

The Effects of Promotions, Trust, and Transaction Convenience on Shopee User Satisfaction: A Study Among Students at Stiesia Surabaya)

Farrel Enrico Musyaffa, Emeraldalda Ayu Kusuma*
Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya, Indonesia
Email: emeraldaayukusuma@stiesia.ac.id*

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ABSTRACT

The rapid growth of e-commerce in Indonesia, particularly among students as digital natives, makes it essential to understand factors influencing user satisfaction, such as promotion, trust, and transaction convenience. This research determines and examines the effect of promotion, trust, and ease of transaction on Shopee customers' satisfaction for students of STIESIA Surabaya. Furthermore, the population consists of students of STIESIA Surabaya who are Shopee customers. The research applied quantitatively. The independent variables included Promotion, trust, and ease of transaction. Meanwhile, customers' satisfaction was a dependent variable. The data were collected using purposive sampling with a questionnaire and Likert scale. Moreover, multiple linear regression with SPSS (Statistical Product and Service Solution) was used as the data analysis technique. As a result, it indicates that promotion has a positive and significant effect, trust, and ease of transaction have a positive and significant effect on Shopee customers' satisfaction, with promotion as the most dominant variable. In conclusion, all three variables simultaneously contribute to user satisfaction, confirming that satisfaction among students is shaped by perceived value, security, and procedural simplicity, thereby reinforcing the relevance of the Theory of Planned Behavior and Technology Acceptance Model in the context of young e-commerce user.

INTRODUCTION

The development of digital technology has brought significant changes to people's behavior patterns in shopping. Buying and selling activities that were previously carried out in person are now transformed into an online system. Based on the We Are Social (2024) report, the number of internet users in Indonesia has reached 221 million people, and around 94 percent of them have made transactions through e-commerce platforms. The latest data from Bank Indonesia (2025) shows that the value of national e-commerce transactions will reach Rp 540 trillion at the beginning of 2025, an increase of 12 percent compared to the previous year. This condition confirms that online shopping has become part of the lifestyle of modern society in Indonesia.

Among various e-commerce platforms, Shopee occupies a dominant position in the Indonesian market with a total of 2.3 billion visits throughout 2023. Databoks (2023). This dominance is inseparable from its aggressive promotional strategy such as free shipping programs, cashback, flash sales as well as the development of innovative features such as ShopeePay, Shopee Live and SPayLater. Nonetheless, the rise in popularity of Shopee has not been fully followed by a stable level of user satisfaction, so it is interesting to study further.

Market dominance and high promotional intensity are not always directly proportional to the formation of sustainable user satisfaction. In the context of e-commerce, satisfaction is determined not only by the attractiveness of the promotion, but also by the overall transaction experience, including the trust and ease of use aspects of the system. An imbalance between

user acquisition strategies and the quality-of-service experience has the potential to create a gap between user growth and long-term loyalty.

Based on a CNN Indonesia report (2024) citing the results of an IPSOS survey, only 62 percent of Shopee users recommend the platform to others, which means that there are still 38 percent of users who are not completely satisfied. These findings show that the satisfaction level of Shopee users is quite high, but there is still room for improvement, especially regarding delivery delays and the complexity of the refund process. This condition raises the need to further examine the influence of promotion, trust, and ease of transactions on Shopee user satisfaction.

Students are a group of people who actively use digital technology, especially in online shopping activities. They are known as the digital native generation who are used to interacting with various digital platforms and have different consumption patterns compared to previous generations. Students of the Surabaya College of Economics (STIESIA) are included in this group because they have a high level of technology adoption and active involvement in digital economy activities. Therefore, students' perceptions of promotion, trust, and ease of transaction are interesting contexts to study.

The variation in the level of student satisfaction as an active Shopee user is suspected to be influenced by the effectiveness of promotional strategies, the level of trust in the platform, and the perception of ease of transactions. However, research that specifically highlights STIESIA Surabaya students as Shopee users is still very limited, even though this group has great potential in supporting the growth of the digital economy among the younger generation.

Theoretically, Kotler and Keller (2016) state that promotion plays an important role in shaping consumers' positive perception of a product. Morgan and Hunt (1994) emphasized that trust arises from consumer confidence in service providers, while (Davis, 1989) through the Technology Acceptance Model (TAM) explains that ease of transaction is the main factor that affects the satisfaction of e-commerce users.

Based on the results of previous research, there are several research differences regarding the influence of promotion, trust, and ease of transaction on e-commerce user satisfaction. Rahmawati et al. (2023) found that promotions have a positive and significant effect on Shopee user satisfaction. However, this study has not added the variables of trust and ease of transactions which are actually one of the important elements in building a comprehensive online shopping experience. This condition shows that there is a theoretical gap in comprehensively understanding the factors that shape user satisfaction.

Rahmawati and Ramli (2024) also examined the relationship between promotion and satisfaction, but the results showed that promotion did not have a significant effect. The limitation of this study lies in the absence of transaction ease variables that have the potential to affect the perception of satisfaction, especially in the context of digital services such as Shopee where ease of transaction is a fundamental part of the user experience (Davis, 1989). The difference in research between Rahmawati et al. (2023) and Rahmawati and Ramli (2024) show that the influence of promotion on user satisfaction is still inconsistent between studies. This inconsistency is the basis for the need for further research, especially in the context of young users such as college students.

The inconsistency of these findings indicates that the influence of promotions on user satisfaction is not universal, but rather is influenced by the user's context, platform

characteristics, and accompanying transaction experience. Therefore, further research is needed that not only partially tests promotions, but also considers the role of trust and ease of simultaneous transactions in shaping user satisfaction.

Although a number of studies have examined the influence of promotion, trust, and ease of transaction on e-commerce user satisfaction, the results still show inconsistencies, especially regarding the role of promotion in shaping user satisfaction. The difference in findings indicates that user satisfaction is not formed through a linear or single mechanism, but rather through the interaction between marketing stimulus, perception of trust, and the perceived transaction experience of users. However, most previous studies have still positioned these variables partially and have not explicitly examined how satisfaction mechanisms work in the context of young digital users who have characteristics of high expectations of systems, transparency, and ease of service. In addition, the context of students as a digital native generation is still often treated as a research limitation, rather than an analytical context that represents a segment of users with different satisfaction evaluation patterns. Therefore, a study that examines the influence of promotion, trust, and ease of transaction simultaneously is needed to understand the mechanism of forming e-commerce user satisfaction in the context of students, especially STIESIA Surabaya students as a representation of young digital consumers in Indonesia.

Research by Yanico and Keni (2021) examining the relationship between trust and satisfaction of e-commerce users showed a significant influence. However, this study has not placed the context of students as active users of e-commerce. Students are classified as a digital native generation who are more responsive to technology-based promotions and tend to have high expectations for transparency and ease of transactions (Prensky, 2001; Shofana, 2023). Thus, the context of research involving students is important to expand the understanding of the behavior of young e-commerce users.

Meanwhile, Susanto and Candra's (2022) research focuses on the influence of promotion on purchase decisions, not user satisfaction. This creates a gap between the variables of behavioral intention (purchase intent) and post-purchase evaluation (satisfaction after purchase). In fact, in the theory of consumer behavior Kotler and Keller (2016), satisfaction is the final evaluative stage that determines the sustainability of the relationship between consumers and brands.

Finally, Suastiari and Mahyuni's (2022) research analyzed the factors that affect e-commerce user satisfaction with a focus on ease of use and trust. However, this study has not tested the promotion variable simultaneously with other variables. This shows the need for further research that includes promotion variables, especially in the context of young users such as college students, to strengthen the external validity of theories related to e-commerce user satisfaction.

This study uses the Theory of Planned Behavior (TPB) as the theoretical basis in explaining user behavior. TPB explains that individual behavior is influenced by intentions formed from attitudes, subjective norms, and perceived behavioral control. In the context of this study, the variables of promotion, trust, and ease of transaction are assumed to affect user satisfaction as an outcome of the behavior of using the Shopee application. Therefore, TPB is used to explain how those factors affect user behavior and satisfaction.

Departing from this, this research has a strategic position in filling the empirical and theoretical gaps from previous studies. This study not only examines the influence of promotion, trust, and ease of transactions on simultaneous user satisfaction, but also places the context of STIESIA Surabaya students as a representation of young digital consumers in Indonesia. This approach is expected to provide a new understanding of the factors that affect e-commerce user satisfaction in the digital economy era, by analyzing the influence of promotion, trust, and ease of transaction on Shopee user satisfaction in STIESIA Surabaya students. Academically, this research is expected to make an academic contribution to the development of digital marketing science and consumer behavior, and the results of this research are expected to provide practical benefits for e-commerce players in improving promotion strategies, strengthening consumer trust and simplifying the transaction process.

Based on the description of the background, the formulation of the problem in this study focuses on whether promotion, trust, and ease of transaction affect the satisfaction of Shopee users in STIESIA Surabaya students. In line with this, the purpose of this study is to analyze the influence of each variable, namely promotion, trust, and ease of transaction on Shopee user satisfaction in STIESIA Surabaya students. The benefits of this research are expected to make practical and theoretical contributions, where practically the results of the research can be a reference for e-commerce companies, especially Shopee, in optimizing promotional strategies, building consumer trust, and increasing the ease of transactions to increase user satisfaction, as well as being a consideration for other e-commerce industry players in designing more effective digital marketing strategies. especially in the student segment. Theoretically, this research is expected to enrich the development of Marketing Management science, especially related to consumer satisfaction theory and digital shopping behavior, as well as expand understanding of the factors that affect e-commerce user satisfaction among the younger generation, especially college students.

METHOD

1. Types of Research

This research used a quantitative approach, which is a research method that focuses on the use of numerical data starting from the process of collection, processing, to drawing conclusions. The data obtained in this study is presented in the form of numbers which are then analyzed using statistical techniques to produce objective and measurable findings. The quantitative approach was chosen because this study aims to test the relationship and influence between variables, namely promotion, trust, and ease of transactions on Shopee user satisfaction. Thus, the use of this method is considered the most appropriate because it is able to provide systematic, structured, and empirically testable analysis results using the help of statistical software such as SPSS.

In addition, quantitative research also provides clarity in terms of measuring variables, determining indicators, and more targeted research limitations. The analysis model used in this study is multiple linear regression, which allows researchers to determine the influence of each independent variable on the dependent variable either partially or simultaneously. Through this approach, it is hoped that the results of the research can provide an accurate picture of the factors that affect Shopee user satisfaction, especially among STIESIA Surabaya students.

2. Population and Sample

The population in this study is all active students of STIESIA Surabaya who use the Shopee application and have made transactions at least once in the last six months, with a population of 3,000 students. This population was chosen because it was considered relevant to the purpose of the study, which is to examine the behavior of e-commerce users among students as a group active in the use of digital technology. With a large enough population, sampling techniques are needed to obtain representative data without having to examine all members of the population.

The sampling technique used is non-probability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria that have been set by the researcher. These criteria include active students of STIESIA Surabaya, having made transactions on Shopee in the last six months, using Shopee as an online shopping platform, and being willing to be a respondent. The determination of the number of samples was carried out using the Slovin formula with an error rate of 9.7%, so that a sample number of 103 respondents was obtained. The combination of purposive sampling and the Slovin formula is used to ensure that the sample taken is not only conceptually relevant but also statistically adequate for regression analysis.

3. Data Collection Techniques

The data collection technique in this study uses questionnaires as the main instrument (Doran et al., 2026; Ganesha & Aithal, 2022; Sharma, 2022; Sukmawati, 2023; Taherdoost, 2022). The questionnaire was compiled based on indicators from each research variable, namely promotion, trust, ease of transaction, and user satisfaction. Each statement in the questionnaire was measured using the Likert Scale with five levels of assessment, ranging from strongly disagree to strongly agree. The use of this scale aims to quantitatively measure respondents' perceptions and attitudes so that they can be processed into numerical data that is ready to be analyzed.

The type of data used in this study is quantitative data obtained from primary data sources, namely respondents directly through the distribution of questionnaires. The data collected is the result of scoring the respondents' answers which are then processed using statistical techniques. The data collection process was carried out by distributing questionnaires to STIESIA Surabaya students who met the research criteria. Thus, the data obtained is expected to be able to describe real conditions related to user perception of Shopee services, especially in terms of promotion, trust, ease of transactions, and user satisfaction.

4. Data Analysis Techniques

The data analysis techniques in this study were carried out in stages, starting from instrument tests, descriptive analysis, to inferential analysis. Instrument tests include validity and reliability tests to ensure that the questionnaire used is truly able to measure research variables accurately and consistently. Furthermore, descriptive statistical analysis is used to provide an overview of the characteristics of the data and respondents through presentation in the form of tables, graphs, and frequency distributions. This stage is important as a basis before further analysis is carried out.

The main analysis used was multiple linear regression to test the influence of promotion,

trust, and ease of transaction variables on user satisfaction. In addition, a classical assumption test was also carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of the regression model. Hypothesis testing was carried out through a t-test to see the influence partially and an F-test for simultaneous influence, as well as a determination coefficient (R^2) to determine the model's ability to explain dependent variables. With this series of analyses, the results of the research are expected to have a high level of validity and reliability and are able to provide appropriate conclusions and can be accounted for scientifically.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

This analysis is used to determine the influence of independent variables consisting of promotion, trust, and ease of transactions on dependent variables, namely user satisfaction. Multiple linear regression testing was performed using the SPSS program, and the results of the calculation can be seen in the following table.

Table 1. Multiple Linear Regression Test Results

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,132	0,417		2,715	0,008
Promotions	0,251	0,083	0,276	3,039	0,003
Trust	0,238	0,079	0,288	2,988	0,004
Ease of Transaction	0,236	0,097	0,217	2,432	0,017

Source: Appendix 4 (2025)

From the table, the following regression model is produced:

$$Y = 1.132 + 0.251 X_1 + 0.238 X_2 + 0.236 X_3$$

With the following interpretation:

- Based on the multiple linear regression equation, a value of 1.132 is obtained.** This shows that if the variables of promotion, trust, and ease of transaction are in a constant condition or do not change, then the user satisfaction variable will have a value of **1.132**.
- The regression coefficient of the promotion variable of 0.251 shows that there is a positive one-way relationship between promotions and user satisfaction. This means that if the promotion increases, then user satisfaction will also increase by **0.251** assuming the other variables are fixed.
- The regression coefficient of the trust variable of 0.238 shows that there is a positive one-way relationship between trust and user satisfaction. In other words, when trust increases, then user satisfaction will also increase by **0.238**.
- The regression coefficient of the ease of transaction variable of 0.236 shows a positive one-way relationship between ease of transaction and user satisfaction. This means that the higher the ease of transactions, the user satisfaction will also increase by **0.236**.

Based on the results of the multiple linear regression analysis above, it can be concluded that: **The promotion variable has the most dominant influence** on user satisfaction with the largest regression coefficient value of **0.251** compared to the confidence variable of **0.238** and

the ease of transaction of **0.236**. Thus, **promotion is a variable that makes the biggest contribution in increasing Shopee user satisfaction for STIESIA Surabaya students.**

The positive regression coefficient for all independent variables shows that promotion, trust, and ease of transaction have a corresponding influence on user satisfaction. This means that an increase in each of these variables individually will be followed by an increase in user satisfaction, assuming the other variables are in constant condition. These findings show that all three variables contribute simultaneously to shaping Shopee user satisfaction.

Although the value of the regression coefficient is not far apart, the promotion variable has the largest unstandardized regression coefficient (*B*) compared to the trust and ease of transaction variables. This shows that in the context of the same unit of measurement, changes in the promotion variables have a relatively greater impact on increasing user satisfaction. However, the difference in influence between variables is relative and needs to be understood as a partial contribution, not absolute dominance.

Within the framework of *the Theory of Planned Behavior*, the results of this regression show that user satisfaction is an evaluative outcome of a combination of positive attitudes towards promotions, the level of trust in *the platform* and the seller, and the perception of control formed through the ease of transactions. When the three components work simultaneously, users tend to give a higher satisfaction rating to the shopping experience on Shopee.

Classical Assumption Test

1. Normality Test

The normality test is used to see if there are distributional deviations in the residual in the regression model, so that it can be known whether the data meets the assumption of normal distribution. The assumption of residual normality is important in multiple linear regression analysis because it relates to the validity of parametric statistical tests, particularly t-tests and F-tests.

In this study, normality testing was carried out using the One Sample Kolmogorov–Smirnov Test method, with unstandardized residual as the test object. This method is used to test the conformity of the residual distribution with the statistically normal distribution. The results of the normality test are presented as follows:

Table 2. Normality Test Results

		Unstandardized Residual
N		103
Normal Parameters ^{a,b}	Mean	0,0000000
	Hours of deviation	0,44298376
Most Extreme Differences	Absolute	0,084
	Positive	0,076
	Negative	-0,084
Test Statistic		0,084
Asymp. Sig. (2-tailed)		0,072

Source: Appendix 4 (2025)

The decision-making criteria are determined that if the significance value (Asymp. Sig.) is greater than 0.05, then the residual is declared to be normally distributed. Based on the results of the Kolmogorov–Smirnov test, an **Asymp. Sig. (2-tailed) value of 0.072** was obtained, which exceeded 0.05. This shows that the residues in the regression model do not experience distribution deviations, so it can be concluded that **the research data is normally distributed**.

These results show that there is no significant difference between the residual distribution and the normal distribution. Thus, it can be concluded that the residues in the regression model do not experience distribution deviations and have met the assumption of normality.

The fulfillment of this residual normality assumption indicates that the multiple linear regression model used in the study is feasible to proceed to the hypothesis testing stage, because the estimation of regression coefficients as well as parameter significance testing can be performed validly and can be interpreted statistically.

2. Multicollinearity Test

The multicollinearity test aims to find out whether or not there is a strong relationship between independent variables in the research regression model. The existence of multicollinearity can cause the regression coefficient to become unstable and make it difficult to interpret the influence of each independent variable on the bound variable. Therefore, this test is important to ensure that each independent variable makes a unique contribution in explaining the dependent variable.

In this study, the multicollinearity test was carried out by looking at *the values of Tolerance and Variance Inflation Factor (VIF)*. A regression model is said to be free of multicollinearity if the *Tolerance value* is greater than 0.10 and the VIF value is less than 10.

Table 3. Multicollinearity Test Results

Variabel	Collinearity Statistics		Remarks
	Tolerance	LIVE	
Promotions (X1)	0,762	1,313	Multicollinearity-free
Trust (X2)	0,680	1,471	Multicollinearity-free
Ease of Transaction (X3)	0,782	1,278	Multicollinearity-free

Source: Appendix 4 (2025)

Based on Table 16, all independent variables have a **Tolerance value of > 0.10** and a **VIF of < 10**. This shows that there is no strong relationship between independent variables in the regression model. Each of the independent variables of promotion, trust, and ease of transaction can be described as a stand-alone construct and not a substitute for each other. This condition ensures that the resulting regression coefficient estimation can be interpreted individually without bias due to the high correlation between independent variables.

3. Heteroscedasticity Test

The heteroscedasticity test was carried out to find out whether there was a difference in residual variance in the regression model, both between observations and between independent variables. The assumption of homoscedasticity is necessary so that the regression model produces efficient estimation and parameter significance testing can be validly performed.

In this study, heteroscedasticity testing was carried out using a **scatterplot**, namely by observing the pattern of point distribution between the residual value and the prediction value. The basis for decision-making in this test is that if the points on the scatterplot graph are scattered randomly, do not form a specific pattern, and are scattered above and below zero on the Y axis, then it can be said that the regression model does not experience symptoms of heteroscedasticity. The following is an attached graph of the results of the research conducted by the researchers:

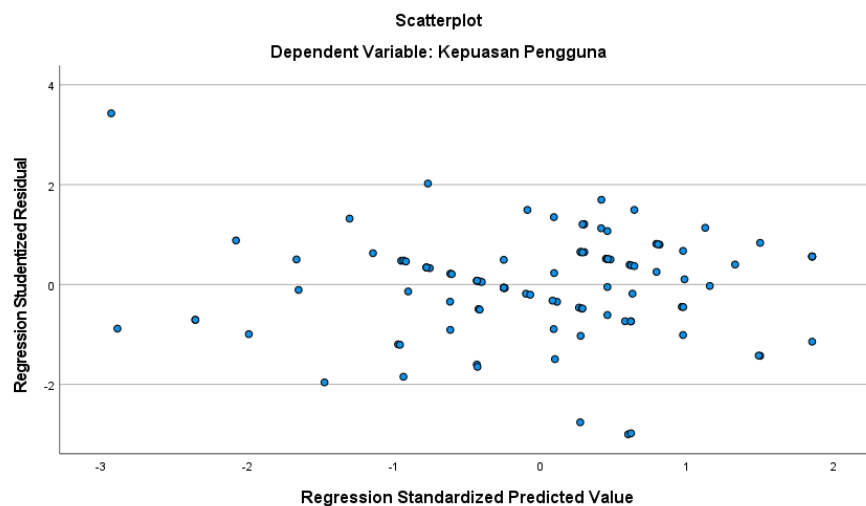


Figure 1. Heteroscedasticity Test Results

Source: Appendix 4 (2025)

Based on the scatterplot graph displayed, it can be seen that the residual dots are scattered irregularly and do not form a specific pattern, either constricted, widened, or corrugated patterns. The findings suggest that residual variance is constant across the entire range of predicted values. Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity and has fulfilled the classical assumption of linear regression.

Model Feasibility Test (F)

1. Test (F)

The F test or model feasibility test aims to find out whether all the independent variables used in this study together have an influence on the dependent variables. The decision-making criterion in the F test is that if the significance value (Sig.) is less than 0.05, then the regression model is declared feasible.

Table 4. Model Feasibility Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.	Remarks
Regression	12,081	3	4,027	19,918	0,000	Eligible Models
Residual	20,016	99	0,202			
Total	32,097	102				

Source: Appendix 4 (2025)

Based on the results of the F test presented in Table 17, an **F-calculation value of 19.918** was obtained with a significance value of **0.000**. The significance value is less than 0.05, so it can be concluded that the **regression model used in this study is declared feasible**. The regression model is declared feasible because together the independent variables are able to explain the variation in the dependent variables significantly, so that the relationships formed in the model have a strong statistical basis. These results show that **the variables of promotion, trust, and ease of transaction simultaneously affect user satisfaction**. Thus, the regression model constructed has met the feasibility criteria and can be used for partial influence analysis at a later stage.

The feasibility of this model shows that the combination of simultaneous promotion, trust, and ease of transaction variables has a significant ability to explain the variation in Shopee user satisfaction. In other words, user satisfaction is not formed by a single factor, but is the result of the interaction of several factors working simultaneously in a single model.

The significant results of the F test also confirm that the structure of the regression model has been appropriately arranged, so that the partial influence test test on each independent variable can be validly performed and has a strong statistical basis.

Thus, the regression model built is not only technically feasible, but also conceptually relevant to explain the phenomenon of Shopee user satisfaction in STIESIA Surabaya students.

2. Determination Coefficient Test (R^2)

The determination coefficient (R^2) test was used to determine how much the promotion, trust, and ease of transaction variables contributed in explaining the variation in user satisfaction variables. The value of the determination coefficient indicates the level of ability of the regression model to explain the changes that occur in the dependent variable. In general, the value of R^2 is in the range between 0 to 1. The greater the R^2 value obtained, the greater the ability of the independent variable to explain the variation of the dependent variable. In contrast, the small R^2 value suggests that the model's ability to explain the variation of dependent variables is still limited. The results of the determination coefficient test in this study are presented as follows:

Table 5. Results of Determination Coefficient Test Analysis (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,613	0,376	0,357	0,450

Source: Appendix 4 (2025)

Based on Table 18, the **R Square value is 0.376**. This shows that the **variables of promotion, trust, and ease of transaction** were able to explain the variation in the **user satisfaction** variable of **37.6%**, while the remaining **62.4%** was explained by other variables outside of this research model. The **Adjusted R Square value of 0.357** indicates that after adjusting for the number of independent variables used, the ability of the regression model to explain the variation in user satisfaction is **35.7%**. Thus, the regression model used has quite good explanatory capabilities.

The difference between the value of R Square and Adjusted R Square occurs due to an adjustment to the number of independent variables in the model. Therefore, the Adjusted R

Square is considered more representative in describing the capabilities of regression models, especially in social and consumer behavior research involving many non-technical factors.

3. Hypothesis Test (t-test)

The t-test was performed to determine the influence of each partially independent variable on the dependent variable in the regression model. In this study, the t-test was used to test the influence of **promotion, trust, and ease of transactions** on **user satisfaction**. The decision-making criteria were set with a significance level of 0.05. If the significance value is less than 0.05, then the research hypothesis is accepted. The following are presented the results of the hypothesis test (t-test) in this study:

Table 6. Hypothesis Test Results (t-Test)

Variabel	Sig	Remarks
Promotion Towards User Satisfaction	0,000	Signifikan
Trust in User Satisfaction	0,000	Signifikan
Ease of Transaction Towards User Satisfaction	0,000	Signifikan

Source: Appendix 4 (2025)

Based on the results of the t-test that has been carried out, the following conclusions can be drawn:

1. The first hypothesis gets a significance value of 0.000, which is smaller than 0.05. This shows that promotions have a significant effect on user satisfaction, so the first hypothesis is accepted.
2. The second hypothesis obtains a significance value of 0.000, which is smaller than 0.05. Thus, it can be concluded that trust has a significant effect on user satisfaction, so the second hypothesis is accepted.
3. The third hypothesis also shows a significance value of 0.000, which is smaller than 0.05. This means that the ease of transactions has a significant effect on user satisfaction, so the third hypothesis is accepted.

The results of the t-test showed that each independent variable had a significant influence on user satisfaction, even though it was tested separately in a single regression model. This indicates that promotion, trust, and ease of transaction not only have a simultaneous effect, but also make a meaningful partial contribution in shaping Shopee user satisfaction.

Within the framework of the Theory of Planned Behavior, these findings strengthen the argument that user satisfaction is an evaluative result of positive attitudes towards promotions, the level of trust in platforms and sellers, and the perception of control formed through ease of transactions. In addition, the significance of ease of transaction is also in line with the concept of perceived ease of use in the Technology Acceptance Model, which emphasizes that the ease of use of the system contributes to a positive evaluation of users of digital services.

All independent variables in this study have a positive influence on user satisfaction, as shown by the regression coefficient with a positive value. This means that an increase in promotion, trust, and ease of transactions will be followed by an increase in Shopee user satisfaction.

This research was conducted on STIESIA Surabaya students who have used the Shopee application in making online purchase transactions. The number of respondents in this study was 103 respondents, which were identified based on characteristics of gender, age, and education level. Based on the results of data processing, it is known that the majority of respondents are students with a young adult age range who actively use the Shopee application in online shopping activities. Based on the results of the hypothesis testing that has been carried out, it was found that all hypotheses in this study were accepted, which means that promotion, trust, and ease of transactions are proven to affect Shopee user satisfaction. The following is a further discussion of the influence of each research variable.

The discussion in this study not only aims to confirm the statistical significance of the hypothesis test results, but also to explain the conceptual mechanism underlying the formation of user satisfaction. Therefore, the empirical results obtained are analyzed by relating them to the theoretical framework used, especially the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM), so that the discussion does not stop at the descriptive level, but is also analytical and theoretical.

The Effect of Promotions on Shopee User Satisfaction

Based on the results of the regression test, promotions had a positive and significant effect on user satisfaction with a significance value of $0.000 < 0.05$. These results show that the more intense and relevant the promotional program provided by Shopee, the higher the level of user satisfaction, especially among STIESIA Surabaya students.

This finding reinforces the concept of perceived value from Kotler and Keller (2016), who stated that promotions can increase consumer perception of product value. Forms of promotions such as discounts, cashback, and free shipping provide emotional rewards that cause satisfaction after transactions.

These results are in line with the research of Rahmawati et al. (2023) which found that promotions have a significant influence on e-commerce user satisfaction because they are able to create a pleasant shopping experience. However, this result is different from the findings of Rahmawati and Ramli (2024) who stated that promotion is not always significant to satisfaction if the benefits provided are considered irrelevant. Thus, the effectiveness of promotions is highly dependent on the suitability of the promotional strategy to the needs and preferences of the target market.

Contextually, students tend to be more responsive to promotions because they have high price sensitivity and often look for added value in online transactions. Therefore, promotion is the dominant factor in shaping Shopee user satisfaction compared to other variables.

In the perspective of the Theory of Planned Behavior, promotion plays a role in shaping users' attitudes towards shopping behavior at Shopee. When promotions are felt to be relevant and provide real benefits, users will develop a positive evaluation of the shopping activity. This positive attitude then affects satisfaction as a form of post-use evaluation. Thus, the influence of promotion on satisfaction is not only direct, but works through the formation of attitudes and perceptions of value.

Although empirically promoting shows a relatively greater influence than other variables, these findings need to be understood contextually. In the group of students who have high sensitivity to prices and limited purchasing power, promotion is a very relevant factor.

Therefore, the dominance of promotion in this study is more reflective of the characteristics of respondents than universal generalizations on all groups of e-commerce users.

The Influence of Trust on Shopee User Satisfaction

The results showed that trust had a positive and significant effect on user satisfaction (sig. value $0.000 < 0.05$). These findings show that the higher the user's trust in Shopee's security and credibility, the higher their satisfaction level.

Trust is an important basis in online transactions because users cannot see or verify products directly. This is in accordance with the Commitment-Trust theory of Morgan and Hunt (1994), which states that trust creates a sense of security and minimizes risk in the relationship between consumers and service providers.

This research is in line with the findings of Yanico and Keni (2021) who stated that trust in the e-commerce system increases satisfaction because it fosters a sense of security, especially in terms of product authenticity and payment security. In the context of young users, trust is also formed through ratings, reviews, and recommendations of other users (Pavlou, 2003). Thus, it can be concluded that trust is not only a psychological factor, but also the basis of long-term user loyalty to e-commerce platforms such as Shopee.

Judging from the Theory of Planned Behavior, trust contributes to the formation of subjective norms and perceptions of behavioral control, because users feel supported by reliable systems as well as positive social experiences through reviews and ratings. When the perceived risk is low, users will feel more comfortable in the transaction, which ultimately increases satisfaction. It can be underlined that trust serves as a psychological foundation that stabilizes the long-term relationship between users and platforms.

Although trust is often associated with loyalty, in this study trust was positioned as an antecedent of satisfaction. The satisfaction that is formed then has the potential to develop into loyalty, but this aspect is beyond the scope of this study's testing. This restriction is important so that the interpretation of the results remains within the conceptual framework being tested.

The Effect of Ease of Transaction on Shopee User Satisfaction

Based on the test results, the ease of transactions had a positive and significant effect on user satisfaction (sig. $0.000 < 0.05$). This means that the easier the navigation, search, and payment system on Shopee, the higher the user satisfaction.

These results support the Technology Acceptance Model (TAM) developed by Davis (1989), where perceived ease of use is an important determinant in technology acceptance. Ease of use increases efficiency, reduces stress in transactions, and strengthens user perception of service quality.

These findings also in line with Suastiari and Mahyuni (2022) which states that the ease of the transaction system significantly increases satisfaction as users feel they have complete control over the purchase process. Students as a generation digital native We highly value the speed and simplicity of in-app features, so the ease of use is a crucial factor in creating a positive experience. Thus, ease of transaction is an important element that contributes to user satisfaction as it creates an efficient, secure, and enjoyable shopping experience.

The ease of transactions in this study represents the concept of perceived ease of use in the Technology Acceptance Model (TAM), which further strengthens perceived behavioral

control in the Theory of Planned Behavior. When users feel able to control the transaction process without technical barriers, stress levels are reduced and the user experience becomes more positive. User satisfaction then emerges as a result of the evaluation of the convenience, not just the result of technical features.

It should be emphasized that ease of transaction is understood as a procedural factor, while satisfaction is the final evaluation of the shopping experience. Thus, although the two are closely related, ease of transactions is not treated as a re-measurement of satisfaction, but rather as a determinant that influences satisfaction conceptually and empirically.

CONCLUSION

Based on the results of data analysis and hypothesis testing that has been carried out, it can be concluded that promotion, trust, and ease of transaction respectively have a positive and significant effect on the satisfaction of Shopee users in STIESIA Surabaya students, where promotions through discounts, cashback, free shipping, and digital advertising are able to increase the perception of value and satisfaction, trust formed from transaction security, platform credibility, and product suitability to encourage a sense of security and user comfort, as well as ease of transactions through user-friendly features and a fast process that improves the overall shopping experience; In addition, simultaneously these three variables also have an effect on user satisfaction, showing that satisfaction is the result of the interaction of various aspects of service. Conceptually, these findings show that user satisfaction is formed through interrelated psychological mechanisms, where promotion forms a positive attitude, trust decreases risk perception, and ease of transaction increases the perception of user control, in line with the framework of the Theory of Planned Behavior and the Technology Acceptance Model. The study also confirms that e-commerce user satisfaction is not only determined by functional aspects, but also by the perception of value and a sense of security, and supports a theory of consumer behavior that emphasizes the importance of a combination of benefits, trust, and user experience. Although promotion is the most statistically dominant variable, this needs to be understood in the context of the characteristics of respondents who are students as digital natives who tend to be more sensitive to economic benefits, so the findings cannot be generalized directly to all segments of e-commerce users without considering differences in demographic characteristics and user behavior.

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