MARKETING | RESEARCH ARTICLE

The Influence of Social Media Promotion and Electronic Payment Systems on Purchase Decisions: Case Study from Users of Shopee in Bandar Lampung, Indonesia

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ABSTRACT
This study aims to determine the influence of social media promotion and electronic payment systems on purchase decisions at PT Shopee Indonesia. The population in this study is the community of Shopee users in Bandar Lampung, and the sample takes the entire population using the non-probability sampling method. The results showed that the social media promotion and electronics payment systems partially and significantly affected PT Shopee Indonesia's purchase decisions. The results also show that social media promotion and electronic payment systems simultaneously significantly affect Purchase Decisions At PT Shopee Indonesia. Meanwhile, based on the coefficient of determination (R2) of 0.974 or 97,4%, this shows that 97,4% of the purchasing decision variables can be influenced by social media promotion and electronics payment systems. At the same time, the remaining 2,6% are in other variables not examined in this study.

Keywords: Social Media Promotion, Electronics Payment Systems, Shopee.
JEL Code: M31, L81, D12, G21.

I.   Introduction

This study aims to fill a research gap regarding how social media promotion and electronic payment systems influence purchasing decisions in e-commerce, particularly at Shopee Indonesia. The main contribution of this research is to provide empirical insights that can be applied to digital marketing strategies. The current development of social media must be utilized optimally in everyday life. It is undeniable that technological advancements today offer great convenience for people in carrying out their daily activities. A simple example is the presence of social media, which enables society to obtain and share information actively. Almost everything can be done, whether simply searching for information or running a business. As is well known, many jobs today require the support of internet networks, such as social media administrators for online shops. Social media has become one of the most effective tools for promoting products or services owned by business actors through internet marketing.

According to Data Reportal (2025), the total number of active mobile phone connections in Indonesia at the beginning of 2025 reached 356 million, equivalent to 125 percent of the total population. There were 212 million internet users in Indonesia at the start of 2025, with an internet penetration rate of 74.6%. As of January 2025, Indonesia was home to 143 million social media user identities, representing 50.2% of the total population. Indonesia's total population reached 285 million in January 2025. The data shows that the population increased by 2.3 million (+0.8%) between early 2024 and early 2025. Meanwhile, as of early 2025, 59.5% of Indonesians lived in urban areas, while 40.5% resided in rural areas. At that time, 49.8% of the population were female, while 50.2% were male. For additional context, the following section provides a breakdown of Indonesia's population by age group at the beginning of the year:

Table 1. Marketplace Users In Bandar Lampung Based on Age Groups

No.	Age (Years old)	%
1.	0 - 4	7,7%
2.	5 -12	13,1%
3.	13 -17	8,4%
4.	18 - 24	11,0%
5.	25 - 34	15,1%
6.	35 - 44	14,5%
7.	45 - 54	12,9%
8.	55 - 64	9,7%
9.	> 65	7,5%

Source: Data Reportal, 2025

As part of the internet, social media has brought many changes to Indonesian social communities, including the business community (Beyond Blogging). Online marketing has become a business activity aimed at promoting a product or service through internet media (Ministry of Communication and Information Technology of the Republic of Indonesia, 2021). The presence of social media in digital-era marketing can be viewed from two perspectives: the advertiser's side and the social media user's side. From the advertiser's perspective, social media offers a wide variety of content. Advertisements can be produced in text format and audio, visual, and audiovisual formats. Producing advertisements and utilizing social media also tends to require lower costs. The rapid advancement of digital technology today is accompanied by the proliferation of various tools that make it easier for the general public to access information. Nowadays, people of all ages, from the youngest to the oldest, are familiar with how to use the internet. In Indonesia, the marketplace sector has become a "gold mine" highly enticing for those who can see its future potential (Rifatin & Sudarwanto, 2021). Based on data from the International Trade Administration (2024), six leading marketplaces in Indonesia contribute significantly to the country's Gross Merchandise Value (GMV), including Shopee, Tokopedia, Lazada, Bukalapak, TikTok Shop, and Blibli (Liputan6).

Table 2. Marketplace Users in Bandar Lampung Based on Company

No	Marketplace	%
1.	Shopee	36%
2.	Tokopedia	35%
3.	Lazada	10%
4.	Bukalapak	10%
5.	Tiktok Shop	5%
6.	Blibli	4%
	Total	100%

Source: inilah.com, 2024

Based on Table 2, Shopee is the undisputed marketplace leader, holding a market share of 36%, with a dominant buyer demographic coming from Generation Z. According to Wikipedia, Generation Z is the

generation following the Millennials; they represent a transitional group between Millennials and the era of increasingly advanced technology. Generation Z refers to individuals born between 1997 and 2012, the age range used in Indonesia based on the 2020 Population Census Data by the Indonesian Central Bureau of Statistics (BPS). In second place is Tokopedia, which controls 35% of the market share. Other online marketplaces lag significantly behind Shopee and Tokopedia regarding user percentage. This phenomenon has been leveraged by Shopee, which is in high demand and widely favored by the public because users find it much easier to shop for various products. Shopee caters to buyers and empowers sellers by making it easy to market their products and equipping buyers with secure payment processes and an integrated logistics system. Social media promotion is a marketing approach conducted through social media platforms and managed by third parties. Social media promotion is not directly related to buying and selling transactions, but rather involves content uploads such as website posts, images, or videos published through social media platforms (Putri et al., 2022).

Table 3. Questionnaire Results

No	Questionnaire Channel Distribution	%
1.	Tiktok	54.2%
2.	Instagram	25%
3.	Others	16.7%
4.	Facebook	4.2%

Source: author, 2025

Based on the results of a questionnaire distributed to 20 university students in Bandar Lampung, TikTok and Instagram are among the platforms used to promote products available on Shopee. Content creators can choose which products they want to promote and which platform they prefer to use. One notable content creator on TikTok who promotes Shopee purchase links is Klara Tania. Klara utilizes the Shopee cart feature in her videos to link her audience to the reviewed products, and she also earns additional income through affiliate programs on TikTok, Shopee Video, Instagram, and YouTube. Electronic payment, or e-payment, refers to digital transactions between two parties through systems that offer payment facilities for services or goods purchased or delivered via the internet (Yolanda, 2021). This development is not limited to a single sector but has occurred across all aspects of human life.

Table 4. Questionnaire Results

No	Questionnaire Channel Distribution	%
1.	ShopeePay	70.8%
2.	Virtual Account	54.2%
3.	COD	45.8%
4.	Indomaret & Alfamart	25%
5.	Cicilan Kartu Kredit	4.2

Source: author, 2025

According to the results of the questionnaire above, ShopeePay and Virtual Account payment systems are the most widely used by Shopee customers as they facilitate easier payment transactions. The impact of globalization through the use of information and communication technology has significantly transformed people's lifestyles. One of the effects of globalization is the expansion of payment methods. Previously, payments were made solely through cash in the form of physical money (coins and banknotes), but now they have evolved into non-cash or electronic payment systems. To encourage people to shop on Shopee, primarily through various payment methods, the focus should be on convenience and flexibility. Highlight the diverse payment options available, such as Cash on Delivery (COD), bank transfers, e-wallets (e.g., ShopeePay), and credit/debit cards. Emphasize attractive offers like cashback, discounts, and vouchers that can be applied to specific payment methods.

With electronic payment systems, consumers can now complete purchases more conveniently. Airlangga (2021) stated that digital trade in Indonesia reached IDR 401 trillion, which aligns with the acceleration and preference for online shopping, supported by digital payment systems (CNN Indonesia). Marketplaces are a form of digital commerce that utilizes technology for marketing processes. As of Q1 2022, Shopee ranked as the second-highest marketplace in sales volume because users found it much easier to shop for daily necessities such as electronics, fashion, and other products (iPrice, 2022). Based on the background described previously, the problems in this research are formulated as follows: (1) Does social media promotion influence purchasing decisions? (2) Does the electronic payment system influence purchasing decisions? (3) Do social media promotion and electronic payment systems simultaneously influence purchasing decisions?

II.   Literature Review and Hypothesis Development

2.1.   Social Media Promotion

According to Efry Kurnia et al. (2022), promotion is a form of market strategy that significantly influences the growth of a business, especially in terms of introducing new or developing products. The indicators of social media promotion include: promotion reach, frequency of media updates, and message quality. Through promotional content, businesses can influence public interest and consumer response, essential in shaping purchase decisions. Social networking platforms like Instagram make accessing a wide range of information and knowledge easier. For entrepreneurs, Instagram provides an efficient way to showcase and offer their products to the general public.

Table 5. Independent Variable (X1)

Variable	Definition	Indicators
Social Media Promotion (X1) (Uria, 2022)	Promotion is any communication a company (marketer) uses to inform, persuade, or remind people about products, services, images, ideas, or corporate involvement with the public to gain acceptance and desired action. (Sigit, 2002:53).	1. Promotion reach 2. Frequency of updates on media 3. Message quality

2.2.   Electronic Payment System

Electronic payment (e-payment) is a digital transaction between two parties using a system that provides facilities for making payments for goods or services purchased or delivered via the internet (Yolanda, 2021). Below is the table of indicators for the independent variable (X2):

Table 6. Independent Variable (X2)

Variable	Definition	Indicators
Electronic Payment System (X2) (Fitri, 2022)	According to Pohan, an electronic payment system is a payment system that utilizes information and communication technology such as Integrated Circuits (IC), data security encryption (cryptography), and communication networks.	1. Speed in making payment transactions 2. Convenience of payment features 3. Ease of making payments

2.3. Purchase Decision

A purchase decision is a decision-making process that includes determining what will be purchased or whether a purchase will be made. This decision is derived from previous activities. A purchase decision can be described as an individual's or an organization's decision to buy a particular product or service. The consumer's decision to purchase a product or service begins with the awareness of a need or desire, followed by a series of considerations. It culminates in the post-purchase evaluation stage (Riadi, 2020).

Table 7. Dependent Variable (Y)

Variable	Definition	Indicators
Purchase Decision (Y) (Uria, 2022)	A purchase decision is the process of deciding on a purchase, which includes determining what to buy or whether to buy at all, and the decision is derived from previous activities. (Assauri, 2004:141)	1. Problem Recognition 2. Information Search 3. Evaluation of Alternatives 4. Purchase Decision 5. Post-Purchase Evaluation

2.4. Hypothesis Formulation

2.4.1. The Influence of Social Media Promotion on Purchase Decisions

According to Efry Kurnia et al. (2022), promotion is a form of market strategy that significantly influences the growth of a business, whether the product is newly launched or in the development phase. Social media has become an essential part of marketing for many companies and is one of the best ways to reach a broader market or customers. Social media platforms such as Facebook, Twitter, Instagram, and YouTube offer several advantages for business actors compared to conventional media as a promotional tool. Research by Fahmi et al. (2020) shows that social media promotion positively and significantly influences purchase decisions.

H1: Social media promotion positively and significantly influences purchase decisions.

2.4.2. The Influence of Electronic Payment Systems on Purchase Decisions

Electronic payment (e-payment) is a digital transaction between two parties using a system that provides facilities to make payments for goods or services purchased or delivered via the internet (Yolanda, 2021). In Indonesia, electronic payments commonly include e-wallets such as GoPay, ShopeePay, OVO, Dana, LinkAja, QRIS, bank transfers, and credit cards (Lianovanda, 2022). A study by Sundung Simatupang et al. (2024) shows that electronic payment systems positively and significantly influence purchase decisions.

H2: Electronic payment systems positively and significantly influence purchase decisions.

2.4.3. The Relationship Between Social Media Promotion and Electronic Payment Systems on Purchase Decisions

Social media promotion is a marketing approach conducted through social media platforms and managed by third parties. In addition to promotion, electronic payment systems are another factor that can influence purchase decisions. Electronic payment (e-payment) refers to digital transactions between two parties using a system that provides facilities for making payments for goods or services purchased or delivered via the internet (Yolanda, 2021). The emergence of online payment systems has enabled

transactions to be carried out more quickly, efficiently, and without the need for cash. A study by Dewi Wungkus Antasari (2020), titled The Influence of Electronic Payment Systems and Social Media on Purchase Decisions (Case Study in Kediri City), shows that electronic payment systems and social media simultaneously positively and significantly influence purchase decisions.

H3: Social media promotion and electronic payment systems simultaneously have a significant influence on purchase decisions.
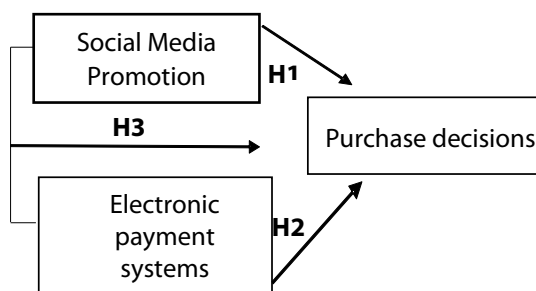
Figure 1. Research Framework

III.   Research Method

This study uses a quantitative research approach. It is an explanatory research that aims to analyze the influence of variables. The data source used in this study is primary data (Sanusi, 2019; Sugiyono, 2018). The population in this study includes all consumers who use the Shopee application in Bandar Lampung. The sampling technique used is purposive sampling (Febrian et al., 2024; Rifatin & Sudarwanto, 2021). The criteria for the sample include active consumers who have the Shopee application and have made more than two purchase transactions on Shopee. Since the total population is unknown, the sample size was determined using the formula by Hair (2019), which recommends that the sample size be 5 to 10 times the number of indicators used. Thus, the number of samples in this study is calculated as follows:

Sample = Number of Indicators × 10

$$= 11 \times 10$$
$$= 110$$

Based on this calculation, the number of respondents in this study is 110.

3.1.   Data Collection Technique

The data collection technique used in this study is a survey method through the distribution of questionnaires, which consist of several questions that provide researchers with information about the variables being studied. The answer choices for each questionnaire item use a Likert scale consisting of five (5) levels of responses. The Likert scale measures or analyzes data about a person's or group's attitudes, opinions, or perceptions toward a particular phenomenon (Sugiyono, 2018).

3.2.   Data Analysis Techniques

This study uses validity and reliability tests on research instruments to determine whether each questionnaire is valid and reliable for further research. After that, a multiple linear regression test will be

carried out to determine the estimated value of the dependent variable if the independent variable changes. The t-test, f-test, and coefficient of determination will also be carried out in this study as analysis tools to determine the effect of each independent variable on the dependent variable independently and together, as well as how much influence the overall variable has.

IV.   Results and Discussion

4.1.   Data Description

Data description explains the information obtained from the results of observations and questionnaires, which will be further analyzed through various statistical tests. This study examines the influence of Social Media Promotion and Electronic Payment Systems on the Purchase Decisions of Shopee users in Bandar Lampung. Primary data was obtained from 110 respondents selected based on specific criteria, with characteristics seen from gender, age, address, and experience using Shopee.

4.2.   Description of Respondent Characteristics

To prove the hypothesis proposed in this study, statements were made to 110 respondents who had used the Shopee Marketplace in Bandar Lampung. The gender data of respondents can be seen in the following table:

Table 8. Respondent Characteristics Based on Gender

No.	Gender	Total (People)	Presentage
1.	Female	72	65,5%
2.	Male	38	34,5%
	Total	**110**	**100%**

Respondent characteristics based on gender are classified into two groups. This grouping is done to make it easier to describe respondent data. Based on Table 4.1, it can be seen that there are 72 female respondents (65.5%) and 38 male respondents (34.5%). It can be concluded that female respondents dominate respondents who have used the Shopee Marketplace in Bandar Lampung.

4.3.   Data Analysis

4.3.1.   Validity Test Results

Table 9. Validity Test Results

Variable	R-calculated	R-Estimated	Result
Social media promotion	0.732		
	0.812		
	0.899		
	0.873		
	0.878		
	0.856		
Electronic Payment System (X2)	0.913	0.1562	Valid
	0.922		
	0.954		
Purchase Decision (Y)	0.836		
	0.602		
	0.676		
	0.824		
	0.732		

Variable	R-calculated	R-Estimated	Result
	0.817		
	0.835		
	0.832		
	0.815		

A validity test is conducted to measure whether or not the questionnaire given to the respondents is valid. First, it is necessary to determine Rtable with the formula df = n-2, with a significance level of 0.05, namely df = 110 - 2, 195, so Rtable is 0.1562. A questionnaire can be said to be valid if Rcount > Rtable. Based on the table above, it can be seen that each statement of each variable states that Rcount > Rtable 0.1562 as a whole, meaning that the statement from the questionnaire is said to be valid.

Table 10. Results of Multiple Linear Regression Tests

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 *(Constant)*	5.158	2.316	
X1	.694	.096	. 513
X2	1.111	.199	. 395

Based on Table 10, the following values are known:

1) Constant = 5.158
2) Social Media Promotion   = 0.694
3) Electronic Payment System = 1.111

The results are entered into the multiple linear regression equation, so that the following equation is known:

$$Y = 5.158 + 0.694\ (X1) + 1.111\ (X2)$$

Explanation:

1. The constant of 5.158 indicates that if the value of the independent variable is considered constant, Consumer Satisfaction will increase by 5.158.
2. Coefficient X1 ($\beta1$) = 0.694, which means that the Social Media Promotion variable (X1) has a positive effect on consumer satisfaction, or in other words, if Social Media Promotion (X1) is increased, the Purchasing Decision will increase by 0.694. The coefficient is positive, meaning there is a positive relationship between the Social Media Promotion variable and the Purchasing Decision, as the more Social Media Promotion increases, the more the Purchasing Decision will increase.
3. Coefficient X2 ($\beta2$) = 1.111; this means that the Electronic Payment System variable (X2) has a positive effect on Purchasing Decisions, or in other words, if the Electronic Payment System (X2) is increased, then the Purchasing Decision will increase by 1.111. A positive coefficient means a positive relationship between the Electronic Payment System variable and the community's consumer satisfaction; the more the Electronic Payment System increases, the more the Purchasing Decision will increase.

4.3.2.   Reliability test results

Table 11. Reliability Test Results

Variable	Alpha	Desription
Social Media Promotion	0.918	Reliable

Variable	Alpha	Desription
Electronic Payment System	0.919	
Purchase Decision	0.908	

The reliability test results on the research variables show that the Cronbach's Alpha value is > 0.60, so it can be concluded that overall, the research variables are reliable.

4.3.3. F-Test Results

Table 12. F-Test Results

Model		Sum of Squares	Df	F	Sig.
1.	Regression	2534.931	2	107.249	0,000
	Residual	1264.523	107		
	Total	3799.455	109		

In this study, the number of samples (n) is 100 and the total number of variables 5 (k) is, so that it is obtained:

df (numerator) = 3 - 1 = 2
df (denominator) = 110 - 3 = 107

The calculated F value will be obtained using SPSS, and then compared with the F-table at the α level = 5%. The calculated F value is 107.249, and Ftable with df1 = k-1 (df1 = 3-1 = 2), then the degree of numerator is two and df2 = n-k (df2 = 100-3 = 107) for the degree of denominator, then the Ftable is 2.30, meaning that Fcount> Ftable is 107.249> 2.30. The significance value is 0.000 <0.05, so Ho is rejected and Ha is accepted. From the results of the F test, it can be concluded that social media promotion and electronic payment systems simultaneously significantly influence purchasing decisions.

4.3.4. T-Test Results

Table 13. T-Test Results

Model	Sum of Squares	t	Sig.
(Constant)	5.158	2.316	.028
X1	.694	.096	.000
X2	1.111	.199	.000

Based on Table 13, the t table value is obtained with df (n-k-1) – (110-3-1) = 106 and degrees of freedom 0.05 and can be concluded as follows:

1. Social Media Promotion Variable (X1)
    Social Media Promotion Variable t count> t table, namely 7.256> 1.65936, with a significant value smaller than the specified significance level, namely 0.000 <0.05; it can be concluded that social media promotion has a significant effect on purchasing decisions.
2. Electronic Payment System Variable (X2)
    Electronic Payment System Variable where t count> t table, namely 5.585> 1.65936 with a significant value greater than the specified significance level, namely 0.000 <0.05, it can be concluded that the electronic payment system significantly affects purchasing decisions.

4.3.5. Determination Coefficient Test Results

Table 14. Determination Coefficient Test Results

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,817ᵃ	0,667	0,661	3,438
a. Predictors: (Constant), Social Media Promotion (X1), Electronic Payment System (X2)				

The coefficient of determination shows the Adjusted R Square figure with a value of 0.661. This shows that 66.1% of the influence can be explained by the independent variables (social media promotion and electronic payment systems) on the dependent variable (purchase decisions). In comparison, the remaining 33.9% is explained by other variables not tested in this study.

a. The Influence of Social Media Promotion on Purchasing Decisions
The results of the partial test show a calculated t value> t table, namely 2.227> 1.65936, with a significant value smaller than the specified significance level of 0.000 <0.05; it can be concluded that the social media promotion variable has a positive and significant effect on purchasing decisions. This means that the efficiency variable directly and significantly affects the purchasing decisions of Shopee Indonesia consumers (on marketplace users in Bandar Lampung). This study's results align with the research of Fahmi et al. (2020), which shows that social media promotion has a positive and significant effect on purchasing decisions. This also shows that promotion with social media affects purchasing decisions, and research by Gunaedi et al (2021) shows that social media marketing significantly affects the impulsive buying behavior of Gopay users in Bekasi City.

b. The Influence of Electronic Payment Systems on Purchasing Decisions
The results of partial testing of the electronic payment system variable on purchasing decisions on the purchasing decision variable show that the calculated T value> T table of 5.585> 1.65936 and a significance value of <0.05, so that it can be concluded that the electronic payment system has a positive and significant effect on purchasing decisions. This study's results align with research conducted by Meilinda Nur Rasyida Fatmawati and Indah Yuliana (2019), which states that the electronic payment system has a positive and significant effect on Purchasing Decisions.

c. The Influence of Social Media Promotion and Electronic Payment Systems on Purchasing Decisions
The study results show a calculated F-value> F-table of 107.249> 2.30 and a significance value of <0.05, so it can be concluded that social media promotion and electronic payment systems affect purchasing decisions. This research, conducted by Dewi Wungkus Antasari, shows that social media promotion and electronic payment systems have a joint effect on purchasing decisions.

V. Conclusion

This study concludes that both social media promotion and electronic payment systems significantly and positively influence purchasing decisions among Shopee users in Bandar Lampung. The results of the partial t-tests indicate that social media promotion exerts a substantial impact, as evidenced by a calculated t-value of 7.256 exceeding the t-table value of 1.65936, with a significance level of 0.000. Similarly, electronic payment systems show a significant positive effect, with a calculated t-value of 5.585, surpassing the t-table value and having the same significance level. Furthermore, the simultaneous testing through the F-test reinforces these findings, showing that both variables significantly influence purchasing decisions, with an F-value of 107.249, well above the threshold of 2.30. The acceptance of all three hypotheses affirms that social media promotion and electronic payment systems, whether analyzed individually or jointly, play a critical role in shaping consumer purchase behavior within the digital marketplace. These findings emphasize the

importance of integrating promotional strategies and digital transaction systems to enhance user engagement and drive sales performance in e-commerce platforms like Shopee.

Based on the findings, several recommendations can be proposed. First, Shopee should prioritize expanding its social media promotional reach, especially since this aspect showed relatively lower performance, to attract a broader consumer base. Future studies are encouraged to incorporate additional variables such as product quality, customer service, or consumer trust to enrich the understanding of consumer purchasing behavior. Moreover, broadening the research scope to include other marketplaces such as Tokopedia, Lazada, and Bukalapak would enable comparative analysis and generate more generalizable insights. In light of emerging digital trends, further research should also consider the role of influencer-based promotions and live shopping features, which are gaining popularity among online consumers. Expanding the conceptual and contextual scope of research will enhance the relevance and applicability of the findings, providing valuable input for developing more effective digital marketing strategies and innovative electronic payment solutions. Ultimately, the insights derived from this study can support the advancement of Indonesia's e-commerce sector, enhancing its competitiveness in both national and global arenas.

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