

**THE INFLUENCE OF CONSUMER ATTITUDES AND CONSUMER
MOTIVATION ON PURCHASING DECISIONS
THROUGH SHOPEE**

(Study on D-IV Marketing Management Students at State Polytechnic of Malang)

Aisyahrani Anam^{*}, Musthofa Hadi²

^{1,2} Business Administration, Politeknik Negeri Malang

E-mail: ¹⁾ aisyahrani.anam@gmail.com, ²⁾ musthofa.hadi@polinema.ac.id

Abstract

In the current technological era, online shopping has become a dominant trend. With easy internet access and rapid technological advancements, society increasingly relies on e-commerce platforms like Shopee for their shopping needs. This study aims to analyze the influence of consumer attitudes and motivation on purchasing decisions on Shopee. This quantitative research involved distributing questionnaires to 77 D-IV Marketing Management students from the Business Administration Major for the 2023/2024 academic year who have made purchases on Shopee. Accidental sampling was used, and data were analyzed using multiple linear regression ($Y = a + b_1X_1 + b_2X_2 + e$) and hypothesis testing. The findings show that consumer attitude does not have a partial effect on purchase decisions, while consumer motivation does. Collectively, both variables significantly influence purchase decisions, contributing 85.7% to the purchase decision, with 14.3% influenced by other factors. The study concludes that only consumer motivation significantly impacts purchasing decisions. Shopee should more strictly filter sellers by verifying addresses, product types, and availability to avoid pre-orders. Additionally, Shopee can improve information quality on prices, availability, and product benefits, and enhance transaction security to improve user safety and application ratings, thereby building positive consumer perception.

Keywords: Consumer Attitudes, Consumer Motivation, Purchase Decision, Shopee

1. INTRODUCTION

In the current era of technological development, the online shopping phenomenon has become an unstoppable trend, playing a central role in the consumption patterns of today's society. With easy internet access and the speed of technology, modern society is increasingly turning to e-commerce platforms to fulfil their shopping needs. One form of technological development in the economic sector is the emergence of transactions that use internet media to connect producers and consumers.

Based on a report from Datadoks, "In 2023, the number of internet users in Indonesia will reach 213 million people. "This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year." Reveal (Annur, 2023). With the rapid growth in the number of internet users, one of the economic developments can be seen from the change in purchasing products from traditional stores to purchasing products online. By involving the increasing number of internet users, Shopee has become a popular destination for consumers who want to explore, compare and buy various products and services efficiently and effectively in this digital era.

The data in that Shopee is ranked first in the marketplace category with the most

visitors in Indonesia in the third quarter of 2023, followed by Tokopedia, Lazada, Blibli and Bukalapak (Deny, 2023). Shopee is a popular marketplace or electronic trading platform in Indonesia. Shopee has spread to various other Southeast Asian countries and is part of the SEA Group. Shopee is a startup company from Singapore that entered Indonesia in December 2015.

The development of online shopping and current lifestyle developments have given rise to the phenomenon of online shopping behaviour. A person's purchasing behavior can be said to be unique, because each person's consumer attitudes and motivations for making purchases are different.

Consumer attitudes are defined as positive or negative perceptions in carrying out certain actions (Kalputri, 2021). Attitude refers to the method of behaviour practiced by real buyers, which is related to a positive or negative view of something (Mawarni, 2022). So, consumer attitudes can be interpreted as evaluations including positive or negative assessments when using e-commerce platforms such as Shopee.

Meanwhile, motivation is a driving force that arises both from internal self and from external factors (environment), which becomes a driving factor towards achieving the desired goals. When related to consumers, motivation can be interpreted as an impulse that encourages consumers to make decisions that lead to achieving goals, such as fulfilling various needs and desires (Keren & Sulistiono, 2019). So, consumer motivation refers to an individual's willingness to buy through Shopee, such as convenience, price competition, or the variety of products offered.

Purchasing decisions have the meaning of stages or steps in the procedure for making a decision, namely if the consumer is correct or really makes a purchase of the product (Kalputri, 2021). Consumers always consider product quality, price and characteristics before making purchasing decisions. Generally, this process involves several steps, such as identifying needs, searching for information, evaluating available options, making a decision to buy or not, and post-purchase behavior (Teesen & Sinabutar, 2021). Previous research by (Teesen & Sinabutar, 2021) has the results of the analysis that consumer motivation does not have a partial influence on purchasing decisions. Meanwhile, the results of a study by (Rizaldy & Murtiyanto, 2021) state that consumer motivation has a partial positive influence on purchasing decisions. In research by (Achmad & Rahmawati, 2020), it shows that consumer attitudes do not have a significant influence on purchasing decisions. This research is in line with the findings in research by (Fadhila et al., 2020) shows that variable X has a simultaneous influence on variable Y.

The researcher took the title of this research because the choice of the Shopee platform as the e-commerce for this case study shows a focus on online shopping trends which is an important aspect in the context of modern business, and the object is Students of the Malang State Polytechnic D-IV Marketing Management Study Program because it can provide a more local and specific context for the ongoing investigation. Students from a particular study program have backgrounds, characteristics, and experiences that may differ from other consumer groups. Thus, the research can be more focused on a specific context and provide deeper insights into the factors influencing purchasing decisions in that environment. Additionally, it can facilitate the data collection process and coordination. Students with affiliations to the institution may be more easily contacted, and their participation in the research can be organized more efficiently.

Based on the description of the phenomenon above, the purpose of this study was to analyze the effect of consumer attitudes and consumer motivation, both partially and simultaneously, on purchasing decisions at Shopee.

2. LITERATURE REVIEW

2.1. Marketing

Marketing is a comprehensive, integrated and planned action carried out by an organization or institution to meet market demand by creating products with selling value, determining prices, communicating, delivering and exchanging offers that are of value to consumers, clients, partners, and the general public (Indrasari, 2019). Meanwhile, according to (Saleh & Said, 2019) Marketing is part of an organizational function and a series of processes aimed at creating, communicating and providing value to customers, with the aim of managing customer relationships in a profitable way for both the organization and parties who have an interest in the organization.

2.2. Consumer Behavior

According to (Putri & Suhermin, 2022) Consumer behavior is the study of how individuals, groups, and organizations make choices, purchase, use, and dispose of goods, services, or experiences to satisfy their needs and wants. Consumer behavior includes a series of activities, actions, and psychological processes that motivate actions throughout the product life cycle, from pre-purchase decisions, during purchase, use, to evaluation, involving observable aspects such as quantity, time, actors, partners, and methods. acquisition and consumption of products (Putri & Suhermin, 2022). Meanwhile, according to (Adhim, 2020) Consumer behavior is individual decision making in competing and determining to obtain and use goods and services.

2.3. Consumer Attitudes

Consumer attitude is a crucial element that influences consumer decisions. The concept of attitude is closely related to belief and behavior. Attitude reflects the expression of consumer feelings towards an object, indicating whether the object is liked or not. Apart from that, attitudes also reflect consumer confidence in the various attributes and benefits of the object (Keren & Sulistiono, 2019). It is important to pay attention to consumer trust because this reflects the support given by consumers to the efforts made to meet their needs (Asnawi, 2022). Meanwhile, according to (Keren & Sulistiono, 2019) Consumer attitudes are an important factor in influencing consumer decisions. Attitude is also called the most special and much needed concept in contemporary social psychology (Kalputri, 2021).

2.4. Consumer Motivation

Consumer motivation is a condition within an individual that drives the desire to carry out activities to achieve a goal. The presence of motivation will guide individuals towards behavior or actions aimed at achieving satisfaction. So, it can be concluded that motivation arises as a response to needs. The need itself arises when consumers feel discomfort or tension between the state they should feel and the state they actually feel (Kalputri, 2021).

Motivation drives customers to buy something. So, identifying and meeting needs is the basis of business. The main focus for an effective solution is marketing products that are tailored to customer needs, so that the Shopee e-commerce platform will continue to survive and compete in this digital era.

2.5. Purchasing Decision

A purchasing decision is a stage or step in the process of making a decision, whether the buyer actually purchases the product or not (Kalputri, 2021). Meanwhile, according to Kotler and Armstrong, consumer purchasing decisions refer to the behavior of individuals or groups of people who buy services or goods for personal interests (Juliana & Noval, 2019). According to (Gunawan, 2022; Kotler & Armstrong, 2008) state that purchasing decisions are an aspect of consumer behavior that examines the way individuals, groups and organizations make choices, make purchases, use and how they utilize goods, services, ideas or experiences to fulfill their needs. their needs and desires.

2.6. Relationship between consumer attitudes and purchasing decisions

Attitude can be used as a type of way of behavior of actual buyers. According to Suprapti in (Mawarni, 2022) stated that attitude is personal expressions and experiences that reflect a person's pleasure or dissatisfaction with an object. A person's attitude can also be seen from assessing whether a person likes or dislikes the item they are going to buy, so this shows that a person's attitude can influence a consumer's decision to purchase an item.

Previous research by (Fadhilah, 2020) shows that partially, consumer attitudes influence purchasing decision, and simultaneously consumer attitudes and consumer perceptions have a significant positive effect on purchasing decisions.

H1: Consumer attitude partially influence purchasing decisions on Shopee.

2.7. Relationship between consumer motivation and purchasing decisions

(Nugraha et al., 2021), consumer motivation can be defined as a condition within a person that encourages the desire to carry out activities to achieve a goal. This motivation spurs individuals to demonstrate behaviour or actions directed at achieving satisfaction of these goals. Thus, it can be concluded that motivation arises as a response to needs. The need itself arises because consumers experience discomfort (state of tension) between the conditions that should be felt and those that are actually felt.

The results of previous research by (Rizaldy & Murtiyanto, 2021) in show that consumer motivation influences purchase decision. Simultaneously, lifestyle and motivation have a positive influence on purchasing decisions.

H2: Consumer motivation partially influence purchasing decisions on Shopee

2.8. Relationship between Consumer Attitudes and Consumer Motivation with Purchasing Decisions

In the purchasing decision making process, consumers are often influenced by a number of interacting psychological factors. Consumer attitudes towards a product or brand play an important role in shaping purchasing decisions, where positive attitudes tend to encourage preference for the product. Consumer motivation, as an internal drive,

also plays a key role in determining consumer intensity and focus in achieving goals or satisfaction through purchasing. Although the three are interrelated, it is important to remember that consumer attitudes and subjective norms can make a positive or negative contribution to purchasing decisions, while motivation acts as a strong driver in directing consumer actions.

From several research results that have been described previously, consumer attitudes partially have an effect on purchasing decisions. However, simultaneously, consumer attitudes have a significant positive effect based on the variables raised by previous research.

Previous research by (Teesen & Sinabutar, 2021) showed the results that consumer motivation had no partial influence. Meanwhile, simultaneously, each variable X has an influence on purchasing decisions. In contrast to the research by (Rizaldy & Murtiyanto, 2021), the research results show that consumer motivation has a partially significant positive influence. Simultaneously, lifestyle and motivation have a significant positive influence on purchasing decisions.

H3: Consumer attitude and consumer motivation simultaneously influence purchasing decisions on Shopee.

3. RESEARCH METHODS

3.1. Types of Research

This research uses quantitative research methods by conducting survey research by collecting a number of primary data. Quantitative research, or what is often called deductive, is a research approach that is objective and applies statistical testing methods. In this research, the relationship between variables is explained through theory testing, as well as generalizing the social phenomena being investigated. Data is collected using a series of research instruments such as tests or questionnaires, and the results collected are then converted based on previously established categories or criteria. The quality of quantitative research is assessed from the participation of respondents which involves a significant number (Leon et al., 2023).

3.2. Population and Sample

The population in this study were students of the D-IV Marketing Management study program at the State Polytechnic of Malang for the 2023/2024 academic year who have made purchased through Shopee application. In general, in the process of taking samples for research using a questionnaire, it is necessary to first determine the population size to be observed based on certain calculations using the Slovin formula. The Slovin formula, as one of the popular methods of sampling, is often used to determine the number of samples that must be representative so that research results can be generalized, and another feature is that it does not require a sample size table. Even though the Slovin formula is the main choice in questionnaire research, there is no certainty regarding who the originator of this formula is. Based on the Slovin formula, the number taken from the population was 323 students. Based on these calculations, it can be seen that the minimum sample size that can be taken from this research is 76.5 and can be rounded up to 77 respondents. Based on these calculations, it can be seen that each amount per level with total rounded up to 77. This research sample uses a nonprobability sampling

method and the type of sampling technique is accidental sampling.

Table 1. Number of Sample Each Level

No	Student Level	Amount (Student)	Percentage (Student)	Amount (Sample)	Rounding
1	Level I Student	87	26,92%	20,7	21
2	Level II Student	80	24,76%	19	19
3	Level III Student	53	16,40%	12,6	13
4	Level IV Student	103	31,88%	24,5	24
	Total	323	100%	76,8	77

Source: Processed Data (2023)

3.3. Data Types

The primary data used in this research was obtained directly by administering a questionnaire related to the variables studied. Thus, the primary data for this research are the answers from respondents to the questionnaire. Secondary data from this research was obtained from information on the internet in the form of company profiles or obtained from the admin of the D-IV Marketing Management study program in the form of the number of active students.

3.4. Operational Definition and Variable Description

In this research, the independent variables are Consumer Attitude (X1) and Motivation (X2). According to (D. A. Lestari & Tiarawati, 2020) consumer attitude is reflects the feelings of satisfaction or dissatisfaction of consumers towards the queried object. While, consumer motivation is the drive generated by the desires within an individual, emerging due to unmet needs (Abdullah et al., 2023). The dependent variable of this research is Purchase Decision. Purchase decision is is a process that stems from all their experiences in learning, selecting, using, and even eliminating a product (Saktiana & Miftahuddin, 2021).

3.5. Measurement Scale

In this research, the scale that will be used is the Likert scale. The Likert scale is often used to assess the attitudes, opinions and perceptions of a person or group of people towards social phenomena. The measurement results are related to what is asked for opinions, perceptions, or attitudes, not to the phenomena that are perceived, given opinions, or attitudes. Each answer to an instrument item that uses a Likert scale will be answered using a 5-point.

3.6. Data Collection Methods

Data collection aims to collect information and achieve the objectives of the research. If researchers do not understand data collection techniques, then they will not obtain data that meets the established standards. In this research, the data collection method chosen was through the use of a questionnaire. This research questionnaire will be distributed to students of the D-IV Marketing Management study program who have made online purchases via the Shopee e-commerce platform containing questions

regarding consumer attitudes and consumer motivation towards purchasing decisions. Data collection through documentation methods can refer to photos, videos, letters, diaries, clinical case notes that can be researched and easily accessed. Apart from that, interviews are also useful if researchers want to gain a deeper understanding of the respondents' views (Prawiyogi et al., 2021).

3.7. Data Analysis Methods

The first step in data analysis is to check the validity and reliability test values. Next, conduct an assumption test to determine whether the data meets the criteria for further analysis. The data analysis consists of statistical figures, processed with the help of computer programs such as SPSS or other suitable software, depending on the data being analyzed. Data analysis in this study used the IBM SPSS Statistics 24 software.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Validity Test

Table 2. Validity Test Result

Variable	Item	r statistic	r Table	Significance	Result
Consumer Attitude (X1)	X1.1.1	0,827	0,226	0,000	Valid
	X1.1.2	0,871	0,226	0,000	Valid
	X1.2.1	0,842	0,226	0,000	Valid
	X1.2.2	0,803	0,226	0,000	Valid
	X1.3.1	0,874	0,226	0,000	Valid
	X1.3.2	0,890	0,226	0,000	Valid
Consumer Motivation (X2)	X2.1.1	0,802	0,226	0,000	Valid
	X2.1.2	0,877	0,226	0,000	Valid
	X2.1.3	0,877	0,226	0,000	Valid
	X2.1.4	0,886	0,226	0,000	Valid
	X2.1.5	0,837	0,226	0,000	Valid
	X2.1.6	0,852	0,226	0,000	Valid
	X2.1.7	0,751	0,226	0,000	Valid
	X2.2.1	0,819	0,226	0,000	Valid
Purchase Decision (Y)	X2.2.2	0,845	0,226	0,000	Valid
	Y1.1.1	0,779	0,226	0,000	Valid
	Y1.1.2	0,824	0,226	0,000	Valid
	Y1.2.1	0,813	0,226	0,000	Valid
	Y1.2.2	0,563	0,226	0,000	Valid
	Y1.2.3	0,719	0,226	0,000	Valid
	Y1.3.1	0,693	0,226	0,000	Valid
	Y1.3.2	0,755	0,226	0,000	Valid
	Y1.4.1	0,861	0,226	0,000	Valid
	Y1.4.2	0,791	0,226	0,000	Valid
Y1.5.1	0,843	0,226	0,000	Valid	
Y1.5.2	0,861	0,226	0,000	Valid	

Source: Data Processed (2024)

Based on the table of validity test results above, all question items from the consumer attitude variables (X1), consumer motivation (X2), and purchase decision (Y) were declared valid. This is evidenced by the value of r counting all question items on each variable that is greater than the r table (0.224) and the significance level < 0.05 . Therefore, items from consumer attitudes (X1), consumer motivation (X2), and purchase decisions (Y) can be used to measure the influence of consumer attitudes and consumer motivation on purchase decisions through Shopee.

4.1.2. Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Standard
Consumer Attitudes (X1)	0,923	6	0,70
Consumer Motivation (X2)	0,946	9	0,70
Purchase Decision (Y)	0,929	11	0,70

Source: Data Processed (2024)

The results of the reliability test can be concluded as follows:

1. The consumer attitude variable (X1) has as many as 6 questions (N of Items) with a Cronbach's Alpha value of 0.923. So, it can be concluded that all questionnaire question items for the consumer attitude variable are declared reliable because it is $0.923 > 0.70$.
2. The consumer motivation variable (X2) had as many as 9 questions (N of Items) with a Cronbach's Alpha value of 0.946. So, it can be concluded that all questionnaire question items for the consumer motivation variable are declared reliable because it is $0.946 > 0.70$.
3. The purchase decision variable (Y) has as many as 11 questions (N of Items) with a Cronbach's Alpha value of 0.929. So, it can be concluded that all questionnaire question items for the variable Purchase Decision are declared variable because $0.929 > 0.70$.

4.1.3. Classical Assumption Test

1) Normality Test

Based on the results of the graph below, it is shown that the data points are spread around the diagonal line or follow the line, so it can be concluded that the data is normally distributed (assumptions are met).

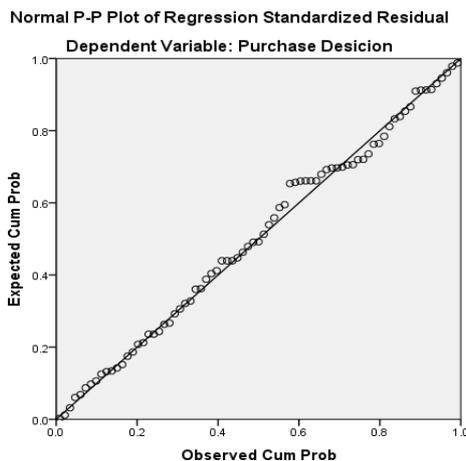


Figure 1. Normal P-Plot Graphic
Source: Data Processed (2024)

2) Heteroscedasticity Test

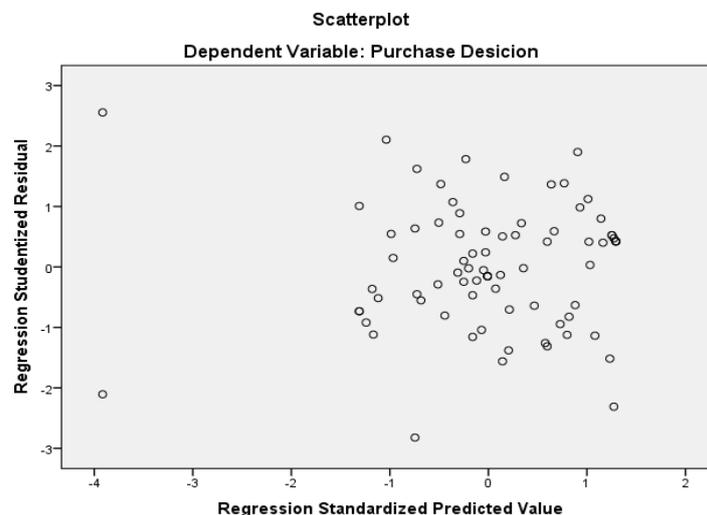


Figure 2. Heteroscedasticity Test Results
Source: Data Processed (2024)

Based on the results of the scatterplot graph in the image above, it can be seen that the dots spread above and below the number 0 and there is no clear pattern, then heteroscedasticity does not occur or it can be said that the assumption is fulfilled.

3) Multicollinearity Test

Based on the results of the multicollinearity test, it can be seen that there is a tolerance value that meets the requirements with a tolerance limit of $0.394 > 0.10$ or $VIF\ 2.541 < 10.00$. Thus, this analysis shows that there is no multicollinearity and also shows that each independent variable and variable dependent are not interdependent.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics		Result
	Tolerance	VIF	
Consumer Attitude (X1)	0,394	2,541	Symptom-Free of Multicollinearity
Consumer Motivation (X2)	0,394	2,541	Symptom-Free of Multicollinearity

Source: Data Processed (2024)

4.1.4 Multiple Linier Regression

Table 5. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
Constant	7, 081	1,824
Consumer Attitude (X1)	0,146	0,110
Consumer Motivation (X2)	0,940	0,076

Source: Data Processed (2024)

Based on the table 5, the multiple linear regression equation in this study is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 7, 081 + 0,146X_1 + 0,940X_2 + e$$

From the above equation, it can be concluded that:

1. Constanta (a) = 7, 081.
That is, if the variable value of consumer attitude (X1) and consumer motivation (X2) are both zero, then the value of the purchase decision variable will be equal to this constant, which is 7, 081.
2. The regression coefficient of the consumer attitude variable (X1) = 0.146.
The multiple regression coefficient of consumer attitudes (X1) of 0.146 is positive. This shows this coefficient is positive but relatively small compared to other variables, indicating a lesser influence. In other words, if the value of the consumer attitude variable increases by 1 unit, while other variables remain constant, then the purchase decision through Shopee will increase by 0.146. Likewise, if the value of the consumer attitude variable decreases by one unit, the purchase decision will also decrease by 0.146.
3. Regression coefficient of consumer motivation variable (X2) = 0.940.
The multiple regression coefficient of consumer motivation (X2) of 0.940 is positive. This shows that the variable of consumer motivation has a positive influence on purchase decisions and this coefficient is quite large, indicating that Consumer Motivation has a significant impact on the dependent variable. In other words, if the value of the consumer motivation variable increases by 1 unit, while other variables remain the same, then the purchase decision through Shopee will increase by 0.940. And vice versa, if the value of the

consumer motivation variable drops by one unit, the purchase decision will also decrease by 0.940. Based on the results above, it can be seen that the independent variable that has a greater influence is consumer motivation (X2) with a coefficient of 0.940 compared to the consumer attitude variable (X1) with a coefficient of 0.146.

4.1.5 Determinant Analysis (Coefficient Determination)

Table 6. Table of Determination Analysis Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,928	0,861	0,857	2,924

Source: Data Processed (2024)

Based on the results of the determination coefficient test in the table above, the Adjusted R-Square value obtained was 0.857 or 85.7%. So, it can be interpreted that the variables of consumer attitudes and consumer motivation have a contribution of 85.7% to purchase decisions. So that the remaining 14.3% is explained in the variables that are not studied.

4.1.6 Hypothesis Test

1) Partial Test (t-test)

Table 7. T- Test Result

Model	t statistic	t table	Sig.	Result
Consumer Attitude (X1)	1.330	1,992543	0,188	Did not Influence
Consumer Motivation (X2)	12.358	1,992543	0,000	Influential

Source: Data Processed (2024)

Based on the table of t-test results above, the partial hypothesis of the variables X1 and X2 is as follows:

- H1: The consumer attitude variable (X1) has no partial effect on the purchase decision (Y) because it can be seen that the value of the t_{count} $1.330 < t_{table}$ $1,992543$ and sig $0,188 > 0,05$ until H_0 is accepted, H_a is rejected. This shows that the consumer attitude variable (X1) tested has no partial impact on the purchase decision variable (Y) through Shopee.
- H2: The consumer motivation variable (X2) has a partial effect on the purchase decision (Y) because it can be known that the value of t_{count} $12.358 > t_{table}$ $1,992543$ and sig $0,000 < 0,05$ until H_0 is rejected, H_a is accepted. This shows that the consumer motivation variable (X2) tested has a partial impact on the purchase decision variable (Y) through Shopee.

2) F Test

Table 8. F Test Result

F statistic	F table	Sig.	Significance Level	Result
228,775	3,12	0,000	0,05	Significant Influence

Source: Data Processed (2024)

H3: The variables of consumer attitude (X1) and consumer motivation (X2) simultaneously affect the purchase decision variable (Y). Based on the table of test results F, it is known that $F_{\text{statistic}} 228,775 > F_{\text{table}} 3,12$ dan $\text{sig } 0,000 < 0,05$. So H_0 was rejected and H_a was accepted. So that the variables of consumer attitude (X1) and consumer attitude (X2) simultaneously have a positive effect on purchase decisions (Y) through Shopee.

4.2. Discussion

4.2.1 The Influence of Consumer Attitudes on Purchase Decisions

The results of the H1 test show that there is no influence of consumer attitudes on purchasing decisions through Shopee. This is evidenced by the value of the consumer attitude variable (X1) obtained $t_{\text{count}} 1.330$ and $t_{\text{table}} 1.992543$. Based on the data $t_{\text{statistic}} < t_{\text{table}}$, This does not support the research conducted by (D. A. Lestari & Tiarawati, 2020) which the results of the analysis of the study said that consumer attitudes have a significant influence on the purchase decision (Y) K-POP CD album. However, the current research supports the research that has been conducted by Ahmad & Rahmawati in 2020 where consumer attitudes have no partial effect on purchasing decisions with the object being studied, namely Pertamina's hospital services in Balikpapan. Based on the results of the analysis and supporting data contained in this study, it can be seen that people have poor feelings or judgments towards Shopee. Not all users feel happy when using Shopee and not all users give a higher rating for Shopee compared to other online shopping. This can also be seen from the results of the distribution of the consumer attitude variable answer that the component affective indicator has the lowest mean, which is 3.89 among the other two indicators. In the component affective indicators, there are two items that are asked to respondents, the first is feeling happy when making transaction on Shopee. The researcher conducted unstructured interviews with respondents by asking questions related to things that made them less happy when making transactions using Shopee. Respondents said that buying goods on Shopee still need to be careful because buying online is cheaper than at offline stores, so respondents are afraid that the goods they buy are not genuine. So that it can be described that this can be one of the reasons why respondents are not happy to transact on Shopee.

The statement of the second item is giving the better rating compared to the other online shopping platform. In this item, there are two respondents who chose the answer strongly disagree and 4 respondents who answered disagree. This can be due to the fact that respondents have had a better experience on other online shopping platforms such as TikTokShop. According to them, from the results of interviews conducted unstructured, TikTokShop provides more discounts and flash sales on the goods it sells. So, for them, other online shopping platforms are more profitable compared to Shopee. So, based on

the data that has been obtained from the results of the study, this can be the reason that consumer attitudes do not have a partial effect on purchase decisions

4.2.2 The Influence of Consumer Motivation on Purchase Decisions

The results of the H2 test show that there is an influence of consumer motivation on purchase decisions through Shopee. Where the better the consumer's motivation, the better the purchase decision through Shopee. This is evidenced by the value of the consumer motivation variable (X2) obtained a value of t_{count} as 12.358 and t_{table} as 1,992543. The results of this study are relevant to previous research conducted by (Rizaldy & Murtiyanto, 2021) whose analysis results said that consumer motivation partially affected the purchase decision (Y) at Arema Store Malang. Theory by (Nugraha et al., 2021) said that "Motivation arises because of the need felt by the consumer, while the need itself arises because the consumer feels the discomfort (state of tension) that should be felt and what is actually felt. The perceived need will encourage a person to take action to meet these needs." So, from the theory, there are several supporting factors related by (Swastha & Handoko, 2017) that consumer motivation variables are operationally measured through two indicators: rational and emotional.

This can be proven by the highest mean in this variable, which is 4.03 on the rational indicator. Meanwhile, the first highest item mean is 4.18 which is talked about price is the one of the things that drives the respondents to make transaction on Shopee. For example, Shopee has a lot of the same product but have quite different prices, the different can caused by the location of the store or the other reason. The second highest item mean is 4.16 which is talked about trust in the platform is one of the things that encourages the respondents to make transaction on Shopee. For example, Shopee has a clear and easily understandable return policy, providing assurance to consumers that they can return products if they do not meet expectations, this is one way to create consumer trust. The third highest item mean is 4,10 which is talked about the efficiency of using Shopee is the one of the things that encourages the respondents to make transaction on Shopee. The example is Shopee provides an effective search feature and comprehensive product filters, making it easy for consumers to quickly find the products they are looking for.

Users think more rationally about things such as comparing prices, quality of goods, availability of goods and durability of goods before making purchases at Shopee. This is done so that they can ensure that the money they spend is proportional to the value received. By comparing prices, they can find the best deal and avoid buying at an exorbitant price. Comparing the quality of goods allows them to ensure that they meet the desired standards and will perform as expected. Ensure the availability of essential goods so that the purchase process is not disrupted and the goods can be received within the expected time. However, some respondents indicated that they disagree that durability of goods is one of the things that can encourage purchases on Shopee, because there are many other rational considerations that are more influential in encouraging transactions on Shopee. Therefore, consumer motivations influenced by these rational considerations partially have a significant influence on their purchasing decisions, encouraging consumers to be more careful and selective in shopping for long-term satisfaction and profit.

4.2.3 The Influence of Consumer Attitudes and Consumer Motivation on Purchase Decisions

The results of the H3 test show that there is an influence between consumer attitudes and consumer motivation on purchase decisions through Shopee. This is evidenced by the value of the variables of consumer attitude (X1) and consumer motivation (X2) simultaneously or simultaneously having a value of Fstatistic $228,775 > F_{table} 3,12$. The results of this study are relevant to the research conducted by Lestari et. al., (2022) with the title "Analysis of the Influence of Quality Perception, Motivation, and Consumer Attitudes on the Purchase Decision of Honda Scoopy Motorcycles Case Study on the Purchase of Honda Scoopy Motorcycles" which the results of the analysis said that consumer attitudes and consumer motivations simultaneously affect the purchase decision (Y) on the purchase of Honda Scoopy motorcycles. Simultaneously, the two X variables affect purchase decisions because consumers' attitudes towards products increase consumers' tendency to choose the product, while strong motivation adds to the urge to make a purchase. Consumer attitudes reflect a good perception of the quality, features, and benefits of the service, which in turn increases consumer confidence and makes them more comfortable and confident in choosing the product. On the other hand, consumer motivation can be influenced by factors such as price, attractive offers, or desired products on Shopee. Thus, encouraging consumers to act faster and commit to the purchase process.

When consumer attitudes and consumer motivations are combined, the two variables create a greater influence force than if these variables stood alone. This combination strengthens the purchase decision because consumers not only have positive beliefs and views about the product, but are also driven by a strong reason to own it immediately so that the transaction happens on Shopee.

Based on the results of the research that has been conducted, it is found that the consumer attitude variable does not have a partial positive influence on purchase decisions through Shopee. However, consumer motivation has a partial effect on purchase decisions. When viewed based on the results of the F test or simultaneously, consumer attitudes and motivations have a simultaneous influence on purchase decisions. Based on this, in the empirical study that has been written, previous research researched by (Lestari et al., 2022) supports this research because consumer attitudes and consumer motivation have a simultaneous influence on purchase decisions.

The theory put forward by Keren & Sulistiono (2019) states that attitude reflects the expression of consumer feelings towards an object, indicating whether the object is liked or not. This attitude can serve as an indicator of the extent to which consumers are satisfied or not with the products or services offered. Therefore, if this study shows that consumer attitudes have no influence on purchasing decisions, the results may be supported by the theory stated by Sulistiono. This shows that consumers do not fully give a good assessment of the products sold on Shopee or the Shopee company. This less positive assessment can be caused by various factors such as product quality that does not meet expectations, unsatisfactory customer service, or an unpleasant shopping experience.

Furthermore, the variables of consumer motivation in the research that have been conducted have the results of analysis that consumer motivation has a partial positive influence on purchase decisions. The results of this study are supported by the theory put

forward by (Nugraha et al., 2021) that "Motivation arises because of the need felt by the consumer, while the need itself arises because the consumer feels the discomfort (state of tension) that should be felt and what is actually felt.

The perceived need will encourage a person to take action to meet these needs." In summary, it can be concluded that motivation arises in response to needs. So, if consumers are motivated to meet their needs at Shopee, then consumers will make purchases through Shopee.

Based on the results of the analysis of the multiple determination coefficient (R²) which has a value analysis result of 0.857, it means that the magnitude of consumer attitudes and consumer motivation towards purchase decisions through Shopee is 85.7% while the remaining 14.3% is influenced by other factors from outside the study. So, the theoretical implications of the results of this study are as follows:

1. The consumer attitude variable in this study has three indicators, namely cognitive component, affective component, and conative component. Based on the results of the descriptive analysis of this consumer attitude variable, it can be said that Shopee has made good efforts in providing information related to products sold to consumers.
2. The consumer motivation variable in this study has two indicators, namely rational and emotional. Based on the results of the descriptive analysis of consumer motivation variables, it can be said that Shopee's efforts in providing information related to product prices, product quality, and availability of goods are quite good, Shopee can also maintain transaction security so that Shopee consumers can make transactions safely and comfortably.
3. The purchase decision variables in this study have five indicators, namely problem search, information search, evaluation alternatives, buying decision, and post-purchase behavior. Based on the results of the descriptive analysis of purchase decision variables, it can be said that consumers show a high awareness of the needs or problems they face before making a purchase, Consumers are actively looking for information about the product before making a purchase decision. Shopee needs to maintain and improve the accessibility of product information by providing complete descriptions, consumer reviews, product ratings, and product comparison features that make it easier for consumers to find information.

The implications for future research include suggestions for subsequent researchers interested in this field. For those examining consumer attitudes, consumer motivation, and purchase decisions, it is recommended to explore different objects or subjects. Conducting studies with varied objects or subjects will provide new insights into consumer attitudes, motivations, and purchase decisions. Future researchers may also choose to study the same object but introduce or replace other variables to identify additional factors influencing consumer purchase decisions beyond those used in this study

5. CONCLUSION

Based on the results of the tests that have been carried out, conclusions can be drawn in this study, namely in the first hypothesis (H1) it is known that the attitude of consumers (X1) does not partially have a positive effect on purchase decisions (Y) through Shopee. Furthermore, for the second hypothesis (H2), the results of the t-test state that consumer motivation (X2) partially has a positive effect on purchase decisions (Y) through Shopee. Although the results of the t-test indicate that consumer attitudes do not have a partial influence on purchase decisions and consumer motivation has a partial influence on purchase decisions, the third hypothesis (H3) states that consumer attitudes and consumer motivation simultaneously have a positive influence on purchase decisions through Shopee.

According to the frequency distribution analysis, Shopee needs to enhance its platform by introducing more rigorous seller verification procedures, improving product quality and security features, and offering more detailed and easily accessible product information. These enhancements should prioritize ensuring product availability, bolstering transaction security, and improving the overall user experience. By incorporating these tactics, Shopee can sustain consumer engagement and boost its competitive edge in the market sector.

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