The Influence of Promotion and Social Influence on Online Purchase Decisions Mediated by Convenience

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Abstract: The rapid development of digital technology has increased online shopping activities, particularly among consumers who prioritize convenience and efficiency. This phenomenon highlights several factors influencing online purchasing decisions, such as promotion, social influence, and shopping convenience. This study aims to analyze the effects of promotion and social influence on online purchase decisions, with convenience as a mediating variable. A quantitative research approach was employed using structural equation modeling–partial least squares (SEM–PLS). Data were collected through a Likert scale questionnaire (1–5) distributed to 40 respondents who had experience with online shopping. The results indicate that promotion and social influence significantly affect online purchase decisions, both directly and indirectly through convenience as a mediating variable. Shopping convenience strengthens the impact of promotional strategies and social influence on consumers purchasing decisions. In conclusion, effective digital marketing strategies should integrate attractive promotions, positive social influence, and enhanced shopping convenience to encourage online purchase decisions.

Kata Kunci: Convenience; Online Purchase Decision; Promotion; Structural Equation Modeling–Partial Least Squares (SEM–PLS); Social Fluence

Abstrak: Perkembangan teknologi digital telah mendorong meningkatnya aktivitas belanja online, khususnya di kalangan konsumen yang mengutamakan kemudahan dan efisiensi. Fenomena ini memunculkan berbagai faktor yang memengaruhi keputusan pembelian online, seperti promosi, pengaruh sosial, dan kenyamanan berbelanja. Penelitian ini bertujuan untuk menganalisis pengaruh promosi dan pengaruh sosial terhadap keputusan pembelian online dengan kenyamanan sebagai variabel mediasi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan analisis structural equation modeling–partial least squares (SEM–PLS). Data dikumpulkan melalui kuesioner skala Likert 1–5 yang disebarkan kepada 40 responden yang pernah melakukan belanja online. Hasil penelitian menunjukkan bahwa promosi dan pengaruh sosial berpengaruh terhadap keputusan pembelian online, baik secara langsung maupun melalui kenyamanan sebagai variabel mediasi. Kenyamanan berbelanja online terbukti memperkuat pengaruh kedua variabel tersebut. Kesimpulannya, strategi pemasaran digital yang efektif perlu mengintegrasikan promosi menarik, pengaruh sosial positif, serta peningkatan kenyamanan pengguna untuk mendorong keputusan pembelian online.

Kata Kunci: Kenyamanan; Keputusan Pembelian Online; Promosi; Structural Equation Modeling–Partial Least Squares (SEM–PLS); Pengaruh Sosial

1. Introduction

The development of digital technology has driven significant changes in consumption patterns, particularly through online shopping activities. The high level of internet penetration has positioned online transactions as an integral part of modern lifestyles that are no longer constrained by space and time. In Indonesia, the number of internet users in 2025 reached approximately 230.4 million people, accounting for more than 80% of the total population, with usage dominated by younger generations and residents of Java Island [1]. This condition reinforces the role of e-commerce as a primary means of fulfilling consumer needs, especially for individuals with high levels of work-related busyness who have limited time for conventional shopping.

Numerous studies indicate that the increasing prevalence of online shopping not only facilitates transaction efficiency but also influences consumption patterns and consumer lifestyles. Previous research has revealed that online shopping has a significant effect on students consumption habits, which tend to become more uncontrolled, although it does not directly affect financial management. Furthermore, consumption habits have been shown to mediate the relationship between online shopping and students' financial management [2]. Meanwhile, qualitative studies demonstrate that online shopping is influenced by advertising, ease of access, and peer influence, and contributes to lifestyle changes among students toward more consumptive, wasteful, and desire-oriented behaviors rather than need-based consumption [3]. These findings emphasize the important role of online shopping in shaping consumption behavior and lifestyle, particularly among younger generations.

In comprehensively analyzing online shopping behavior, structural equation modeling based on partial least squares (SEM–PLS) has been widely applied due to its ability to simultaneously test causal relationships among latent

variables and its robustness to relatively small sample sizes and non-normal data distributions. Several studies have shown that promotion and convenience significantly influence online purchasing decisions, while trust, ease of use, service quality, and social influence function as supporting determinants [4]. In addition, the SEM–PLS approach has been employed to analyze the sustainability of online shopping platform usage in the post-pandemic period, with findings indicating that repurchase intention positively affects actual purchasing behavior [5]. Other studies have demonstrated that purchase intention mediates the effects of price and online customer reviews on purchasing decisions [6], and that online purchasing exerts a stronger influence than offline purchasing in shaping consumer decisions [7]. Beyond the consumer context, SEM–PLS has also been extensively utilized in studies on digital technology adoption and behavioral sustainability across various domains. Research on digital technology utilization in vocational education shows that SEM–PLS is effective in identifying factors influencing acceptance, perceived suitability, and continued use of digital systems in post-pandemic conditions [8]. Similarly, studies in science education confirm that SEM–PLS is capable of validating complex relationships among perception, knowledge, and competence in data-driven learning environments, while ensuring robust construct validity and reliability [9]. Furthermore, SEM–PLS has been applied in social research to explain the formation of behavioral outcomes through mediating mechanisms within multicultural communities, highlighting its flexibility in modeling latent constructs and social interactions [10]. Collectively, these findings confirm that SEM–PLS is a relevant and robust methodological approach for examining online shopping behavior and other technology-driven phenomena across diverse variables and research contexts.

Nevertheless, existing studies on online shopping remain predominantly focused on general factors such as price, trust, and ease of use, without explicitly positioning promotion and social influence as the primary focus of analysis within specific situational and temporal contexts [4], [6]. Moreover, studies that simultaneously integrate these two factors within a SEM–PLS–based structural model are still relatively limited, particularly in the context of online shopping behavior influenced by digital lifestyles and high internet usage intensity [1], [5]. Therefore, this study aims to analyze the effects of promotion and social influence on online shopping behavior using a SEM–PLS approach, in order to obtain a deeper understanding of the factors influencing consumer decision-making in the digital era.

2. Method and Experimental

This study employs a quantitative approach with an explanatory research design, aiming to explain the causal relationships among variables in online shopping behavior. This approach was selected because it allows for the objective measurement of relationships among constructs through statistical analysis. The data used are primary data obtained through the distribution of questionnaires to respondents who have previously made purchases via online shopping platforms. The explanatory design is considered appropriate for examining the effects of promotion and social influence on online purchase decisions by incorporating convenience as a mediating variable [11]. The population of this study consists of users of online shopping platforms, with a sample size of 40 respondents. The sampling technique applied is purposive sampling, targeting respondents who meet the criterion of having prior online shopping experience. This sample size is considered adequate, as the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method does not require a large sample size and remains applicable to studies with a limited number of respondents [12]. Furthermore, PLS-SEM is suitable for predictive research and the development of consumer behavior models.

The research instrument is a closed-ended questionnaire constructed based on the indicators of each research variable. Indicator measurement was conducted using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The independent variables in this study include Promotion (PR) and Social Influence (PS), the mediating variable is Convenience (KN), and the dependent variable is Online Purchase Decision (KPO). Each variable is operationalized into three indicators reflecting respondents' perceptions of promotional activities, social environmental influence, the level of convenience in online shopping, and the purchasing decisions made [11], [13]. Detailed information regarding variables, variable types, indicator codes, and measurement statements is systematically presented in the Variables and Indicators Table to facilitate a clear understanding of the constructs employed in this study.

Table 1. Variable, Definition, and Indicator

Variable	Type	Code	Indicator
Promotion (PR)	Independent	PR1	The promotions and discounts offered attract my attention.
		PR2	The promotions provided match my needs and interests.

		PR3	Promotions encourage me to make a purchase immediately.
Social Influence (PS)	Independent	PS1	Recommendations from friends or family influence my shopping decisions.
		PS2	Reviews and ratings from other users influence my choices.
		PS3	Trends on social media encourage me to shop online.
Convenience (KN)	Mediator	KN1	I feel comfortable shopping online at any time, including at night.
		KN2	Online shopping helps me save time and effort.
		KN3	My online shopping experience feels enjoyable and hassle-free.
Online Purchase Decision (KPO)	Dependent	KPO1	I decide to purchase products through online shopping platforms.
		KPO2	I choose online shopping over in-store shopping.
		KPO3	I am willing to make repeat purchases through online shopping platforms.

Based on the proposed analytical framework, the relationships among variables are illustrated in a conceptual model that incorporates all constructs, indicators, and causal paths examined using the PLS-SEM approach, as presented in Figure 1.
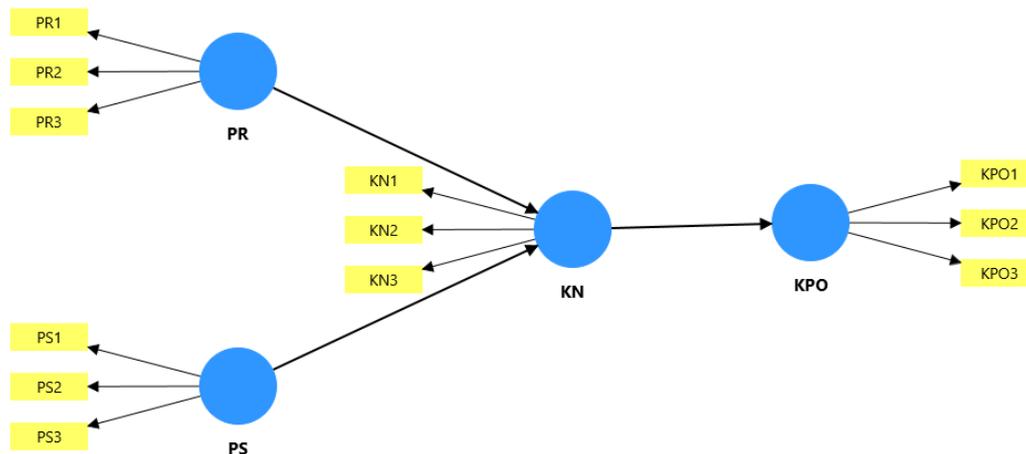
Fig. 1 Model Diagram and Intervariable Relationships

Data analysis was conducted using the SEM–PLS method with the assistance of SmartPLS software. The analysis stages included outer model evaluation to assess construct validity and reliability, as well as inner model evaluation to examine the structural relationships among variables and the mediating role of convenience. The SEM–PLS method was selected because it is capable of simultaneously analyzing direct and indirect relationships and is flexible with respect to the characteristics of research data [12], [14]. The results of the analysis are expected to provide empirical insights into the factors influencing consumers' online purchase decisions.

3. Result and Discussion

This discussion section interprets the research findings by relating the empirical results to respondent characteristics, the conceptual framework, and previous studies. The discussion emphasizes online shopping behavior by examining the roles of trust, ease of use, and convenience in influencing online purchase decisions.

3.1. Respondent Characteristics

The respondent characteristics in this study indicate that the majority of respondents are female (60%), while male respondents account for 40%. In terms of age, most respondents fall within the 23–27 age group (52%), which represents a productive age range and is highly active in digital technology usage. This composition suggests that online shopping behavior, particularly during nighttime hours, is predominantly

carried out by younger generations who have high mobility and limited time during the day. These findings are consistent with the profile of e-commerce users in Indonesia, which is dominated by young and productive age groups [15]. Regarding employment status, the largest proportion of respondents are private-sector employees (52.5%), followed by students (20%). This condition indicates that online shopping, especially at night, serves as a practical solution for individuals with demanding work schedules. In terms of income, most respondents fall within the range of IDR 4,000,001–6,000,000 (45%), suggesting that online shopping is not only practiced by low-income consumers but also by those with moderate purchasing power. Furthermore, the dominant shopping time is between 9:01 PM and 12:00 AM (50%), reinforcing the assumption that nighttime is the primary period for consumers to engage in online shopping after completing daily activities.

This section presents an overview of the general characteristics of respondents involved in the study. Demographic data are provided to offer contextual insight into the respondent profile and to support the interpretation of subsequent analytical results.

Table 2. Respondents' Demographic Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	16	40,0
	Female	24	60,0
Age	18-22 years	10	25,0
	23-27 years	21	52,0
	28-32 years	6	15,0
	>32 years	3	7,5
Employment Status	Private Sector Employee	21	52,5
	Student	8	20,0
	Civil Service Employee	2	5,0
	Enterpreneur	3	7,5
	Intern	3	7,5
	Others (Lecturer, Fresh Graduate)	3	7,5
Highest Educational Level	Senior High School	5	12,5
	Diploma (D3)	3	7,5
	Bachelor's Degree (S1)	25	62,5
	Magister's Degree (S2)	3	7,5
	Doctoral's Degree (S3)	4	10,0
Monthly Income	>2.000.000	6	15,0
	Rp.2000.000-Rp.4.000.000	8	20,0
	Rp.4.000.001-Rp.6.000.000	18	45,0
	>Rp.6.000.000	8	20,0
Frequency of Late-Night Shopping	Rarely	15	37,5
	Sometimes	16	40,0
	Often	7	17,5
	Very often	2	5,0
Dominant Shopping Time	18.00-21.00	11	27,5
	21.01-00.0	20	50,0
	After 00.00	9	22,5
Dominant Platform	Shopee	Dominant	
	Tiktokshop	Dominant	
Characteristic	**Category**	**Frequency**	**Percentage (%)**

Note: One respondent may use more than one online shopping platform.

3.2. Measurement Model Evaluation (Outer Model)

The results of the construct validity and reliability testing presented in Table 3 indicate that all indicators have loading factor values above the minimum threshold of 0.6, thereby confirming their convergent validity. The Average Variance Extracted (AVE) values for all constructs also exceed 0.5, indicating that each construct is able to adequately explain the variance of its indicators. In addition, the Cronbach's Alpha and Composite Reliability values for all variables are above 0.7, demonstrating that the research instrument has good internal consistency and is reliable [16].

Multicollinearity testing using the Variance Inflation Factor (VIF) shows that all indicators have VIF values below 5, indicating that no multicollinearity issues are present in the measurement model. With all validity and reliability criteria satisfactorily met, the measurement model in this study is deemed suitable to proceed to the structural model (inner model) evaluation stage. These findings are consistent with SEM–PLS model evaluation guidelines commonly recommended in consumer behavior research [17].

Table 3. Consctruct Validity and Reliability

Construct & Indicator	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability (rho_c)	VIF	Description
Promotion (PR)		0.685	0.770	0.867		**Valid & Reliable**
PR1 – Promotion attractiveness	0.854				1.797	Valid
PR2 – Promotion suitability	0.845				1.626	Valid
PR3 – Purchase encouragement	0.783				1.447	Valid
Social Influence (PS)		0.632	0.705	0.837		**Valid & Reliable**
PS1 –Social recommendation	0.888				1.930	Valid
PS2 – User reviews	0.738				1.500	Valid
PS3 – Social media trends	0.750				1.374	Valid
Convenience (KN)		0.582	0.633	0.804		**Valid & Reliable**
KN1 – Time flexibility	0.638				1.179	Valid
KN2 – Time efficiency	0.749				1.402	Valid
KN3 – Shopping experience	0.883				1.601	Valid
Keputusan Pembelian Online (KPO)		0.772	0.852	0.910		**Valid & Reliable**
KPO1 – Purchase intention	0.880				2.012	Valid
KPO2 – Shopping preference	0.909				2.606	Valid
KPO3 – Consumer loyalty	0.845				2.015	Valid

3.3. Analysis of Intervariable Relationship

Based on the results of the SEM–PLS analysis, promotion and social influence variables are proven to play important roles in shaping consumer convenience in online shopping activities. Attractive promotions and discounts that are relevant to consumer needs and encourage immediate purchasing are able to enhance consumers' sense of comfort when shopping online, particularly during nighttime hours. On the other hand, recommendations from social circles, user reviews, and social media trends further strengthen consumers' positive perceptions of online shopping activities. These findings indicate that online shopping decisions are not solely rational in nature, but are also influenced by social and emotional stimuli [18].

Convenience is proven to function as a mediating variable linking promotion and social influence to online purchase decisions. Consumers who feel comfortable, save time, and enjoy their online shopping experiences tend to exhibit higher purchase intentions and are more willing to make repeat purchases. This confirms that convenience is a key factor in encouraging the sustainability of online shopping behavior, especially within the context of digital lifestyles and nighttime activities. These findings are consistent with previous studies stating that a comfortable shopping experience enhances consumer loyalty and purchasing decisions [19].

3.4. Discussion of Research Findings

The findings of this study reinforce digital consumer behavior theory, which states that online purchase decisions result from the interaction of marketing factors, social environments, and user experience. Effective promotions function not only as marketing communication tools but also as psychological triggers that encourage consumers to make immediate purchasing decisions. Meanwhile, social influence serves as a source of validation and trust, particularly through user reviews and the widespread development of social media trends [13], [15].

Overall, this study provides empirical contributions by positioning convenience as a mediating mechanism that explains how promotion and social influence affect online purchase decisions. These findings

offer practical implications for e-commerce practitioners to focus not only on promotional strategies but also on enhancing the convenience of user experience, especially for consumers who shop at night. Accordingly, this research model enriches the literature on online shopping behavior within the context of modern digital lifestyles.

4. Conclusion

This study analyzes the effects of promotion and social influence on online purchase decisions, with convenience as a mediating variable, using the SEM–PLS method. The results indicate that promotion and social influence play significant roles in encouraging online purchase decisions. Attractive promotional offers, along with the influence of recommendations, user reviews, and social media trends, are able to increase consumers' interest in making purchases through online shopping platforms.

Furthermore, convenience is proven to strengthen the relationship between promotion and social influence and online purchase decisions. The ability to shop at any time, time efficiency, and a practical and enjoyable shopping experience enhance consumers' confidence in making purchasing decisions. These findings highlight the importance of digital marketing strategies that not only focus on promotional aspects but also emphasize the creation of a convenient online shopping experience for consumers.

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Author Contribution

Ibrahim Fanji Dipura contributed to formal analysis and quantitative analysis. **Neni Alyani** contributed to conceptualization, methodology development, manuscript review. **Fitri Aditri** contributed to formal analysis manuscript editing, quantitative analysis. **M. Miftahul Madya** contributed to conceptualization, methodology development, investigation, quantitative analysis, initial draft preparation, manuscript review and editing.

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