purchase Intention	0.771	Valid
	Z_2	Interest-Desire	0.853	Valid
	Z_3	Preference	0.840	Valid
	Z_4	Preference	0.894	Valid
	Z_5	Interest-Desire	0.849	Valid
	Z_6	Purchase Intention	0.800	Valid
Purchase Decision (Y)	Y_1	Purchase Decision	0.824	Valid
	Y_2	Purchase Decision	0.877	Valid
	Y_3	Purchase Decision	0.810	Valid
	Y_4	Information Evaluation	0.889	Valid
	Y_5	Decision Confidence	0.836	Valid
	Y_6	Purchase Choice	0.810	Valid

Table 1 shows that the outer-loading values of all measurement items range from 0.771 to 0.918. Since all values exceed the recommended threshold of 0.70, every indicator demonstrates adequate convergent validity. Therefore, all items are considered valid and capable of representing their respective constructs, namely advertising appeal, information quality, perceived ease of use, trust, purchase intention, and purchase decision.

Average Variance Extracted (AVE)

Table 2. Average Variance Extracted (AVE)

Variable	AVE	Result
Advertising Appeal	0.787	Valid
Perceived Ease of Use	0.748	Valid
Trust	0.802	Valid
Purchase Decision	0.708	Valid
Information Quality	0.781	Valid
Purchase Intention	0.698	Valid

Table 2 shows that the AVE values of all constructs range from 0.698 to 0.802, exceeding the recommended minimum threshold of 0.50. Trust has the highest AVE value of 0.802, while purchase intention has the lowest value of 0.698. Therefore, all constructs meet the convergent validity requirement, indicating that each construct explains more than 50% of the variance in its respective indicators.

Cross Loadings

Table 3. Cross Loadings

Item Code	Advertising Appeal	Perceived Ease of Use	Trust	Purchase Decision	Information Quality	Purchase Intention
X1_1	0.887	0.293	0.195	0.465	0.272	0.335
X1_2	0.904	0.299	0.228	0.438	0.178	0.384
X1_3	0.891	0.250	0.181	0.459	0.230	0.394
X1_4	0.896	0.247	0.243	0.413	0.204	0.453
X1_5	0.851	0.336	0.221	0.456	0.159	0.441
X1_6	0.892	0.240	0.206	0.366	0.212	0.405
X2_1	0.228	0.119	0.239	0.382	0.814	0.297
X2_2	0.221	0.154	0.272	0.404	0.901	0.286
X2_3	0.183	0.186	0.195	0.451	0.891	0.271
X2_4	0.147	0.238	0.314	0.395	0.892	0.427
X2_5	0.222	0.238	0.266	0.453	0.901	0.345
X2_6	0.242	0.280	0.332	0.497	0.900	0.443
X3_1	0.260	0.798	0.309	0.356	0.144	0.355
X3_2	0.305	0.918	0.345	0.459	0.215	0.469
X3_3	0.239	0.839	0.087	0.453	0.175	0.350
X3_4	0.310	0.892	0.335	0.480	0.218	0.527
X3_5	0.254	0.849	0.307	0.439	0.227	0.447
X3_6	0.255	0.888	0.280	0.469	0.229	0.455
X4_1	0.248	0.322	0.891	0.311	0.301	0.373
X4_2	0.281	0.300	0.876	0.235	0.193	0.358
X4_3	0.253	0.241	0.917	0.298	0.323	0.368
X4_4	0.192	0.321	0.893	0.231	0.240	0.395
X4_5	0.159	0.251	0.876	0.265	0.290	0.349
X4_6	0.149	0.305	0.918	0.230	0.307	0.352
Y_1	0.248	0.432	0.278	0.824	0.439	0.454
Y_2	0.459	0.488	0.313	0.877	0.465	0.450
Y_3	0.381	0.378	0.194	0.810	0.400	0.470
Y_4	0.438	0.486	0.191	0.889	0.403	0.426
Y_5	0.526	0.394	0.206	0.836	0.384	0.468
Y_6	0.398	0.414	0.302	0.810	0.383	0.500
Z_1	0.401	0.412	0.321	0.372	0.316	0.771
Z_2	0.449	0.395	0.309	0.500	0.375	0.853
Z_3	0.351	0.442	0.302	0.401	0.283	0.840
Z_4	0.388	0.446	0.413	0.510	0.385	0.894
Z_5	0.346	0.464	0.330	0.549	0.303	0.849
Z_6	0.343	0.383	0.375	0.382	0.320	0.800

Table 3 shows that each indicator has a higher loading on its intended construct than on the other constructs. For example, the advertising appeal indicators have loadings ranging from 0.851 to 0.904 on advertising appeal, while their loadings on the remaining constructs are lower. A similar pattern is observed for information quality, perceived ease of use, trust, purchase intention, and purchase decision. Therefore, all indicators meet the cross-loading criterion and demonstrate adequate discriminant validity, indicating that each construct is empirically distinct from the other constructs in the research model.

*Fornell-Larcker Criterion***Table 4. Fornell-Larcker Criterion**

Variable	Advertising Appeal	Perceived Ease of Use	Trust	Purchase Decision	Information Quality	Purchase Intention
Advertising Appeal	0.887					
Perceived Ease of Use	0.314	0.865				
Trust	0.240	0.324	0.895			
Purchase Decision	0.489	0.515	0.294	0.842		
Information Quality	0.235	0.235	0.309	0.490	0.884	
Purchase Intention	0.455	0.508	0.409	0.547	0.397	0.835

Table 4 shows that the square root of the AVE for each construct, presented in bold on the diagonal, is greater than its correlations with the other constructs. For instance, the square root of the AVE for advertising appeal is 0.887, which exceeds its highest correlation with another construct, namely purchase decision at 0.489. The same pattern is observed for all other constructs. Therefore, all constructs satisfy the Fornell-Larcker criterion, confirming adequate discriminant validity. This result indicates that each construct is empirically distinct and measures a different concept within the research model.

*Path Coefficients of the Structural Model (Inner Model)***Table 5. Path Coefficients of the Structural Model (Inner Model)**

Hypotheses	Relationship	Path Coefficient	t-Statistic	p-Value	Result	Decision
H1	Advertising Appeal → Purchase Intention	0.264	3.402	0.001	Significant	Supported
H2	Information Quality → Purchase Intention	0.205	2.314	0.021	Significant	Supported
H3	Perceived Ease of Use → Purchase Intention	0.319	3.449	0.001	Significant	Supported
H4	Trust → Purchase Intention	0.180	2.301	0.022	Significant	Supported
H5	Advertising Appeal → Purchase Decision	0.255	3.132	0.002	Significant	Supported

Hypotheses	Relationship	Path Coefficient	t-Statistic	p-Value	Result	Decision
H6	Information Quality → Purchase Decision	0.300	3.863	0.000	Significant	Supported
H7	Perceived Ease of Use → Purchase Decision	0.281	3.860	0.000	Significant	Supported
H8	Trust → Purchase Decision	-0.025	0.322	0.748	Not significant	Not supported
H9	Purchase Intention → Purchase Decision	0.180	1.858	0.064	Not significant	Not supported
H10	Advertising Appeal → Purchase Intention → Purchase Decision	0.047	1.621	0.106	Not significant	Not supported
H11	Information Quality → Purchase Intention → Purchase Decision	0.037	1.386	0.166	Not significant	Not supported
H12	Perceived Ease of Use → Purchase Intention → Purchase Decision	0.057	1.614	0.107	Not significant	Not supported
H13	Trust → Purchase Intention → Purchase Decision	0.032	1.315	0.189	Not significant	Not supported

Table 5 presents the results of direct-effect and mediation hypothesis testing. A relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05. Advertising appeal, information quality, perceived ease of use, and trust had positive and significant effects on purchase intention. Therefore, H1–H4 were supported. Among these predictors, perceived ease of use had the strongest effect on purchase intention, with a path coefficient of 0.319. Advertising appeal, information quality, and perceived ease of use also had positive and significant effects on purchase decisions. Thus, H5–H7 were supported. Information quality had the strongest direct effect on

purchase decisions, with a path coefficient of 0.300. In contrast, trust did not significantly affect purchase decisions, meaning that H8 was not supported. Purchase intention did not have a significant effect on purchase decisions because its p-value was 0.064, which exceeded the 0.05 significance threshold. Therefore, H9 was not supported. All specific indirect effects through purchase intention were statistically insignificant. Consequently, purchase intention did not mediate the effects of advertising appeal, information quality, perceived ease of use, or trust on purchase decisions. Thus, H10–H13 were not supported. Overall, 7 of the 13 proposed hypotheses were supported, while the remaining 6 hypotheses were not supported.

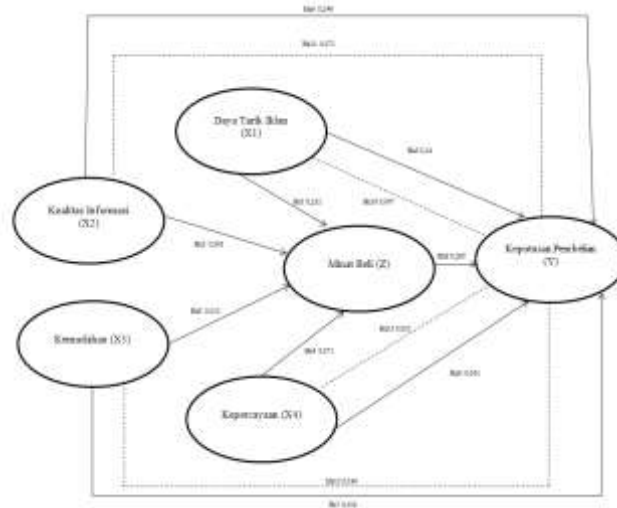


Figure 2. Result Path Analysis

DISCUSSION

Determinants of Purchase Intention

Advertising appeal positively influenced purchase intention ($\beta = 0.264$; $p = 0.001$), supporting H1. Attractive visuals, clear messages, and engaging promotional content can capture attention and create curiosity toward products offered on Shopee. This finding supports the AIDA and Elaboration Likelihood Model perspectives, in which advertising initially stimulates attention and interest before forming behavioral intention. It is consistent with Azizah and Sukati (2023) and Efendi et al. (2021), although it differs from Pratama and Lestari (2022), who found that consumers prioritized product quality and prior experience over advertising appearance.

Information quality also increased purchase intention ($\beta = 0.205$; $p = 0.021$), supporting H2. In an online environment, consumers depend on descriptions, specifications, prices, stock information, photographs, ratings, and reviews because products cannot be examined directly. Accurate and complete information reduces uncertainty and strengthens consumers' willingness to purchase. This result is consistent with Widiani et al. (2019), Kwan and Devica (2024), and Rahmawati et al. (2025), who identified information quality as an important antecedent of online purchase intention.

Perceived ease of use had the strongest effect on purchase intention ($\beta = 0.319$; $p = 0.001$), supporting H3. Simple navigation, convenient product searches, flexible payment options, and an efficient checkout process reduce the effort required to shop. This finding supports the Technology Acceptance Model, which argues that systems perceived as easy to use are more likely to generate favorable behavioral intentions. The result is consistent with Dwivedi (2020), Sentosa et al. (2023), and Siregar et al. (2023), but differs from Firmansyah and Hidayat (2022), who considered ease of use a basic feature rather than a differentiating factor. Trust positively affected purchase intention ($\beta = 0.180$; $p = 0.022$), supporting H4. Consumer confidence in transaction security, seller reliability, product authenticity, and return mechanisms reduces perceived risk and encourages willingness to purchase. This finding agrees with Chandra and Ekawati (2024), Maulana and Ridwan (2023), and Sunyoto et al. (2025). Thus, trust remains relevant at the intention-formation stage, even though it does not necessarily produce an immediate transaction.

Determinants of Purchase Decision

Advertising appeal directly influenced purchase decision ($\beta = 0.255$; $p = 0.002$), supporting H5. This suggests that persuasive advertising may do more than generate interest; advertising containing clear calls to action, limited-time offers, and relevant promotional benefits can accelerate actual purchasing. This result is consistent with Ramadhani and Putra (2022), Yolandita et al. (2022), and Hunowu et al. (2023). However, it differs from Kurniawan and Prasetyo (2024), who argued that product quality, price, and customer reviews become more important at the final purchasing stage. Information quality produced the strongest direct effect on purchase decision ($\beta = 0.300$; $p < 0.001$), supporting H6. Consumers appear to use product information as concrete evidence when evaluating alternatives and justifying their final choice. Detailed specifications, transparent costs, realistic photographs, and credible reviews reduce uncertainty and possible post-purchase regret. This finding supports Situmorang et al. (2025), Prameswari and Hidayat (2023), and Fauziah and Ramadhan (2024). Perceived ease of use also positively influenced purchase decision ($\beta = 0.281$; $p < 0.001$), supporting H7. A seamless transaction process allows consumers to move from product evaluation to payment with minimal technical or cognitive barriers. This result is consistent with Michael and Sutisna (2023), Siregar et al. (2023), and Sentosa et al. (2023). Therefore, ease of use is not merely a supporting feature but an important factor in completing transactions.

In contrast, trust did not significantly affect purchase decision ($\beta = -0.025$; $p = 0.748$); therefore, H8 was not supported. Trust may function as a basic requirement or hygiene factor in a mature marketplace rather than as a direct purchasing trigger. Once users already regard Shopee as secure, their final decisions may depend more on price, promotions, product quality, and delivery benefits. This result supports Handayani and Saputri (2023) but contrasts with Sentosa et al. (2023), who reported a significant influence of trust on purchase decisions. Purchase intention also failed to significantly influence purchase decision ($\beta = 0.180$; $p = 0.064$), so H9 was not supported. Although the relationship

was positive, consumer interest did not automatically become an actual purchase. This intention-behavior gap may arise because consumers continue to compare prices, wait for discounts, reconsider their financial capacity, or evaluate alternative products. The result is consistent with Kurniawati and Putra (2022), but differs from Saputra and Hidayat (2023), Ramadhan et al. (2023), and Pratiwi and Nugraha (2024).

Mediating Role of Purchase Intention

Purchase intention did not mediate the effects of advertising appeal ($\beta = 0.047$; $p = 0.106$), information quality ($\beta = 0.037$; $p = 0.166$), perceived ease of use ($\beta = 0.057$; $p = 0.107$), or trust ($\beta = 0.032$; $p = 0.189$) on purchase decision. Consequently, H10, H11, H12, and H13 were not supported. The absence of mediation is primarily explained by the insignificant relationship between purchase intention and purchase decision. Advertising, information quality, ease of use, and trust may create interest, but this interest remains insufficient to produce an actual transaction. Consumers still require economic and functional justification, including competitive prices, promotions, product quality, credible reviews, and delivery benefits.

The findings regarding advertising are consistent with Maulana and Saputri (2022), who found that purchase intention did not mediate the effect of advertising appeal on purchase decisions. The information-quality result is consistent with Wijaya and Saputra (2022), while the ease-of-use result supports Firmansyah and Hidayat (2022). In contrast, these results differ from studies reporting significant mediation, including Azizah and Sukati (2023), Michael and Sutisna (2023), and Chandra and Ekawati (2024). Overall, the findings indicate that Shopee and its sellers should not focus exclusively on creating consumer interest. Purchase conversion is more likely when attractive advertisements are supported by complete information, an efficient transaction process, competitive offers, and clear product value. Trust should continue to be maintained as a fundamental requirement, but information quality and ease of use appear more decisive in transforming marketplace visits into actual purchases.

CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that advertising appeal, information quality, perceived ease of use, and trust significantly increase consumers' purchase intention on Shopee. Advertising appeal, information quality, and perceived ease of use also directly influence purchase decisions, whereas trust and purchase intention do not have significant direct effects. Furthermore, purchase intention does not mediate the relationships between the four antecedent variables and purchase decisions. These findings indicate that consumer interest alone is insufficient to generate actual purchases; purchasing decisions are more strongly driven by attractive advertising, reliable product information, and a convenient transaction process. The study is limited by its geographically restricted sample, purposive sampling technique, cross-sectional and self-reported data, single-marketplace context, and limited set of variables. Future studies should involve broader and probabilistically selected samples, compare multiple marketplaces, employ longitudinal or mixed-method designs, and examine additional factors

such as price, product quality, sales promotion, electronic word of mouth, and service quality.

ADVANCED RESEARCH

Future studies should employ larger and more diverse samples using probability-sampling techniques to improve the generalizability of the findings. Comparative studies across marketplaces such as Tokopedia, Lazada, and TikTok Shop are also recommended. Researchers may incorporate additional variables, including price, product quality, sales promotion, electronic word of mouth, service quality, and perceived risk. Longitudinal or mixed-method approaches could provide a deeper understanding of the gap between purchase intention and actual purchase decisions. Future research should also refine the measurement items and examine possible moderating variables, such as consumer characteristics, product type, and shopping frequency.

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