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The Influence of Promotion on Purchasing Decisions of Zalora Marketplace Users

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Abstract: *This study aims to analyze the effect of promotion on purchasing decisions of users in the Zalora marketplace in Jember. The research employs a quantitative approach using an explanatory research method. The data used are primary data collected through questionnaires distributed to Zalora users who have made at least one purchase, applying a purposive sampling technique. The research instrument utilized a Likert scale and was tested for validity and reliability. The data were analyzed using simple linear regression to examine the effect of the promotion variable on purchasing decisions. The results indicate that promotion has a positive and significant effect on purchasing decisions, as evidenced by a positive regression coefficient and a significance value of less than 0.05. These findings suggest that the more attractive and intensive the promotional programs—such as discounts, vouchers, and cashback the higher the likelihood that consumers will make purchasing decisions. This study implies that effective and sustainable promotional strategies are essential to enhance purchasing decisions and strengthen marketplace competitiveness.*

Keywords: *Marketplace, Promotion, Purchasing Decision, Zalora*



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INTRODUCTION

The development of information and communication technology has brought significant changes in consumer behavior, particularly in online shopping activities. Marketplaces have become one of the main platforms facilitating digital transactions by offering various conveniences, such as broad product access, flexible payment systems, and attractive promotional programs. One of the marketplaces focusing on the fashion industry in Southeast Asia is Zalora. In facing increasingly intense competition in the e-commerce industry, Zalora actively utilizes promotional strategies such as discounts, vouchers, cashback, free shipping, and seasonal campaigns to attract attention and encourage users' purchasing decisions.

Promotion is one of the essential elements in the marketing mix. According to Philip Kotler and Keller (2016), promotion is a form of marketing communication aimed at informing, persuading, and reminding consumers about products or services in order to generate a purchasing response. In the context of digital marketing, promotion functions not only as a communication tool but also as a strategy to create perceived value and purchase urgency (Chaffey & Ellis-Chadwick, 2019). Sales promotions such as price discounts and vouchers can directly enhance product attractiveness and influence consumers' perceptions of the benefits received (Kotler & Armstrong, 2018).

Purchasing decision is the final stage in the consumer decision-making process. The five-stage model of the purchasing decision process proposed by Philip Kotler and Keller (2016) includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In these stages, promotion plays an important role, particularly during the information search and evaluation of alternatives phases, as it can influence consumer preferences among available options. Furthermore, the stimulus–organism–response (S-O-R) theory proposed by Mehrabian and Russell (1974) explains that

promotion as an external stimulus can affect consumers' internal states, such as purchase intention and perceived value, which subsequently lead to a response in the form of a purchasing decision.

Based on the theoretical explanation above, it can be understood that promotion has the potential to significantly influence users' purchasing decisions in a marketplace setting. In the context of Zalora, the effectiveness of promotional strategies becomes a strategic factor in increasing transactions and customer loyalty. Therefore, the objective of this study is to analyze and determine the extent to which promotion influences users' purchasing decisions in the Zalora marketplace.

METHOD

This study employs an explanatory research method with a quantitative approach aimed at explaining the causal relationship between promotion as the independent variable (X) and purchasing decision as the dependent variable (Y) among users of the Zalora marketplace in Jember. Explanatory research is used because this study not only describes the phenomenon but also examines the influence and cause-and-effect relationship between variables through hypothesis testing (Sugiyono, 2019). The data consist of primary data collected through questionnaires distributed to respondents who have made purchases on Zalora, as well as secondary data obtained from books and scientific journals related to promotion and purchasing decision theories, such as those proposed by Kotler and Keller (2016) and Kotler and Armstrong (2018). The data analysis technique used is simple linear regression to determine the magnitude of the effect of promotion on purchasing decisions, with significance testing conducted using the t-test at a 0.05 significance level.

RESULTS AND DISCUSSION

Results

Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the extent to which the independent variable influences the dependent

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variable. The independent variable in this study is promotion (X), while the dependent variable is purchasing decision (Y). The results of the simple linear regression analysis are presented in the following table.

Table 1 Simple Linear Regression

Independent Variables	Dependent Variable	Beta	t-count	p-value	Note	R ²
X	Y	0.485	2.594	0.000	Significant	0.706

Source: Processed data

a. Influence of Promotion (X) on Purchasing Decisions (Y)

Based on Table 1, the test results indicate that the promotion variable (X) has a regression coefficient (β) of 0.485, or 48.5%, on purchasing decisions (Y). This means that if promotion (X) increases by one unit, purchasing decisions (Y) will increase by 0.485 units, assuming other factors remain constant. The results also show that the calculated t-value (2.594) is greater than the t-table value (2.011; $df = 47$) at a significance level of $\alpha = 0.05$. Therefore, it can be concluded that the promotion variable (X) has a positive and statistically significant effect on purchasing decisions (Y).

b. Test Coefficient of Determination (R²)

Based on Table 1, the coefficient of determination (R²) value is 0.706, which indicates that promotion (X) explains 70.6% of the variance in purchasing decisions (Y). The remaining 29.4% is influenced by other variables not included in this study.

Discussion

Influence of Promotion on Purchasing Decisions

Based on the results of the simple linear regression analysis that has been conducted, it was found that the promotion variable has a positive and significant effect on the purchasing decisions of users of the Zalora marketplace in Jember. The positive regression coefficient indicates that every increase in the intensity and quality of promotion is followed by an increase in consumers' purchasing decisions. Meanwhile, a significance value lower than the

error level indicates that the effect is statistically significant. This means that promotion is not merely a supporting factor but a variable that makes a tangible contribution to encouraging consumers to make purchases on Zalora.

Theoretically, the findings of this study are consistent with the promotion mix concept proposed by Kotler and Keller (2016), which states that promotion serves as a company's communication tool to influence consumer attitudes and behavior. In the marketplace context, promotional strategies such as price discounts, vouchers, cashback, free shipping, and seasonal campaigns are able to create higher perceived value among consumers. Consumers in Jember, who have access to various online shopping platforms, tend to compare offers before making purchasing decisions. Therefore, when Zalora offers more attractive promotions than its competitors, the likelihood of purchasing decisions increases.

These findings are further supported by previous studies conducted within the last three years. Research by Yoebrilanti and Dugarri (2025) found that price promotions have a positive and significant effect on consumers' purchasing decisions in Indonesian marketplaces. The study showed that discount programs and price reductions directly increase consumers' tendency to complete purchase transactions. Furthermore, research by Stefani, Haidar, Permatasari, and Ellyawati (2024) concluded that promotion on the Shopee marketplace has a significant effect on students' online purchasing decisions, with promotion being a dominant factor in driving purchasing behavior. In addition, a study by Nur and Sudarusman (2024) also demonstrated that promotion has a positive and significant influence on purchasing decisions for fashion products on Shopee e-commerce in Indonesia.

The consistency of these previous research findings strengthens the results of this study, confirming that promotion plays a strategic role in influencing marketplace consumers' purchasing decisions. In the context of Zalora

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users in Jember, attractive promotional strategies not only increase purchase intention but also accelerate the consumer decision-making process. Thus, it can be concluded that the more effective the promotional strategies implemented by Zalora, the higher the level of purchasing decisions among users in the Jember area.

CONCLUSIONS

Based on the results of the study and the simple linear regression analysis, it can be concluded that promotion has a positive and significant effect on the purchasing decisions of users of the Zalora marketplace in Jember. This indicates that the more attractive and intensive the promotional programs offered—such as discounts, vouchers, and cashback—the higher the likelihood that consumers will make purchasing decisions. Therefore, promotion becomes an important factor that significantly influences purchasing decisions, and effective promotional strategies should continue to be developed to increase transactions and enhance the company's competitiveness.

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