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The Influence of Promotion and Ease of Use on Shopee User Satisfaction among Students of Universitas Pancasakti Tegal

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Abstract— The development of digital technology has accelerated the growth of e-commerce in Indonesia, increasing competition among online shopping platforms. In this competitive environment, promotion and application ease of use are important factors that may influence user satisfaction. This study aims to examine the effect of promotion and application ease of use on Shopee user satisfaction among students of Universitas Pancasakti Tegal. This research employed a quantitative approach with a causal-associative design. Data were collected through questionnaires using a Likert scale and transformed into interval data using the Method of Successive Interval (MSI). The population consisted of active students of Universitas Pancasakti Tegal who had used the Shopee application. A total of 100 respondents were selected using a non-probability purposive sampling technique. The data were analyzed through validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2). The results indicate that promotion has a positive and significant effect on Shopee user satisfaction. Application ease of use also has a positive and significant effect on user satisfaction. Furthermore, promotion and application ease of use simultaneously have a significant effect on Shopee user satisfaction, with a coefficient of determination of 46.5%. These findings highlight the importance of effective promotional strategies and user-friendly application features in improving user satisfaction, particularly among university students.

Keywords – *Promotion, Ease of Use, User Satisfaction, E-Commerce, Shopee*

I. INTRODUCTION

Indonesia is one of the largest digital markets in Southeast Asia, driven by the expansion of internet connectivity, the increasing affordability of smartphones, and changing consumer behavior toward digital transactions. Data from the Indonesian Internet Service Providers Association (APJII) indicate that the number of internet users increased from 171.17 million people (64.8%) in 2018 to 221.56 million people (79.5%) in 2024, with Generation Z and millennials accounting for the largest user groups (Husain et al., 2025). Indonesia has also recorded the highest e-commerce usage rate globally, reaching 88.1% (Alamin et al., 2023).

Among the various online shopping platforms operating in Indonesia, Shopee has emerged as a market leader, demonstrating consistent growth. In the third quarter of 2023, Shopee recorded an average of 216.77 million monthly visits, representing a 37.2% increase from 157.97 million visits at the beginning of the year. This figure significantly exceeded those of Tokopedia, Lazada, and Bukalapak, which experienced declining traffic during the same period (Alamin et al., 2023). Shopee's market dominance is supported by two key factors: intensive promotional activities and application ease of use. Promotional programs, including flash sales, free shipping, vouchers, and cashback, consistently attract consumers to shop online (Sami'un & Hana, 2023). Meanwhile, application ease of use enables consumers to shop without requiring advanced technological skills (Sigar et al., 2022). According to the Technology Acceptance Model (TAM), technology acceptance is largely determined by users' perceived ease of use (Davis, 1989). Shopee applies this principle through user-friendly search features, clearly organized product categories, and a convenient payment process.

University students represent a promising segment of e-commerce users, as approximately 50% of Indonesia's e-commerce customers come from the millennial generation, a group that includes many active university students (Badan Pusat Statistik, 2021). A preliminary survey conducted by the researcher in May 2026 among 30 active students of Universitas Pancasakti Tegal (UPS Tegal) who used Shopee revealed that all respondents (100%) were attracted to shopping through promotional programs, including discounts, flash sales, vouchers, and free shipping. Furthermore, 96.67% of respondents stated that Shopee could be accessed at any time and offered a comprehensive range of payment methods. However, user satisfaction did not fully correspond to these positive perceptions of promotion and convenience. Approximately 13.33% to 20% of respondents reported dissatisfaction with certain aspects of the service, including the match between products and their descriptions and their intention to continue using Shopee in the future.

Previous studies have reported inconsistent findings regarding the effects of promotion and application ease of use on Shopee user satisfaction. Sari and Lestariningsih (2021), Albar and Aulia (2024), and Aryani et al. (2023) found that promotion had a positive and significant effect on Shopee customer satisfaction. In contrast, Nurhidayat et al. (2024) found that promotion and application ease of use did not have significant effects on customer satisfaction. These inconsistencies, together with the limited number of studies specifically examining this issue in developing urban areas such as Tegal (Hasdani et al., 2021), highlight the need for further investigation. Therefore, this study aims to empirically examine the partial and simultaneous effects of promotion and application ease of use on Shopee user satisfaction among students of Universitas Pancasakti Tegal.

II. METHOD

Research Design. This study employed a quantitative approach with a causal-associative research design to identify causal relationships between independent and dependent variables (Sugiyono, 2019). This approach was selected to provide a clear and statistically testable understanding of how Shopee user satisfaction is influenced by promotion and application ease of use.

Population and Sample. The population consisted of all active students of Universitas Pancasakti Tegal who had used the Shopee application for online shopping. The sample was selected using a non-probability purposive sampling technique (Sugiyono, 2019), based on the following criteria: active students of Universitas Pancasakti Tegal, individuals who had used the Shopee application at least twice within the previous six months, respondents aged 17 years or older, and individuals who voluntarily agreed to participate in the study. The sample size was calculated using Slovin's formula, with a 10% margin of error and an estimated population of 500 students, resulting in a minimum sample size of 84 respondents. The sample size was subsequently increased to 100 respondents to improve data representativeness,

consistent with previous studies by Naufal and Nalurita (2023) and Aryani et al. (2023), which employed comparable sample sizes.

Data Collection and Measurement. Primary data were collected through a questionnaire using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire was distributed both in person and online through Google Forms. The ordinal data collected were subsequently transformed into interval data using the Method of Successive Interval (MSI) before being analyzed through multiple linear regression.

Data Analysis Techniques. Data analysis was conducted using SPSS version 25. The tests included validity testing using Pearson's Product-Moment correlation and reliability testing using Cronbach's Alpha, with a threshold of greater than 0.60 (Ghozali, 2018). Classical assumption tests consisted of the normality test using the One-Sample Kolmogorov-Smirnov test, the multicollinearity test using Tolerance and Variance Inflation Factor (VIF) values, and the heteroscedasticity test using a scatterplot. Hypothesis testing was conducted through multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination (R^2) (Ghozali, 2018).

III. RESULTS AND DISCUSSION

Instrument Validity and Reliability Tests. The validity test results based on 100 respondents showed that all statement items for the Promotion (X1), Application Ease of Use (X2), and User Satisfaction (Y) variables had calculated r-values greater than the critical r-value of 0.195. Therefore, all research instrument items were considered valid. The reliability test results are presented in Table 1.

TABLE I. RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Batas Minimal	Keterangan
Promosi (X1)	0,783	0,60	Reliabel
Kemudahan Aplikasi (X2)	0,888	0,60	Reliabel
Kepuasan Pengguna (Y)	0,809	0,60	Reliabel

Source: SPSS Output, 2026 (processed data).

Based on Table 1, all variables have Cronbach's Alpha values exceeding the minimum threshold of 0.60. Therefore, the research instruments are considered reliable and suitable for measuring the three research variables.

Classical Assumption Tests The normality test using the One-Sample Kolmogorov-Smirnov Test produced an Asymp. Sig. (2-tailed) value of 0.199 (> 0.05), indicating that the residuals were normally distributed. The multicollinearity test showed that the Promotion (X1) and Application Ease of Use (X2) variables had a Tolerance value of 0.645 and a Variance Inflation Factor (VIF) of 1.551, respectively. Since the Tolerance value exceeded 0.10 and the VIF value was below 10, the regression model was considered free from multicollinearity. The heteroscedasticity test, based on the scatterplot, showed that the data points were randomly distributed without forming any discernible pattern. Thus, the regression model was considered free from heteroscedasticity and suitable for multiple linear regression analysis.

Multiple Linear Regression Analysis. The multiple linear regression analysis produced the following equation:

$$Y = 3,983 + 0,383X1 + 0,252X2 \quad (1)$$

The constant value of 3.983 indicates that when promotion and application ease of use are both zero, the predicted user satisfaction score is 3.983. The positive regression coefficients for Promotion (0.383) and Application Ease of Use (0.252) indicate that an increase in either variable is associated with an increase in Shopee user satisfaction, assuming the other variable remains constant.

Hypothesis Testing. Partial significance testing (t-test) and simultaneous significance testing (F-test) were conducted to evaluate the research hypotheses, using a critical t-value of 1.660 ($df = 97$) and a critical F-value of 2.698. The test results are presented in Table 2.

TABLE II. PARTIAL SIGNIFICANCE TEST RESULTS (T-TEST)

Variabel	t-Hitung	t-Tabel	Sig.	Keputusan
Promosi (X1)	4,848	1,660	0,000	H1 Diterima
Kemudahan Aplikasi (X2)	3,365	1,660	0,001	H2 Diterima

Source: SPSS Output, 2026 (processed data).

Based on Table 2, the calculated t-values for Promotion (4.848) and Application Ease of Use (3.365) are both greater than the critical t-value of 1.660, with significance values below 0.05. Therefore, H1 and H2 are accepted, indicating that both variables have significant partial effects on user satisfaction. Furthermore, the F-test results show a calculated F-value of 42.072, which exceeds the critical F-value of 2.698, with a significance value of 0.000 (< 0.05). These results support H3, indicating that Promotion and Application Ease of Use simultaneously have a significant effect on User Satisfaction.

Coefficient of Determination Analysis. The coefficient of determination analysis yielded an R-squared value of 0.465, indicating that Promotion and Application Ease of Use explain 46.5% of the variation in Shopee user satisfaction. The remaining 53.5% is attributable to other variables outside the research model, such as service quality, trust, and perceived price.

Discussion. The findings confirm that promotion has a positive and significant effect on Shopee user satisfaction among students of Universitas Pancasakti Tegal. This result is consistent with the marketing mix concept proposed by Kotler and Armstrong (2016), which emphasizes that appropriate promotional strategies can influence consumer perceptions and behavior. It also supports the findings of Sari and Lestariningsih (2021) and Albar and Aulia (2024), who identified similar positive relationships among Shopee customers. From a practical perspective, these findings suggest that Shopee should continue to develop promotional programs tailored to university students, such as free-shipping vouchers, cashback offers, and promotions for products related to academic needs.

Application ease of use was also found to have a positive and significant effect on user satisfaction. This finding supports the Technology Acceptance Model (TAM) proposed by Davis (1989), which identifies perceived ease of use as a key factor influencing technology acceptance and users' responses to technology. The result is also consistent with the studies conducted by Husain et al. (2025) and Sasmita and Sari (2024), which reported similar positive relationships between ease of use and e-commerce user satisfaction.

Simultaneously, promotion and application ease of use have a significant effect on user satisfaction, explaining 46.5% of its variation. This finding highlights the complementary roles of these two factors in digital marketing, as reflected in the marketing mix framework (Kotler & Armstrong, 2016) and TAM (Davis, 1989). Therefore, improving Shopee user satisfaction among university students requires a balanced combination of attractive promotional programs and continuous improvements in application usability.

IV. CONCLUSIONS

Based on the research findings and discussion, it can be concluded that: (1) promotion has a positive and significant effect on Shopee user satisfaction among students of Universitas Pancasakti Tegal; (2) application ease of use has a positive and significant effect on Shopee user satisfaction among students of Universitas Pancasakti Tegal; and (3) promotion and application ease of use simultaneously have a significant effect on Shopee user satisfaction, accounting for 46.5% of the variation in user satisfaction.

Future researchers are encouraged to expand the research model by incorporating other variables that may influence user satisfaction, such as electronic service quality, trust, and perceived price, as 53.5% of the variation remains unexplained by the variables examined in this study. Shopee is also advised to continuously improve its promotional programs to better meet students' needs and simplify its application interface to enhance usability, thereby supporting sustained improvements in user satisfaction. reveal the implications and contributions of the research, limitations of the research and suggestions for future studies. Paper reveal the implications and contributions of the research, limitations of the research and suggestions for future studies. Paper reveal the implications and contributions of the research, limitations of the research and suggestions for future studies. Paper reveal the implications and contributions of the research, limitations of the research and suggestions for future studies.

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