



Analysis of Shopee E-Commerce Product Purchase Decisions Among Students at Wijaya Kusuma University in Surabaya

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ABSTRACT

Purchasing decision is an important process carried out by consumers before making a transaction. The rapid development of e-commerce has changed consumer purchasing behavior, especially among university students, who tend to prefer online shopping platforms due to their convenience and efficiency. Shopee is one of the most popular e-commerce platforms in Indonesia that offers various products, competitive prices, and attractive promotional programs. This study aims to analyze the purchasing decision-making process for Shopee e-commerce products among students of Wijaya Kusuma University Surabaya. This research uses a descriptive qualitative approach. The informants consist of four active students of Wijaya Kusuma University Surabaya who frequently use the Shopee application. Data were collected through interviews and observations. The results show that price, promotional programs such as discounts and free shipping, product quality, ease of use, and trust in the Shopee system significantly influence students' purchasing decisions. The purchasing decision-making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Keywords:

Purchase Decision

E-commerce,

Shopee,

Student

Keputusan pembelian merupakan proses penting yang dilakukan konsumen sebelum melakukan transaksi pembelian suatu produk. Perkembangan e-commerce telah mengubah perilaku belanja konsumen, khususnya mahasiswa, yang cenderung memilih belanja online karena kemudahan dan kepraktisannya. Shopee merupakan salah satu platform e-commerce yang banyak digunakan di Indonesia karena menyediakan berbagai produk, harga yang kompetitif, serta program promosi yang menarik. Penelitian ini bertujuan untuk menganalisis proses pengambilan keputusan pembelian produk e-commerce Shopee di kalangan mahasiswa Universitas Wijaya Kusuma Surabaya. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Informan penelitian terdiri dari empat orang mahasiswa aktif Universitas Wijaya Kusuma Surabaya yang sering menggunakan aplikasi Shopee. Teknik pengumpulan data dilakukan melalui wawancara dan observasi. Hasil penelitian menunjukkan bahwa harga, promosi diskon, gratis ongkos kirim, kualitas produk, kemudahan penggunaan aplikasi, serta kepercayaan terhadap sistem Shopee berpengaruh terhadap keputusan pembelian mahasiswa. Proses keputusan pembelian terdiri dari lima tahap, yaitu pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan perilaku pasca pembelian.

1. Introduction

The purchasing decision is a crucial aspect of consumer behavior because it serves as the basis for companies to determine the right marketing strategy. The purchasing decision-making process is not a simple one; rather, it involves various considerations before consumers choose one product from several available alternatives. Increasingly intense business competition requires companies to deeply understand consumer behavior in order to attract purchasing interest and

maintain customer loyalty. Products that are of good quality and capable of providing satisfaction tend to be more easily chosen and are more likely to be repurchased by consumers.

Advances in information technology and digitalization have driven significant changes in the consumption patterns of the Indonesian public. Buying and selling activities that were previously conducted conventionally have now largely shifted to digital platforms via e-commerce. E-commerce functions as a medium that brings sellers and buyers together within a single online system, allowing transactions to be conducted without the need for face-to-face interaction. This situation provides convenience and time efficiency for consumers in meeting their needs.

Currently, various e-commerce platforms are growing rapidly in Indonesia, including Shopee, Tokopedia, Lazada, and Blibli. The high level of competition among platforms drives each e-commerce platform to offer various advantages to attract consumers. Data on visits to e-commerce sites shows differences in the number of visitors across each platform, reflecting the level of consumer interest and preference for each e-commerce platform.

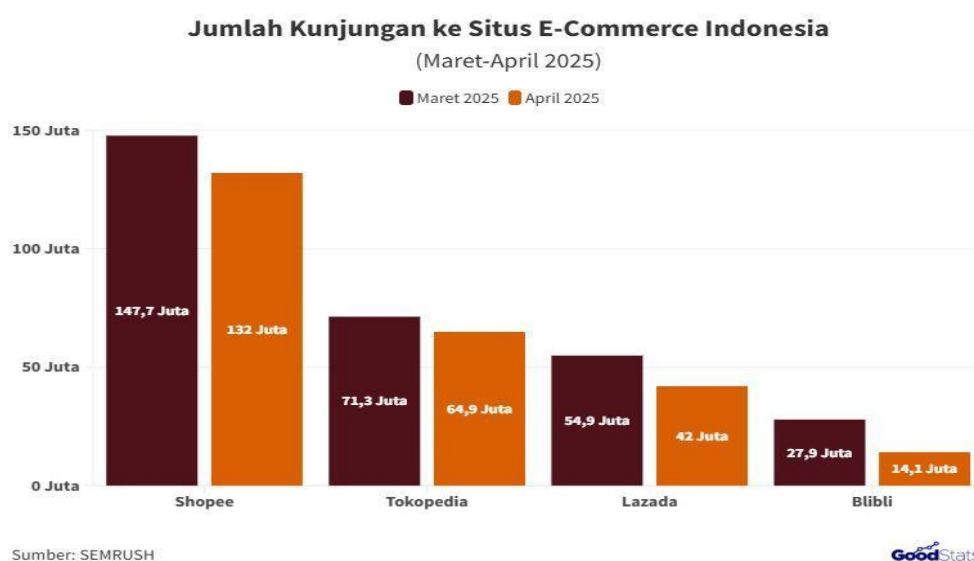


Fig. 1. Number of Visits to Indonesian E-Commerce Sites (March–April 2025); Source: SEMRUSH (compiled by GoodStats)

According to Figure 1, Shopee recorded the highest number of visits among e-commerce platforms from March to April 2025. In March 2025, Shopee recorded approximately 147.7 million visits and saw a decline to 132 million visits in April 2025, yet it remained in the top position. Meanwhile, Tokopedia, Lazada, and Blibli had lower visit counts compared to Shopee. This data indicates that Shopee remains the primary choice for consumers engaging in online shopping activities in Indonesia.

The high number of visits to Shopee indicates that this platform holds strong appeal for consumers, including students. The app’s user-friendliness, the variety of products offered, and competitive pricing are key factors driving consumers to choose Shopee as their online shopping platform. Students tend to prefer e-commerce platforms that are practical and efficient, as they can accommodate academic schedules and time constraints.

Although e-commerce offers various conveniences, consumers still face a number of risks when making online purchases. One of the most common risks is a mismatch between the ordered product and the product received. In online transactions, consumers cannot see and inspect

products directly, so they must rely on information such as images, product descriptions, and reviews from previous buyers.

Research conducted by Rohmah [1] indicates that trust, ease of app usage, and information quality significantly influence consumer purchasing decisions on the Shopee e-commerce platform. Consumers tend to make purchasing decisions on platforms that provide a sense of security and clear, accurate product information. Another study by Putri and Hidayat [2] shows that discount promotions, free shipping, and competitive prices have a positive influence on online purchasing decisions. The results of this study confirm that attractive promotional strategies can increase consumer purchasing interest, particularly among students who are price-sensitive.

Based on the above, this study aims to analyze the process of purchasing decisions for Shopee e-commerce products among students at Universitas Wijaya Kusuma Surabaya, thereby providing an overview of the factors influencing students' online shopping behavior and serving as a basis for developing e-commerce marketing strategies.

1.1 Theoretical Review

1.1.1 Purchase Decision

According to Schiffman and Wisenblit [3], a purchase decision is a consumer's attitude and consideration in determining whether or not to buy a product or service. Meanwhile, Tjiptono [4] states that a purchase decision is a series of activities and psychological processes undertaken by consumers before making a final decision to purchase a product or service to satisfy their needs and desires.

According to Solomon [5], a purchase decision is an individual activity directly involved in evaluating and selecting the products offered. Kotler and Keller [6] explain that a purchase decision is the consumer's thought process in comparing various alternative options before determining which product is considered the most suitable.

Based on these definitions, it can be concluded that a purchase decision is a consumer's attitude, activity, and action in selecting a product or service from various available alternatives to meet their needs and desires. According to Kotler and Keller [6], indicators of a purchase decision include:

- a. Product commitment, which is the consumer's confidence in selecting a product after obtaining relevant information.
- b. Purchase habits, which are purchasing behaviors formed from previous experiences.
- c. Recommendations from others, which is a consumer's willingness to suggest a product to others if they are satisfied.
- d. Repeat purchases, which is a consumer's action of buying the same product again as a sign of satisfaction and loyalty.

Based on the conceptual framework that has been developed, the research propositions are as follows:

- a. The purchase decision-making process is an important concept to understand and plays a significant role for consumers in determining their purchases of goods or services.
- b. Purchase decision-making is influenced by several factors, namely confidence in the product, purchasing habits, recommendations to others, and the tendency to make repeat purchases.

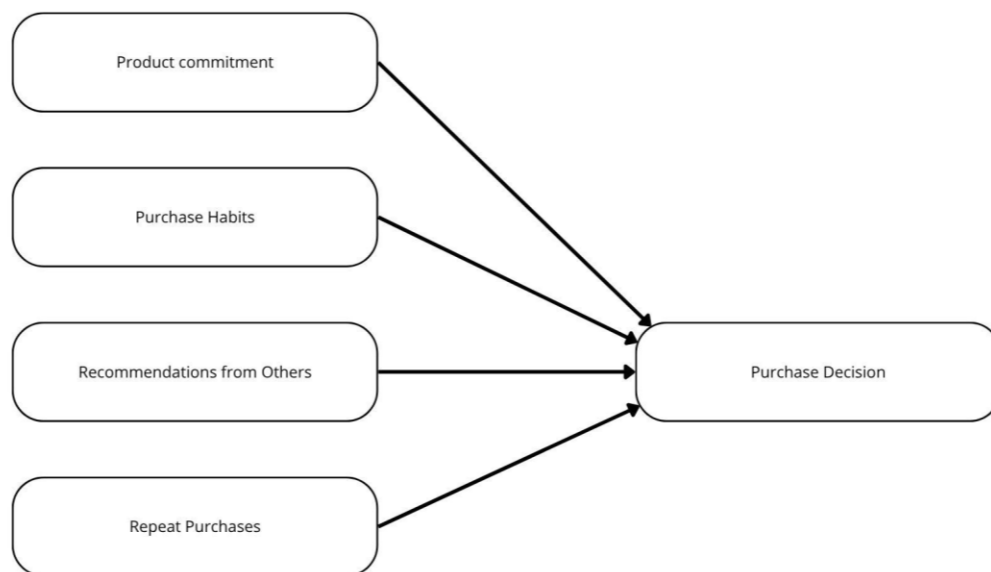


Fig. 2. Framework of Thinking; Source: modified by researchers

2. Method

This study employs a qualitative descriptive approach. This approach aims to describe and explain the phenomenon under study based on data that is systematically collected, factual, and consistent with conditions observed in the field. The study was conducted in the city of Surabaya, with the research taking place in December 2025.

The data sources for this study consist of primary and secondary data. Primary data was obtained directly through in-depth interviews with pre-selected informants. Meanwhile, secondary data was obtained from various supporting sources such as literature, previous research journals, scientific articles, and literature reviews relevant to the research topic.

The subjects of this study were four student informants from the Management Study Program at Wijaya Kusuma University in Surabaya who are currently active and have experience purchasing products through the Shopee e-commerce platform. Informants were selected using purposive sampling, which involves selecting participants based on specific criteria deemed capable of providing relevant and in-depth information regarding the research. The data collection techniques used in this study include interviews and observations. Interviews were conducted to directly elicit information regarding the informants' experiences and purchasing decision-making processes.

Data was categorized into two types: primary data and secondary data. Primary data obtained from the interviews was analyzed by describing the interview results in narrative form to provide a clear picture of the phenomenon under study. Meanwhile, secondary data was used as supporting and comparative material to strengthen the research analysis results.

3. Results and Discussion

3.1. Results

Shopee offers a wide variety of products for men and women tailored to the lifestyles of Indonesians. Shopee's main appeal lies in its products, which follow the latest trends and continuously adapt to the evolving needs of increasingly modern consumers. The product range is highly diverse, spanning clothing, beauty products, electronics, and household essentials. In facing e-commerce competition in Indonesia, Shopee does not only focus on buying and selling

transactions but also provides communication features between sellers and buyers as well as a secure payment system with verification codes.

A purchasing decision is a consumer's action in selecting a product based on specific considerations. According to the interview results with the first informant, the reason for choosing Shopee as an online shopping platform is due to product price and quality. The informant stated:

"I often shop on Shopee because the prices are more affordable compared to buying directly from a store. The product quality is also quite good; there are often discounts and free shipping. In my opinion, shopping on Shopee is more convenient because I don't have to leave the house. I shop almost every month, usually for beauty products, clothing, and other necessities. I get product information from TV ads, social media, and recommendations from friends."

Based on the interview with the second informant, factors such as flash sales, price, product quality, and trust significantly influence online purchasing decisions on Shopee. The informant stated:

"I've been shopping on Shopee for about five years. I choose Shopee because it's easy and convenient to use, especially since I have a lot of activities at home. During my time shopping on Shopee, I've never experienced fraud, so security and trust are very important to me. Shopee also frequently offers discounts, and its product prices are cheaper than those at brick-and-mortar stores. The payment system is also convenient because it supports COD."

The third informant explained that ease of access and product quality are the main reasons for choosing to shop on Shopee. The informant stated:

"I choose Shopee because I can shop anytime and anywhere. The online system is very helpful since I don't have to go to a physical store. The app is also easy to use. Price does matter, but for me, product quality is more important. I usually buy clothes, shampoo, powder, and body lotion. Before buying, I always look up product information and read reviews so I won't be disappointed when the item arrives."

Meanwhile, the interview with the fourth informant showed that promotions and customer service also influence purchasing decisions. The informant said:

"Free shipping really influences my decision to shop. If there's free shipping and big discounts, I'm more inclined to buy. The seller's service is also important, because if they respond well, we feel more confident and don't regret it after buying."

Based on the informants' statements, it can be concluded that factors such as price, promotions, service, product quality, and social media have a positive influence on online purchasing decisions on Shopee. Consumers view online shopping as a necessity because it's more practical and time-efficient. The habit of shopping online makes consumers feel more comfortable, supported by flexible payment methods such as COD. Additionally, the availability of discounts, free shipping, and a wide variety of products gives consumers the freedom to make their choices. Purchase decisions are also influenced by recommendations from others obtained through advertisements and social media, which encourage consumers to make a purchase.

3.2. Discussion

Based on the research findings, it is known that the purchasing decision-making process begins with the needs and desires that consumers wish to fulfill. Currently, college students view online shopping as a habit because the process is easy, convenient, and does not require much time. Additionally, flexible payment methods, such as paying after receiving the item, further encourage students to make online purchases. For students, online shopping is no longer merely an option but has become part of their daily needs. Other factors influencing purchasing decisions include relatively lower prices, the availability of various promotions and discounts, and the wide range of product options that make it easier for consumers to find items that meet their needs.

This aligns with Rahmawati's [7] view, who states that pricing in e-commerce is a critical factor sellers must consider, as price differences can influence consumer interest and demand. Competitive pricing encourages consumers to prefer shopping via e-commerce platforms over traditional stores.

A similar view is expressed by Saputra and Lestari [8], who state that price is one of the primary considerations for consumers when choosing a brand and making purchasing decisions. Consumers tend to compare prices across products and platforms before making a transaction. Additionally, repeat purchasing behavior is a consumer action following an initial purchase. The level of satisfaction or dissatisfaction felt by consumers will influence their subsequent behavior. If consumers are satisfied, the likelihood of repeat purchases increases [9].

The wide range of product categories available on Shopee gives consumers the freedom to choose products according to their needs. This diversity of categories can attract consumers to search for products and make transactions. Therefore, trust-related aspects such as transaction security, timely delivery of goods, and handling of consumer complaints are crucial for Shopee to prioritize to maintain consumer trust.

Before consumers decide to purchase a product, they go through several stages in the purchasing decision-making process. According to Kotler and Armstrong [10], there are five stages in the purchasing decision-making process, namely:

a. Recognition of Need

This stage is marked by the emergence of a need felt by the consumer. Students choose Shopee as a shopping platform because it can meet various needs, including personal needs, academic needs, and other urgent needs.

b. Information search

Based on the research findings, the information sources frequently used by consumers include social media such as Instagram and Facebook, family, and television advertisements. Consumers seek information that aligns with their needs and desires before making a purchase. This information is then used as a basis for consideration regarding the time and budget available.

c. Evaluation of alternatives

At this stage, consumers compare various brands and available online stores. Consumers assess several alternatives before deciding on the online store or platform they will use to purchase the product.

d. Purchase Decision

The purchase decision is the stage where consumers decide whether or not to buy the desired product. This decision is made after consumers evaluate various alternatives. Social media and the internet play a significant role in influencing consumers' purchase decisions.

e. Post-purchase behavior

After making a purchase, consumers will experience a level of satisfaction or dissatisfaction with the product they bought. Satisfied consumers—such as those who received a suitable product, an affordable price, and fast delivery—tend to have the intention to make repeat purchases. This indicates that post-purchase satisfaction plays a crucial role in shaping future purchasing behavior.

4. Conclusion

Based on the results of the research conducted, it can be concluded that students purchase products through the Shopee e-commerce platform as a means of fulfilling their needs and desires. These purchasing decisions are influenced by various factors, including promotional strategies implemented by Shopee such as discounts, free shipping, affordable prices, adequate product

quality, and the level of trust the company instills in consumers. These factors have proven effective in encouraging students to make the decision to shop online via Shopee. The online purchasing decision-making process begins with identifying needs, followed by information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior—all of which are influenced by consumer conditions and preferences.

The implications of this study are expected to serve as a basis for future researchers to conduct more in-depth and detailed studies regarding the factors influencing consumer purchasing decisions on Shopee. Further research is also expected to develop an analysis of the consumer purchasing decision-making process to obtain more accurate data and a more comprehensive understanding of the key factors influencing consumer online shopping behavior.

Conflict of Interest

Funders do not play a role in the design of the study; in data collection, analysis, or interpretation; in the writing of the manuscript, or in the decision to publish the results.

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