

The Influence of Promotion and Perceived Trust on Purchase Intention in Beauty Product E-Commerce

*Promotion,
Perceived Trust and
Purchase Intention*

Dhea Rusli Thamanda

Faculty of Economics and Business, Esa Unggul University

Email : dhearusli266@gmail.com

Siti Mariam

Faculty of Economics and Business, Esa Unggul University

Email : siti.mariam@esaunggul.ac.id

Abdul Haeba Ramli

Faculty of Economics and Business, Esa Unggul University

Email : abdul.haeba@esaunggul.ac.id

Author Correspondence : siti.mariam@esaunggul.ac.id

1295

Submitted:
JUNE 2024

Accepted:
AUGUST 2024

ABSTRACT

This study is a quantitative study to determine the direct influence between promotion, attitude, perception of trust, perception of ease of use, perception of usefulness on purchase intention on Sociolla e-commerce. Data collection in this study was conducted through a survey with a questionnaire in the form of a google form. The population in this study were Sociolla e-commerce consumers who live in the province of DKI Jakarta, have made transactions more than twice and are 17 years of age and over. The questionnaires collected amounted to 135 respondents using the formula (Hair et al., 2020). Sampling used a purposive sampling technique, then the data was processed using a multiple regression analysis method. Based on the results of the study, from the 5 hypotheses accepted, namely promotion has a positive effect on purchase intention, attitude has a positive effect on purchase intention, perception of trust has a positive effect on purchase intention, perception of ease of use has a positive effect on purchase intention, perception of benefits does not have a positive effect on purchase intention. The results of this study are expected to provide input for beauty product e-commerce to better understand customer needs and continue to develop better digital sales strategies to help consumers in their shopping activities.

Keywords: Promotion, Attitude, Perceived Trust, Perceived Ease of Use, Perceived Usefulness, Purchase Intention.

INTRODUCTION

As e-commerce becomes more popular, more and more people are shopping and selling beauty products online, people have various reasons to buy and use these products (Anisa et al., 2023 ; Ramli et al., 2023). The many brands of products offered in e-commerce, the differences in product benefits lead to the availability of choices so that consumers can freely choose the products they like and that suit their skin conditions (Hakim et al., 2020). This phenomenon has left its mark on online media with the large amount of data obtained as a result of consumer interactions with e-commerce platforms (Ghazmahadi et al., 2020; R. A. Pratama et al., 2023; Riyadi et al., 2023). Therefore, this study is important to determine the effectiveness of promotions and will affect the purchase intention of consumers to buy a product on e-commerce (Purwianti & Ricarto, 2018; Rumaidlany et al., 2022; Sari & Ramli, 2023).

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.4, 2024
pp. 1295 - 1316
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i4.2641

Purchase intention refers to a person's desire to buy something that adds value to the buyer, so that purchase intention includes the thoughts, desires, and interests of buyers towards a product that will encourage them to make informed product purchases (Khan et al., 2021 ; Yanuar et al., 2020). Promotion is not only a communication tool between companies and consumers, but also as a tool to influence consumers to buy the product or service (Nursyirwan & Ardaninggar, 2020 ; Mariam, 2021). Attitude refers to an individual's evaluation of a particular behavior, which can be positive or negative (Fishbein & Ajzen, 2011; Mariam et al., 2022; M. P. Pratama et al., 2023; Takaya et al., 2019). Perceived trust as the credibility and goodness of online shopping experienced by consumers such as trust related to feelings, related to online interactions, intentions, and behavior (Herzallah et al., 2022 ; Jatmiko, 2022). Some argue that using e-commerce will not be troublesome and require great effort when using it (Fachridian et al., 2024; Miaty et al., 2024; Sutriani et al., 2024). Perceived usefulness is described when customers can make purchases in a short time, there is complete information on e-commerce and when customers find it easy to make payments or when to make transactions (Febriani et al., 2023; Lagita & Briliana, 2018; Rizky et al., 2023; Utama et al., 2020).

Sociolla is a company that has been established since 2015 and is known as one of the trusted e-commerce in Indonesia that sells various beauty products such as makeup, skin care, hair care, body care and perfume (Kalim et al., 2024; Meida et al., 2022). This is also guaranteed because Sociolla only works with official retailers and direct brand owners to ensure that the products they sell are original and have guaranteed that their products are safe, official, and registered with BPOM (Priyatna & Agisty, 2023).

Based on the statement above, what distinguishes the current research from previous research is that the previous research used an alternative evaluation variable (Herzallah et al., 2022; Imran et al., 2020; Kurniawati et al., 2024; Steven et al., 2023). While in this study the author replaced this variable with a new variable, namely promotion (Bachtiar et al., 2023; Imran et al., 2020; Mariam et al., 2020; Nurdiansyah et al., 2020). The addition of this promotion variable was written to determine the effect on consumer purchasing intentions from the promotions given so that they can get to know a product better and thanks to this offer can influence consumers to buy the product (Diatmono et al., 2020; Nursyirwan & Ardaninggar, 2020; Sukarno et al., 2020; Takaya et al., 2020). If the previous study chose Instagram commerce as the object, then in the current study the author uses Sociolla e-commerce in Indonesia as the object of research. This study aims to analyze the influence of promotion, attitude, perceived trust, perceived ease of use, perceived usefulness on purchase intention on Sociolla E-Commerce.

Therefore, this study is expected to help Sociolla to understand the information needs of consumers and can develop better digital sales strategies in order to continue to attract consumer attention in purchasing intentions at Sociolla.

LITERATURE REVIEW

Promotion

According to Hertanu & Wahyoedi, (2022), promotion is an exchange of information between sellers and buyers with the aim of changing the attitudes and behavior of buyers so that they become buyers and remember the product. Promotion helps convey information to customers and other companies about upcoming changes (Indika & Jovita, 2017; Meidiyanty et al., 2023; Yunus et al., 2023). Promotion is defined as the activity of introducing a product to buyers in the hope that they will be moved and voluntarily buy the product (Amalia et al., 2024; Megawaty et al., 2024; Supiati et al., 2021; Syachrony et al., 2023).

Attitude

An individual's attitude can be defined as their tendency to react positively or negatively to a product offering (Chandra et al., 2019; Lukito & Yustini, 2019; Mulyadi et al., 2020; Sinurat et al., 2024). Consumers can have attitudes towards various physical and social objects, including advertisements or products (Khasanah et al., 2021; W. Nurcahyani et al., 2023; Pertiwi & Wijaya, 2013; Situmorang et al., 2023). Attitude is the tendency of

individuals to judge certain advertisements positively or negatively (Mariam & Ramli, 2021).

Perceived Trust

According to Herzallah et al., (2022) perceived trust as the credibility and goodness of online shopping as experienced by consumers such as trust related to feelings, expectations, promises fulfilled, beliefs related to online interactions, intentions, and behavior. Perceived trust is the most important predictor of positive attitudes towards purchasing behavior, which in turn can positively influence purchase intentions on customer attitudes towards the company and ultimately increase purchase intentions for its products or services (Bugshan, 2020). Perceived trust is very important in building long-term relationships, according to consumer behavior and marketing literature (Hussein & Hapsari, 2021).

Perceived Ease Of Use

According to Sonmezay & Ozdemir (2020), if users find the system easy to use, they will need less effort and will have more time to spend on other activities that will improve performance. Perceived ease of use refers to how easy consumers feel to use the features in e-commerce (Y. Chen & Wu, 2017). Perceived ease of use states that the system and application are easy to use (Pu & Au-Gsb E, 2023)

Perceived Usefulness

Nkoyi et al., (2019) define perceived usefulness as the extent to which a person believes that using an e-commerce system will be beneficial to improve their work performance, for example, using a certain technology will make their work easier. Athapaththu & Kulathunga, (2018) describe perceived usefulness as the extent to which e-commerce users believe that the platform can help them achieve their purchasing goals. They can also make purchases more easily and quickly without having to come directly to the store (Wafiyah & Kusumadewi, 2021)

Purchase Intention

According to Cho & Son, (2019), purchase intention is a buyer's desire to buy goods or services in the future. Purchase intention in e-commerce as the extent to which consumers want to buy products through online shopping (Harahap & Ramli, 2023; Ramli, 2013). Nurcahyani & Ishak, (2023) state that purchase intention is a consumer's desire to buy branded products, which can be used to determine consumer purchasing behavior. When customers have a positive purchase intention commitment, it will encourage them to take actual purchasing action (Ceyhan, 2019; Mariam & Ramli, 2020; Sylvia & Ramli, 2023).

Relationship Between Promotion and Purchase Intention

According to Anggi et al., (2023) promotion affects purchase intention where the important role of promotion in buying and selling or business activities does not change over time. This is supported by Jacob & Tan, (2021) who state that companies can market their products better and influence the potential of consumers to have purchase intention for a product by implementing the right promotion strategy. The purpose of promotion is to positively and significantly influence consumer purchase intention to buy a product (Mahmoud, 2018). Nurzanah & Sosianika, (2018) also argue that promotion has a positive and significant effect on purchase intention. H1. Promotion has a positive effect on purchase intention.

Relationship Between Attitude and Purchase Intention

One definition of attitude is the extent to which customers tend to shop online when they have a good impression of their purchase intention (MacKenzie & Lutz, 1989). Attitude towards e-commerce was also found to have a significant influence on purchase intention (López et al., 2020). Suraworachet et al., (2012) found that individual attitudes towards online shopping in e-commerce have a positive influence on their purchase intention on the site. In addition, in the study of (Nedra et al., 2019) also argued that attitudes towards the use of e-commerce have a positive impact on purchase intention. H2. Attitude has a positive effect on purchase intention.

Relationship Between Perceived Trust and Purchase Intention

In online shopping, perceived trust greatly influences consumers' purchase intention towards e-commerce (Lăzăroiu et al., 2020). Several studies have shown a significant relationship between perceived trust and purchase intention to use e-commerce (Herzallah, Leiva, et al., 2022). Perceived trust encourages users to approach e-commerce and overcome potential challenges or obstacles in purchasing products and services online and directly has a positive impact on online shopping intentions (Pardede et al., 2018). The greater the perceived trust, the stronger the purchase intention in e-commerce (Sonmezay & Ozdemir, 2020). In addition, it was also found from a study conducted by (Liu & Guo, 2017) indicating that trust has a positive effect on purchase intention. H3. Perceived trust has a positive effect on purchase intention

Relationship Between Perceived Ease Of Use and Purchase Intention

Based on the opinion of Martínez-López et al., (2020), perceived ease of use felt when shopping through e-commerce depends on a specific assessment of the effort that can be made by clicking the "buy" button to make a purchase on the e-commerce platform, as with button-based stores like that are still relatively new. This concept in online shopping can be interpreted as the ability to master an application or website without difficulty or significant effort (Yusuf & Zulfitri, 2021). A consumer's purchase intention will be high if the level of ease of use of a system when making online transactions is also high (Herzallah, Muñoz-Leiva, et al., 2022). White Baker et al., (2019) stated that increasing perceived ease of use will have a positive impact on purchase intention about online shopping in e-commerce. In a study by Heijden et al., (2003) validated and confirmed that perceived ease of use has a positive relationship with purchase intention through an online context. H4. Perceived ease of use has a positive effect on purchase intention.

Relationship Between Perceived Usefulness and Purchase Intention

According to Rauniar et al., (2014) perceived usefulness is the extent to which social media users believe that the social media platform where they interact will help them achieve their desired purchase intention. A study conducted by Herzallah et al., (2022) showed that perceived usefulness has a positive impact on an individual's intention to use an e-commerce website for shopping activities. Oroh & Rumokoy, (2015) argue that if technology will increase the efficiency of online shopping customers, this will have a positive impact on the entire purchasing process. According to research conducted by Irvania et al., (2022) states that perceived ease of use has a positive effect on purchase intention. H5. Perceived usefulness has a positive effect on purchase intention.

Referring to the hypothesis framework presented previously, the description of the research model can be described as follows:

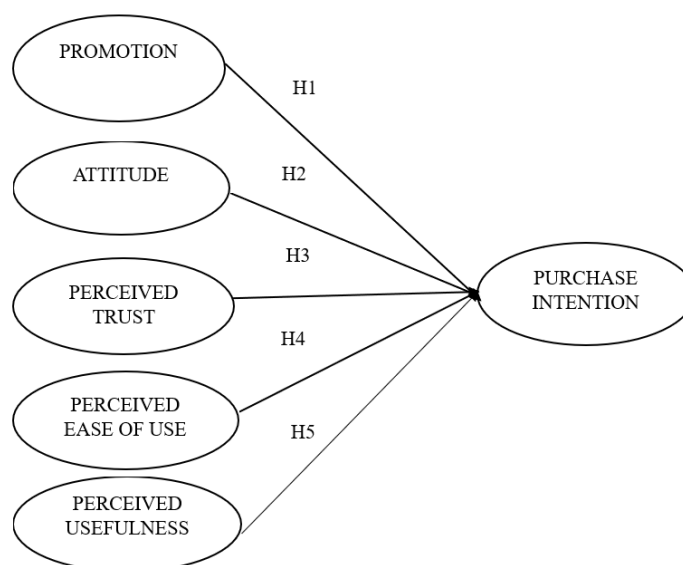


Figure 1. Research Model

METHOD

This study uses a quantitative method where this type of research is descriptive. This study aims to determine the direct effect between promotion, perceived trust, perceived ease of use, perceived usefulness, attitude on purchase intention on Sociolla E-commerce. The independent variables (exogenous) in this study are promotion adapted from (Syachrony et al., 2023) consisting of 4 statements, attitude adapted from (Wangsa & Ardani, 2015) consisting of 4 statements, perceived trust adapted from (Herzallah et al., 2022) consisting of 4 statements, perceived ease of use adapted from (Pavlou, 2003) consisting of 5 statements and perceived usefulness adapted from (Athapaththu & Kulathunga, 2018) consisting of 5 statements. The dependent variable (endogenous) in this study is purchase intention adapted from (Cho & Son, 2019) consisting of 5 statements. Thus, the total items used in this questionnaire are 27 indicators.

Data collection in this study used a survey with a questionnaire, which is a method or method of collecting data by sharing statements with respondents using Google Form and distributed via social media such as Whatsapp and Instagram. The population in this study were consumers in the Sociolla e-commerce. Determination of the sample in this study used a purposive sampling technique with certain criteria such as (1) Sociolla consumers who live in Jakarta, (2) Aged over 17 years, (3) Making purchases of products at Sociolla more than 2 times in the last 1 year. The purposive sampling technique according to Sugiyono in the research of (Sirait & Afrindo, 2021) is sampling using several specific considerations according to the desired criteria to be able to determine the number of samples to be studied.

Hair et al., (2020) stated that if the sample size is too large, it is suspected that it will be difficult to get a good size, so it is recommended that the minimum sample size is 5-10 observations for each estimated parameter. Based on the opinion of (Hair et al., 2020), this study requires 135 samples (5 x 27 statements). The scale measurement in this study applies a 5-point Likert scale, where respondents are asked to provide responses using the following scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree. This study uses SPSS to analyze the results.

The researcher also conducted a validity test and a reliability test, where the validity test was carried out by testing if the maximum significant value of r is 0.05 then it is considered valid, if the significant value of r is more than 0.05 then it is considered invalid, another way is to compare the calculated r value with the r value in the table, if r is calculated greater than the table (0.361) then it is considered valid. Meanwhile, according to (Sekaran, U., & Bougie, 2017) in testing the degree of consistency of the measuring instrument carried out in the study was a reliability test. The reliability test was tested using the Cronbach's alpha (α) technique, where if α is greater than 0.60 then the questionnaire can be declared reliable (Hair et al., 2020).

RESULTS AND DISCUSSION

Demographic Test

Based on the results of the study, there were 135 respondents who filled out the questionnaire form consisting of 85 female respondents (62.5%) and 50 male respondents (37.5%). In addition, based on age, there were 76 respondents aged 17-25 years (55.9%), 44 respondents aged 26-33 years (32.4%), 12 respondents aged 34-41 years (8.8%) and 4 respondents aged 42-50 years (2.9%). Based on occupation, there were 48 respondents who were private employees (35.3%), 46 respondents who were students (33.8%), 20 respondents who were civil servants (14.7%), 11 respondents who were high school students (8.1%) and 11 respondents who were self-employed (8.1%).

Validity and Reliability Test

This validity test is conducted to determine whether or not the statements in the questionnaire are valid and a reliability test is conducted to measure the consistency, accuracy and precision of the instrument. 30 respondents are needed with 27 questionnaire statements. No significant value $r > 0.05$ is found, then 27 statements are valid because the validity test if the maximum significant value r is 0.05 is declared valid.

After conducting the reliability test, there are results from the promotion variable (0.631), attitude variable (0.646), perceived trust variable (0.613), perceived ease of use variable (0.669), perceived usefulness variable (0.738) and purchase intention variable (0.720) from the results obtained from each variable shows a Cronbach's alpha value (α) greater than 0.60, then the questionnaire can be declared reliable.

Normality Test

This normality test is conducted to test the regression model whether the independent or dependent variables are normally distributed or not by looking at the Kolomogorov-Smirnov value. Therefore, the results of the significance value in this study of 0.200 are greater than 0.05, which means that the data in this study are normally distributed.

Multicollinearity Test

This multicollinearity test is conducted to see the correlation between variables. The results obtained by the promotion variable (X1) VIF value 1.503, attitude variable (X2) VIF value 1.378, perceived trust variable (X3) VIF value 1.177, perceived ease of use variable (X4) VIF value 1.381 and perceived usefulness variable (X5) VIF value 1.521. Judging from the value of each variable <10 , it can be interpreted that there is no multicollinearity between the variables.

Heteroscedasticity Test

This heteroscedasticity test is carried out to see whether there is inequality in the residual variance between observations in the regression model used. This study uses the Glesjer test to analyze the significance value of each variable, where the promotion variable has a significance value of (.491), the attitude variable has a significance value of (.968), the perceived trust variable has a significance value of (.864). the perceived ease of use variable has a significance value of (.461), the perceived usefulness variable has a significance value of (.669). The results of each variable are more than 0.05 so that heteroscedasticity does not occur.

Multiple Linear Regression Analysis Test

This test is conducted to test the magnitude of the influence of the independent variable on the dependent variable. The results of this test are as follows:

$$Y = 5.945 + 0.320X1 + 0.169X2 + 0.112X3 + 0.341X4 + 0.067X5$$

From the results above, it shows that the constant value has a result of 5.945, which means that if the value of the X variable increases, the value of the Y variable is 5.945, the promotion variable (X1) has a regression coefficient value of 0.320, which means that promotion has an impact on increasing the value of the purchase intention variable (Y) by 0.320 each increase occurs. The attitude variable (X2) has a regression coefficient value of 0.169, which means that attitude has an impact on increasing the value of the purchase intention variable (Y) by 0.169 each increase occurs. The perceived trust variable (X3) has a regression coefficient value of 0.112, meaning that perceived trust has an impact on increasing the value of the purchase intention variable (Y) by 0.112 for every increase. The perceived ease of use variable (X4) has a regression coefficient value of 0.341, meaning that perceived ease of use has an impact on increasing the value of the purchase intention variable (Y) by 0.341 for every increase. The perceived usefulness variable (X5) has a regression coefficient value of 0.067, meaning that perceived usefulness has an impact on the purchase intention variable (Y) by 0.067 for every increase.

Hypothesis Test (t-Test)

The purpose of this t-test is to analyze the partial influence between the independent variables on the dependent variable by comparing the calculated t value with the t-table value. There is an influence between the independent variable and the dependent variable if the calculated $t >$ t-table or the significance value <0.05 .

Table 1. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.945	1.224		4.859	.000
	Promotion	.320	.037	.430	8.580	.000
	Attitude	.169	.041	.204	4.096	.000
	Perceived Trust	.112	.028	.113	3.584	.011
	Perceived Ease Of use	.341	.037	.456	9.199	.000
	Perceived Usefulness	.067	.043	.069	1.554	.123

a. Dependent Variable: Purchase Intention

The results of the test in the table above show that the promotion variable (X1) has a significant value of $0.000 < 0.05$, which means that the promotion variable (X1) has a partial influence on the purchase intention variable (Y). The attitude variable (X2) has a significant value of $0.000 < 0.05$, which means that the attitude variable (X2) has a partial influence on the purchase intention variable (Y). The perceived trust variable (X3) has a significant value of $0.011 < 0.05$, which means that the perceived trust variable (X3) has a partial influence on the purchase intention variable (Y). The perceived ease of use variable (X4) has a significant value of $0.000 < 0.05$, which means that the perceived ease of use variable (X4) has a partial influence on the purchase intention variable (Y). The perceived usefulness variable (X5) has a significant value of $0.123 > 0.05$, which means that the perceived usefulness variable (X5) does not have a partial influence on the purchase intention variable (Y).

Determination Coefficient Test (r^2)

The purpose of conducting the determination coefficient test (r^2) is to determine how much the results of the influence of the independent variables on the dependent variables. The results of the determination coefficient test (r^2) of 0.760 state that the variables promotion, attitude, perceived trust, perceived ease of use, perceived usefulness have an influence on purchase intention.

Table 2. Hypothesis Test Results

Hypothesis	Relationship	Sig	Conclusion
H1	Promotion has a positive effect on purchase intention	0.000	Data is consistent with the hypothesis
H2	Attitude has a positive effect on purchase intention	0.000	Data is consistent with the hypothesis
H3	Perceived trust has a positive effect on purchase intention	0.011	Data is consistent with the hypothesis
H4	Perceived ease of use has a positive effect on purchase intention	0.000	Data is consistent with the hypothesis
H5	Perceived usefulness has a positive effect on purchase intention	0.123	Data does not match the hypothesis

The results of the study show that promotion has a positive effect on purchase intention. This shows that the higher the promotion carried out by Sociolla beauty product e-commerce, the more it can increase purchase intention in consumers. Consumers in Sociolla e-commerce who are dominated by women with an average age of 17-25 years feel that Sociolla e-commerce builds a good corporate image through advertising and discounts. Effective advertising can increase consumer purchase intention by disseminating information about their more attractive products and services to a wider range of consumers, as well as providing more discounts or discounts such as free shipping discounts, discounts on big days and discounts for new users to increase consumer

purchases and increase sales volume. This is in line with research conducted by (Nurzanah & Sosianika, 2018) which argues that promotion has a positive and significant effect on purchase intention. The purpose of promotion can positively and significantly influence consumer purchase intention to buy a product (Dewi & Ramli, 2023; Indriani & Ramli, 2024; E. Kurniawati & Ramli, 2024; Mariam et al., 2021).

In the second hypothesis, it shows that attitude has a positive effect on purchase intention. This shows that consumer attitude is one of the important factors that influence purchase intention, especially in the beauty product industry in Sociolla e-commerce. Consumers in Sociolla e-commerce consider the advertisements of the products offered by Sociolla e-commerce to be very good. This positive assessment or impression can be increased by creating a variety of advertising content, creating advertisements that are relevant to individual interests and continuing to innovate in design and advertising messages to keep the content fresh and attractive according to consumer desires so that they tend to have higher purchase intentions. This study is in line with the results of research found by (Khaulia, 2021) that positive assessments or attitudes towards beauty products significantly increase purchase intentions. In addition, in the others study also argued that attitudes towards the use of e-commerce have a positive influence on purchase intentions (Kadir & Ramli, 2024; Mariam & Ramli, 2022; Novarian & Ramli, 2020; Novianti & Ramli, 2023).

In the third hypothesis, the results found that perceived trust has a positive effect on purchase intention. This proves that the higher the perceived trust or trust felt by consumers, the more it can increase the purchase intention of consumers. Consumers in Sociolla e-commerce feel that they have confidence that Sociolla e-commerce is an accurate online shopping platform. To increase consumer confidence, Sociolla e-commerce can create clear product descriptions, detailed and realistic reviews and ratings, and ensure that the products sold are in accordance with the descriptions and quality standards promised so that they can create a sense of trust in consumers and a tendency to make actual purchases. These results are in line with others research which states that the greater the perceived trust, the greater the purchase intention (Arbol & Ramli, 2024; Mariam et al., 2023; Ramli, 2017; Sonmezay & Ozdemir, 2020; Sylvyani & Ramli, 2023).

In the results of the fourth hypothesis, it was found that perceived ease of use has a positive effect on purchase intention. This shows that consumers who feel that an e-commerce is easy to use are more likely to have higher purchase intentions. Consumers in Sociolla e-commerce feel that Sociolla e-commerce is easy to use. Ease of use in Sociolla e-commerce is found in the features in it, for example, clear navigation, effective search features to find products based on preferences such as price and category, and page loading performance speed to increase user satisfaction. A consumer's purchase intention will be high if the level of ease of use of a system when making online transactions is also high (Eki & Ramli, 2024; Gunawan & Ramli, 2023; Herzallah et al., 2022; Ramli & Novariani, 2020; Rinaldi & Ramli, 2023). This result is also in line with others research which states that increasing perceived ease of use has a positive effect on purchase intention about online shopping in e-commerce (Baker et al., 2019; Mulya & Ramli, 2023; Ramli & Mariam, 2020; Salma & Ramli, 2023; Samuel & Ramli, 2024).

The results of the study from the fifth hypothesis show that perceived usefulness has no effect on purchase intention. This shows that there is no influence between perceived usefulness and purchase intention. Perceived usefulness is not a factor that consumers consider when deciding to make a purchase on Sociolla e-commerce. Consumers at Sociolla who are older feel that Sociolla e-commerce does not help them enough to find products and increase shopping productivity. This result is not in line with the others research which stated that perceived usefulness has a positive effect on purchase intention (Irvania et al., 2022; Maharani & Ramli, 2024; Ramli, 2020). Because in the results of this study, no influence was found between perceived usefulness and purchase intention in Sociolla e-commerce consumers.

CONCLUSION

The conclusion in this study shows that promotion has a positive influence on purchase intention. Product promotions provided in Sociolla e-commerce are in accordance with the attractiveness of consumer purchases so that purchase intention is made by consumers. Attitude has a positive influence on purchase intention. Some Sociolla e-commerce consumers consider the advertisements of the products offered by Sociolla to be very good so that they can create purchase intention in consumers. Perceived trust has a positive influence on purchase intention. Sociolla e-commerce consumers believe that Sociolla e-commerce is a trusted shopping platform so that it creates purchase intention from consumers to make actual purchases. Perceived ease of use has a positive influence on purchase intention. Most Sociolla e-commerce consumers feel that the features in Sociolla e-commerce are easy to use so that they can create purchase intention in consumers. Perceived usefulness has no influence on purchase intention. This shows that perceived usefulness is not a factor that consumers consider to create purchase intention.

This study has several limitations, namely this study only discusses the influence partially and only discusses the variables of promotion, attitude, perceived trust, perceived ease of use, perceived usefulness and purchase intention. In addition, the selection of samples is relatively limited, namely only selecting Sociolla e-commerce consumers who are domiciled in DKI Jakarta, aged over 17 years and have made purchases on Sociolla e-commerce more than 2 times, so that this is a limitation to obtain research results to a wider and general population.

Suggestions for further research are expected to add variables that are different from this study because there are still many other variables that have not been studied in their influence on purchase intention such as brand image (Sanita et al., 2019), brand awareness (Eliasari & Sukaatmadja, 2017) and product price (Lionitan & Firdausy, 2023). In the future, it is hoped that research can be conducted with broader respondent criteria and using different analysis methods from this study, such as SmartPLS and Lisrel so that different results can be found from this study.

This study aims to analyze the influence of promotion, attitude, perceived trust, perceived ease of use, perceived usefulness on purchase intention. Based on the respondents' answers, it shows that the highest statement from the promotion variable is that Sociolla e-commerce builds a good corporate image through advertising and discounts. Therefore, Sociolla is expected to continue to improve effective advertising by disseminating information about their products and services that are more attractive to a wider range of consumers, as well as providing more discounts or discounts such as free shipping, discounts on big days and discounts for new users. The highest statement from the attitude variable is that I think the advertisements for the products offered by Sociolla e-commerce are very good. Sociolla is expected to continue to improve creativity and innovation in advertising, by maintaining high quality advertising will help attract more consumers and can increase engagement. The highest statement from the perceived trust variable is that I have confidence that Sociolla e-commerce is an accurate online shopping platform. Therefore, Sociolla is expected to maintain customer trust by creating clearer product descriptions, detailed and realistic reviews and ratings, and ensuring that the products sold are in accordance with the descriptions and quality standards promised. The highest statement from the perceived ease of use variable is that Sociolla's e-commerce is easy to use. Sociolla is expected to continue to ensure that its system is easy to access and add new features to further help facilitate its consumers. Judging from the perceived usefulness does not affect purchase intention, then in the future Sociolla's e-commerce needs to pay more attention to the details in the product information offered so that consumers feel more helped in purchasing transactions,

This study is expected to provide implications and input for Sociolla to be able to continue to develop a more effective digital sales strategy and understand the information needs of consumers. And can provide benefits to consumers such as providing quality, safe and reliable products, providing competitive prices and providing many attractive discount

offers so that consumers can continue to have a tendency in purchasing intentions and make actual purchases on Sociolla's e-commerce.

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