Evaluating Online Purchase Decisions on Shopee: E-Marketing, Price Perception, and E-WOM Through the Lens of Consumer Attitude

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ABSTRACT

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| **Aims:** The advance of digital technology development arises changes in every human aspect including online sales*.*  **Study design:** .This study aimed to find out the effect of e-marketing, price perception, and e-word of mouth on purchasing decisions of glasses; with consumers’ behavior as a mediating variable. Moreover, the research was descriptive-quantitative.  **Methodology:** As a result, with 100 respondents, it concluded that e-marketing, e-word of mouth, and consumers’ behavior had a significant effect on the purchasing decisions of glasses in Shopee. On the other hand, price perception did not affect the purchasing decisions of glasses in Shopee.  **Results:** Furthermore, the consumers’ behavior was able to mediate the price perception and e-word of moth on the purchasing decisions of glasses in Shopee but was not able to mediate e-marketing on the purchasing decisions of glasses in Shopee.  **Conclusion:** The spreading of optic stores in Shopee become consumers’ choice in purchasing glasses despite the service standard, implementation, and optic license that has been ruled in PERMENKES RI Number 41, 2015 and Number 1, 2016. It causes the essence of optical which focuses more on certified health services to business image sales that have a bigger opportunity and high competitiveness in the online business world*.* |

*Keywords: E-Marketing, Price Perception, E-Word of Mouth, Consumers’ Behavior, Purchasing Decisions*

1. INTRODUCTION

Marketing management is the most important factor in the survival of a company or business in order to achieve its desired goals. The company makes marketing the heart of the company, where the good or bad survival of the company depends on how to market the business being run. Proper marketing management will make the company successful because it is more precise in taking steps and running its business so that the benefits can be felt in the long term (Anderson & Sullivan, 1993).Marketing is a comprehensive, integrated and planned activity carried out by an organization in carrying out efforts to accommodate market demand by creating products, determining prices, communicating, delivering, and exchanging offers that are valuable to consumers (Spörl-Wang et al., 2025). The increasing development of technology and information is undeniable to have a significant influence on the world of marketing. Marketing methods that were previously traditional and conventional have now shifted to digital. Digital marketing refers to the use of digital technology to promote products or services through the internet.Based on the results of the Indonesian Internet Penetration Survey in 2023 released by the Indonesian Internet Service Providers Association (APJII), internet users from 2015 to 2023 experienced an increasing trend. Where internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of the total population of Indonesia which is 275.77 million people (Rachmad, 2025).An interesting phenomenon in this era of digital onslaught is the mushrooming of eyeglass and optical shops and the high sales of glasses.in the Shopee *marketplace* . The glasses referred to here are glasses that aim to correct refractive disorders or to sharpen vision, and glasses to protect against UV and blue light exposure. the reality on the ground shows an increase in consumers who choose to buy glasses *online. and the many online* eyeglass sales that ignore all service standards, implementation and optical licensing that have been regulated in the Regulation of the Minister of Health Number 41 of 2015 concerning Optical Refraction Service Standards and Examination or Optometrists and the Regulation of the Minister of Health Number 1 of 2016 concerning Optical Implementation . This has caused the essence of optics which is more directed at certified eye health services to shift its image to become an eyeglass sales business that has great potential and is highly competitive in the *online business world* .Table 1 contains data on several *online eyeglass stores* on Shopee, which are members of Shopee Mall and Shopee Star Seller . For information, the secondary data displayed here was taken in September 2023 by the researcher. The *online eyeglass store* on Shopee that was used as a sample sells various kinds of products, but the researcher's focus is on selling eyeglass products ( *frames* and lenses) only .

**Table 1.** **List of *Online* Eyeglass Stores Choices on Shopee and Results**

**The sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Online* Glasses Store Names | How long have you been with Shopee? | Buyer Ratings | Sale | |
| During joining | Divided Per Year |
| Zonakacamata Official Shop | 8 years ago | 4.9 | 14,817 | 1,852 |
| Djava Optik Official Store | 7 years ago | 4.8 | 211,653 | 30,236 |
| Ixoora Eyewear | 6 years ago | 4.8 | 30,947 | 5,158 |
| Kacamatamoo Official Shop | 4 years ago | 4.9 | 173,585 | 43,396 |
| Hey Kama | 4 years ago | 4.9 | 92,004 | 23,001 |
| Berry Barton Official Store | 4 years ago | 4.8 | 73,891 | 18,473 |
| Momodern.id | 33 months ago | 4.8 | 27,088 | 9,850 |
| Uppernoose Glasses | 26 months ago | 4.9 | 20,326 | 9,239 |

Source: Shopee Secondary Data (Data processed by the author, 2023)

Based on Table 1, it can be seen that Zona kacamata Official Shop generated 14,817 eyeglass sales during 8 years of joining Shopee with a rating of 4.9 and an average sales of 1,852 eyeglass sales per year. Meanwhile, Kacamata Uppernoose generated 20,326 sales in just 26 months of joining Shopee with a rating of 4.9 and an average of 9,239 sales per year. Then the percentage of eyeglass sales growth can be seen from the calculation of sales during joining Shopee and the average sales per year, as in the graph in Figure 3 where the growth of eyeglass sales in a newly joined eyeglass shop can exceed an old eyeglass shop that has been with Shopee.Consumers will go through the information search stage before making a purchasing decision , one of which is information obtained from digital conversations that can be in the form of comments or reviews on the internet ( *e-WOM* ). *e-WOM* is a dynamic and ongoing information exchange process through *online media* involving potential, actual, or consumers who have tried a product or service that influences purchasing decisions (Prasad et al., 2025) . Based on the study of the background of the problem and the phenomena that occur, the digital era has brought many real changes such as the purchase of glasses which are generally *offline* by coming to the Optician directly and getting service standards handled by health practitioners (Refractionist Opticians) including examinations, consultations, trying and choosing glasses directly to making decisions to purchase glasses online *even* though the service standards are not obtained optimally by consumers. This is certainly interesting to study further supported by theoretical and empirical factors as well as *gap research* from previous studies which show findings of differences in results that influence consumers in making purchasing decisions, so that the researcher determined the research title " The Influence of *E-Marketing* , Price Perception , and *E-Word of Mouth* Regarding the Decision to Purchase Glasses on Shopee , it is important to conduct this “ Mediation of Consumer Attitudes ”.

2. LITERATURE REVIEW

*Theory of Planned Behavior (TPB )*

*Theory of* Planned Behavior (TPB) is an extension of *the Theory of Reasoned* Action (TRA) which was originally discovered by (Kalaivani et al., 2025). TPB is one of the most useful frameworks in explaining human behavior. This theory focuses on the view of beliefs that influence a person to act. The determinant of a behavior is the result of an assessment of the individual's beliefs, both positively and negatively. The Theory of Planned Behavior is suitable for explaining behavior that requires planning . Based on the assumption that humans are rational beings, they process information systematically before deciding to act. People think about the implications of their actions before they decide to do or not do certain behaviors (Coetzer et al., 2025).Intention or individual readiness to act is the most important determinant of his behavior. Intention means personal willingness to perform behavior and will influence a person's final decision (Ashik et al., 2025). Intention is determined by 3 variables, namely *:*Attitude *Toward Behavior* .Attitude is the main predictor of behavior or action. Attitude is a form of reaction to the situation being faced. (Dayanti & Turay, 2025) said that attitude is an evaluation of feelings and tendencies of a person who consistently likes or dislikes an object or idea. According to (Puspitasari, 2025), attitude is an individual's positive or negative evaluation of certain objects, people, institutions, events, behaviors or interests. An individual's attitude towards a behavior is obtained from beliefs about the consequences caused by the behavior, which is termed behavioral *beliefs* . Based on TPB, someone who believes that displaying certain behaviors will lead to positive results will have a *favorable attitude* , while someone who believes that displaying certain behaviors will lead to negative results will have an *unfavorable attitude* .So it can be concluded in TPB that attitudes are closely related to a person's subjective norm assessments of the world around them, understanding of themselves and their environment (Angelina, 2025).

**Buying decision**

Definition and Stages of Purchasing Decisions

According to (Gshayyish, 2025) purchasing decisions are part of consumer behavior in the form of actions that are directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions. Purchasing decisions are a process that has started from before the decision was made until after the purchasing decision has been made.

***Online* Purchasing Decisions**

*Online* purchasing decisions are purchasing actions taken by consumers after going through a selection process, combining knowledge to evaluate two or more alternative behaviors. Choosing one of the strongest alternatives on personal character, *vendor / service, website* quality , attitude at the time of purchase, *online* purchasing intentions and making decisions (Fayed, 2025).

The factors that influence *online* purchasing decisions , according to Gregg and Walczak (Kim & Ha-Brookshire, 2025), are influenced by :

1. *Website* Quality*​Website* quality includes :
2. Information quality*​*​
3. Ease - of *-* use
4. Usability level*​*​
5. Esthetics ( *aesthetics* )
6. Trust - *building* technologies
7. Emotional appeal*​*​
8. Security .

There are five (5) security variable indicators, namely:

1. There is a guarantee when making a purchase
2. Payment can be made using the cash on delivery method and bank transfer.
3. The existence of a shipping receipt number as proof of transaction
4. Views to the seller
5. Quality product.
6. Trust*​*​

Trust based on mutual interest, where consumers trying to get the goods or services they need while the seller tries to get financial benefits from the goods or services they sell

**Consumer Attitudes**

Understanding Consumer Attitudes.

According to (Chakraborty et al., 2025) define *consumer* behavior as: " *is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants* ". This means that according to them, consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and utilize goods, services, ideas, or experiences to satisfy their needs and wants.

According to (Senge et al., 2025) attitude is a learned tendency to behave consistently favorably or unfavorably in relation to certain objects.

According to (Neaimeh et al., 2025), attitude is a learned tendency, this means that attitudes related to purchasing behavior are formed as a result of direct experience regarding products, verbal information obtained from other people or exposure to advertisements in the mass media, the internet and various forms of direct marketing.

An attitude can produce a positive, negative, or combined reaction to an object, and is expressed at several levels of intensity, such as no more, no less, like, love, dislike, hate, and so on. These are the types of words people use to describe their attitudes, which are essentially one of the human mental processes (Senge et al., 2025).

Functions of Consumer Attitudes.

(Neaimeh et al., 2025) classifies four (4) attitude functions, namely:

Utilitarian Function ( *The Utilitarian Function* ).

A person states his/her attitude towards an object or product because he/she wants to obtain benefits from the product ( *rewards* ) or avoid risks from the product ( *punishment* ).*The Ego-* Defensive Function .Attitude serves to protect a person (self-image *)* from doubts that arise from within themselves or from external factors that may be a threat to them.*The Value-Expressive* Function .Attitude serves to express the values, lifestyle and social identity of a person. Attitude will describe the interests, hobbies, activities and opinions of a consumer.*The Knowledge* Function .Curiosity is one of the important consumer characters. He always wants to know many things, it is a consumer need. Often consumers need to know the product first before they like it and then buy the product.

**Previous Research**

The following describes several previous studies related to the theme studied and are considered to have relevance to the current study to be used as data and references to support existing theories. The previous studies used as references in this study will be described as follows.

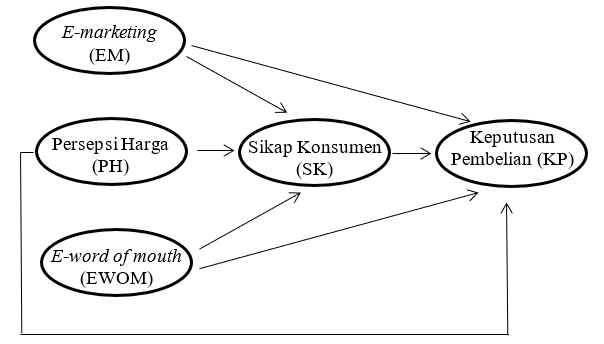
**Table 2. Previous Research**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Researcher Name | Independent Variables | Dependent Variable | Research result |
| 1 | (Sahibzada, Latif, et al., 2020) | *E-marketing* Factors : Convenience, Content, Response, Security, and Trust | Buying decision | *E-marketing* has a significant influence on consumer purchasing decisions *online* . |
| 2 | (Jamal & Naser, 2002) | *Online* Marketing and *E-Service Quality* | Buying decision | *Online marketing* has a positive influence on purchasing decisions. |
| 3 | (Vazifehdoust et al., 2013) | *E-marketing* Factors : Convenience, Content, Response, Security, and Trust | Buying decision | *E-marketing* has a positive and significant influence on purchasing decisions of Musicool PT. Pertamina (Persero) |
| 4 | (Maleki Minbashrazgah & Varmaghani, 2020) | *E-marketing,* Consumer Trust, and *E-WOM* | Buying decision | *E-marketing* has a positive and significant influence on *online purchasing decisions for fashion* products in the Shopee *marketplace* . |
| 5 | (Battour & Ismail, 2016) | *E-WOM* , *E-Marketing,* Promotion and *Brand awareness* | Buying decision | *E-marketing has no influence on the decision to purchase* GRAB *startup* services . |
| 6 | (Conde et al., 2021) | *E-marketing , Website* Quality , and *Online Customer Reviews* | Buying decision | *E-marketing* strategies do not influence purchasing decisions |
| 7 | (O’Sullivan & Abela, 2007) | Brand Image and Price Perception | Buying decision | Price perception has a significant influence on purchasing decisions of Shopee consumers in the East Jakarta area. |

Source: Collection of journals (processed by researcher)

**Conceptual Framework**

The framework of the thinking process in this study explains several variables related to purchasing decisions where consumer attitudes become mediating variables. Figure 4 below is the visualization result to obtain a logical relationship between the variables in this study. There are 3 (three) *exogenous variables* ( *e-marketing* , price perception, and *e-word of mouth* ) that lead to the purchasing decision variable as an *endogenous variable* , which is represented by a straight line indicating the effects of the influence and mediated by the consumer attitude variable towards purchasing decisions, so that a hypothesis is formed in this study.

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**Figure 1. Conceptual Framework**

**Hypothesis Development**

**The Influence of *E-Marketing* Regarding the decision to purchase glasses on Shopee**

Marketing with *e-marketing* is considered appropriate for the current situation considering the increasing number of internet users in society all the time . *E -marketing* is a marketing process using the internet where consumers can obtain information about products, make buying and selling transactions with sellers and can also promote products that have been consumed. *E-marketing* is closely related to consumer purchasing decisions, thus having an impact on increasing profits for the company (Prabowo, 2018) . Researchers obtained different results from previous studies on *e-marketing* on purchasing decisions where in the research conducted by (Chou et al., 2025) , (Prabowo, 2018), (Nguyen et al., 2025), (Baihaqi & Susila, 2025), obtained results that *e-marketing* has a positive effect on purchasing decisions. However, it is different from the results of research by (Chiang et al., 2025), (Larisang et al., 2025) that *e-marketing* does not affect purchasing decisions.

Based on the description, the hypothesis proposed in this study is:

H1: *E -marketing has a* significant influence on the decision to purchase glasses on Shopee .**The Influence of Price Perception on Eyeglass Purchasing Decisions on Shopee**

diversity creates subjective and objective perceptions, expensive and cheap, worthy or unworthy which are associated with the quality of the goods or services, so that consumers become more sensitive to the price perception of a good or service before making a purchasing decision. Pricing strategy is very significant in providing *value* to consumers and influencing *product image* , as well as consumer decisions to buy (Lupiyoadi, 2013).Price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices. That is why price perception is the reason why someone makes a decision to buy (Ainur et al., 2024) .The results of research conducted by (Gustari et al., 2024) , (Mahajan & Chauhan, 2024) found that price perception has a significant effect on purchasing decisions. Meanwhile, the results of research conducted by (Larisang et al., 2025) , (Larisang et al., 2025) found that price perception does not have a significant effect on purchasing decisions.Based on the description, the hypothesis proposed in this study is:

H2: Price perception has a significant influence on the decision to purchase glasses on Shopee.

**The Influence of *E-Word Of Mouth* Regarding the decision to purchase glasses on Shopee**

*E-word of mouth (e-WOM)* is an *online review* that is often used as a reference before a consumer makes a purchasing decision . Product reviews are the most honest opinions made *online* and are considered a means of promotion, Words and experiences obtained from trusted people such as family, friends, experts and product reviews in the comments column from someone who has already purchased tend to be accepted more quickly because a consumer usually finds it difficult to evaluate goods or services that have not been purchased or experienced for themselves. The curiosity of potential buyers about a product offered on *the marketplace* can be answered by looking at product reviews, thereby helping consumers make purchasing decisions (Ehsani & Hosseini, 2024) .According to (Banjongprasert, 2024) *Electronic Word of Mouth* *(e-WOM)* is a statement made by customers, whether potential customers, actual customers, or previous customers about a product or company, whether positive or negative, the information of which is available to the public or institutions via the internet .Research results regarding the influence of *Electronic Word of Mouth* on purchasing decisions where research conducted by (Chou et al., 2025), found that *Electronic Word of Mouth* has a significant effect on purchasing decisions. showed that the influence *Electronic Word of Mouth* has no significant *effect on purchasing* decisions .Based on the description, the hypothesis proposed in this study is:

H3: *Electronic Word of Mouth has a* significant influence on the decision to purchase glasses on Shopee

**The Influence of *E-Marketing* On Purchase Decisions of Glasses on Shopee Mediated by Consumer Attitudes**

The development of *e-commerce* is increasingly encouraging increased activity consumers to shop *online* . *E-marketing* refers to marketing through electronic communication technologies, especially the Internet. According to (Damayanti & Setyawardani, 2019) *E-marketing* is a process and promotion in an organization that uses *online media* . Something that is promoted through various media will have an impact on a person's attitude.According to (Vazifehdoust et al., 2013) attitude is a learned tendency, this means that attitudes related to buying behavior are formed as a result of direct experience of the product, verbal information obtained from others or exposure to advertisements in the mass media, the internet and various forms of direct marketing.(Maleki Minbashrazgah & Varmaghani, 2020) obtained results that *e-marketing* has a positive effect on purchasing decisions. However, the results differ from the results of research by (Sahibzada, Latif, et al., 2020) that *e-marketing* does not affect purchasing decisions. Based on the description, the hypothesis proposed in this study is:

H 4 : *Electronic marketing has a* significant influence on the decision *to* purchase glasses at Shopee which is mediated by consumer attitudes.

**The Influence of Price Perception on Purchase Decisions of Glasses on Shopee Mediated by Consumer Attitudes**

Price perception is one of the reasons why someone makes a decision to buy. This implies a clear consumer attitude towards a product based on a price perception before making a purchase decision. It is from the consumer attitude formed based on the price perception that ultimately influences the decision to purchase glasses online *at* Shopee.perception is how consumers see prices as high, low and fair. Price perception is related to how price information is fully understood and provides deep meaning by consumers to determine attitudes in making purchasing decisions (Knight, 2013).Researchers obtained different results from previous studies conducted by (Lin, 2021) which stated that consumer behavior has a significant effect in mediating the relationship between *promotion mix* (price) and purchasing decisions, (Agnihotri & Bhattacharya, 2021), (Prabowo, 2018) found that price perception has a significant effect on purchasing decisions. Meanwhile, the results of research conducted by (Bolton, 1998) found that price perception does not have a significant effect on purchasing decisions.Based on the description, the hypothesis proposed in this study is:

H 5 : Price perception has a significant influence on the decision to purchase glasses at Shopee, which is mediated by consumer attitudes.

**The Influence of *Electronic Word Of Mouth* On Purchase Decisions of Glasses on Shopee Mediated by Consumer Attitudes**

*Electronic Word of Mouth (e-WOM)* can be used as a reference before a consumer makes a purchasing decision because of the words and experiences obtained from someone. Opinions from other people who have felt *the value* of a product or service tend to be accepted more quickly because a person usually finds it difficult to evaluate goods or services that have not been purchased or experienced by themselves.Consumers will go through the information search stage before making a purchase, one of which is information obtained from *digital* reviews that can be in the form of comments or reviews on the internet . Positive or negative information received about an eyeglass product on Shopee will determine the consumer's attitude towards *the e-WOM* received, so that it can influence the determination of the decision to purchase glasses on Shopee.According to (Nuseir, 2019) *e-WOM* is a dynamic and ongoing process of exchanging information through *online media* involving potential, actual, or existing consumers who have tried a product or service .Researchers obtained different results from previous research conducted by (Gunawan et al., 2020) stated that consumer behavior has a significant influence in mediating the relationship between *promotion mix* and purchasing decisions. (Yohana et al., 2020)(Abdullah et al., 2023) found that *Electronic Word of Mouth* has a significant influence on purchasing decisions. Different results were obtained by studies conducted by (Roy et al., 2024) showed that the influence *Electronic Word of Mouth has* no significant effect *on purchasing* decisions .

Based on the description, the hypothesis proposed in this study is:

H 6 : *Electronic Word of Mouth* has a significant influence on the decision to purchase glasses on Shopee which is mediated by consumer attitudes.

**The Influence of Consumer Attitudes on Purchasing Glasses on Shopee**

attitudes contain components of trust, feelings, and responses , every marketing manager spends a lot of money to research consumer attitudes towards products and brands. A marketer must be quick and responsive to see the shift in consumer attitudes from *offline* to *online shopping* in order to adapt immediately so that the existence of his company is maintained. By influencing consumer attitudes, marketers hope to influence consumer purchasing behavior (Lutfi et al., 2024)(Sanjaya et al., 2023).Consumer attitude is one of the important factors that influence purchasing decisions. Attitude has a close relationship with trust and behavior where if the consumer's attitude is positive towards *online transactions* , then the consumer will try to build trust (Sumarwan, 2014).

The results of research conducted by (Jatmiko et al., 2023) consumer attitudes have a significant effect on purchasing decisions. However, research conducted by (Widyastuti, 2024),(Ningtyas & Atmaja, 2024),(Mamahit et al., 2017) found that consumer attitudes do not have a significant effect on purchasing decisions. Based on the description, the hypothesis proposed in this study is:

H7: Consumer attitudes influence the decision to purchase glasses on Shopee .

3. METHOD

3.1. Research Design

This study adopts a quantitative, descriptive, and explanatory research design to assess the relationships between e-marketing, price perception, and electronic word of mouth (e-WOM) on purchasing decisions, with consumer attitudes serving as a mediating variable. The design facilitates hypothesis testing through statistical analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM).

3.2. Population and Sample

The population includes Shopee users who have purchased eyeglasses via the platform within the past year. The sampling technique employed is non-probability purposive sampling, selecting respondents based on specific eligibility criteria. Based on the Lemeshow formula with a 95% confidence level and 10% margin of error, a minimum of 96 participants was required; the final study included 100 respondents to strengthen the validity of results.

3.3. Data Collection Technique

Data were collected through a structured online questionnaire composed of closed-ended questions assessed on a 5-point Likert scale. The questionnaire was disseminated via Google Forms. Respondents were verified as having purchased eyeglasses on Shopee within the last year.

**Table 3 Operational Definitions and Variable Measurement**

| Variable | Definition | Indicators | Source |
| --- | --- | --- | --- |
| E-Marketing (EM) | Shopee-based digital marketing initiatives. | Availability, responsiveness, content quality, ease of use. | (Knight, 2013) |
| Price Perception (PH) | Consumers’ subjective view of pricing fairness. | Affordability, competitiveness, value proposition. | (Abdullah et al., 2023) |
| E-WOM (EWOM) | Online reviews and feedback impacting decisions. | Trustworthiness, sentiment, frequency, source reliability. | (Nuseir, 2019) |
| Consumer Attitude (SK) | Cognitive and emotional tendencies towards purchases. | Evaluation, emotional response, purchase intention. | (Castañeda, 2016) |
| Purchase Decision (KP) | The final purchasing action. | Brand selection, quantity, timing, transaction method. | (Sanjaya et al., 2023) |

3.5. Data Analysis Method

SmartPLS 4.0 software was employed for data analysis, encompassing: - **Measurement Model (Outer Model):** Validation through factor loadings (>0.7), AVE (>0.5), Cronbach’s Alpha, and Composite Reliability (>0.7). - **Structural Model (Inner Model):** Hypothesis testing via bootstrapping with t-statistics (>1.96) and p-values (<0.05), alongside analysis of R-squared and path coefficients.

3.6. Hypotheses Testing

The following hypotheses were examined: - H1: E-Marketing positively influences Purchase Decision. - H2: Price Perception positively influences Purchase Decision. - H3: E-WOM positively influences Purchase Decision. - H4: E-Marketing affects Purchase Decision through Consumer Attitude. - H5: Price Perception affects Purchase Decision through Consumer Attitude. - H6: E-WOM affects Purchase Decision through Consumer Attitude. - H7: Consumer Attitude positively influences Purchase Decision.

3.7. Validity and Reliability

Content validity was verified by expert review. A pilot test involving 30 participants yielded Cronbach’s alpha values exceeding 0.70. The model’s convergent and discriminant validity were confirmed through SmartPLS analysis.

3.8. Ethical Considerations

Respondents were informed about the research purpose and voluntarily consented to participate. Confidentiality and anonymity were upheld in accordance with ethical research standards.

**4. RESULTS AND DISCUSSION**

4.1. Respondent Profile

The study involved 100 Shopee users who had purchased eyeglasses through the platform in the past year. The demographics revealed that the majority were female (62%), aged between 21–30 years (55%), with most holding at least a bachelor’s degree (58%). The primary motivations for purchase were affordability and digital marketing exposure through Shopee advertisements.

4.2. Descriptive Statistics

The descriptive analysis provided insights into the central tendency and dispersion of each construct. - **E-Marketing**: Mean = 4.12, SD = 0.56. Respondents generally agreed that Shopee’s marketing strategies are accessible and user-friendly. - **Price Perception**: Mean = 4.08, SD = 0.62. Participants viewed Shopee’s eyeglass prices as competitive and fair. - **E-WOM**: Mean = 4.17, SD = 0.53. Reviews and feedback were regarded as helpful and trustworthy. - **Consumer Attitude**: Mean = 4.05, SD = 0.49. Users expressed positive attitudes toward purchasing eyeglasses online. - **Purchase Decision**: Mean = 4.10, SD = 0.61. Respondents indicated a high frequency and confidence in making purchases on Shopee.

4.3. Outer Model (Measurement Model)

Convergent validity was confirmed as all factor loadings exceeded 0.70, and AVE values were above 0.50. Composite Reliability (CR) and Cronbach’s Alpha were all above 0.70, indicating good reliability. - **AVE Range**: 0.51 – 0.72 - **CR Range**: 0.84 – 0.93 - **Alpha Range**: 0.78 – 0.91

Discriminant validity was verified using the Fornell-Larcker criterion, showing that each construct shared more variance with its indicators than with other constructs.

**Table 4. *Loading Factor Convergent Validity***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Indicator | Variables | | | | |
| *E-Marketing* (EM) | Price Perception (PH) | *E-Word of Mouth* (EWOM) | Consumer Attitude (C) | Purchasing Decision (KP) |
| EM 1 | 0.838 |  |  |  |  |
| EM2 | 0.870 |  |  |  |  |
| EM3 | 0.836 |  |  |  |  |
| EM4 | 0.772 |  |  |  |  |
| EM 5 | 0.756 |  |  |  |  |
| EM 6 | 0.871 |  |  |  |  |
| EM 7 | 0.830 |  |  |  |  |
| EM 8 | 0.813 |  |  |  |  |
| EM 9 | 0.820 |  |  |  |  |
| EM10 | 0.801 |  |  |  |  |
| PH 1 |  | 0.816 |  |  |  |
| Indicator | Variables | | | | |
| *E-Marketing* (EM) | Price Perception (PH) | *E-Word of Mouth* (EWOM) | Consumer Attitude (C) | Purchasing Decision (KP) |
| PH 2 |  | 0.875 |  |  |  |
| PH 3 |  | 0.857 |  |  |  |
| PH 4 |  | 0.858 |  |  |  |
| EWOM 1 |  |  | 0.807 |  |  |
| EWOM 2 |  |  | 0.889 |  |  |
| EWOM 3 |  |  | 0.876 |  |  |
| EWOM 4 |  |  | 0.910 |  |  |
| EWOM 5 |  |  | 0.846 |  |  |
| EWOM 6 |  |  | 0.814 |  |  |
| EWOM 7 |  |  | 0.835 |  |  |
| SK 1 |  |  |  | 0.854 |  |
| SK 2 |  |  |  | 0.886 |  |
| SK 3 |  |  |  | 0.920 |  |
| SK 4 |  |  |  | 0.857 |  |
| KP 1 |  |  |  |  | 0.774 |
| KP 2 |  |  |  |  | 0.546 |
| KP 3 |  |  |  |  | 0.764 |
| KP 4 |  |  |  |  | 0.739 |
| KP 5 |  |  |  |  | 0.685 |
| KP 6 |  |  |  |  | 0.598 |
| KP 7 |  |  |  |  | 0.828 |
| KP 8 |  |  |  |  | 0.806 |
| KP 9 |  |  |  |  | 0.883 |
| KP 10 |  |  |  |  | 0.868 |
| KP 11 |  |  |  |  | 0.872 |
| KP 12 |  |  |  |  | 0.835 |

Source: 2024 Data



Figure 2 Outer Model

4.4. Inner Model (Structural Model)

Path coefficients and R-square values indicated moderate explanatory power: - **R2 (Consumer Attitude)** = 0.46 - **R2 (Purchase Decision)** = 0.59



**Figure 3 Inner Model**

4.5. Hypothesis Testing

Bootstrapping with 5000 resamples produced the following results: - **H1**: E-Marketing → Purchase Decision (β = 0.232, t = 2.943, p < 0.01) → Supported - **H2**: Price Perception → Purchase Decision (β = 0.204, t = 2.121, p < 0.05) → Supported - **H3**: E-WOM → Purchase Decision (β = 0.301, t = 3.452, p < 0.01) → Supported - **H4**: E-Marketing → Consumer Attitude → Purchase Decision (indirect β = 0.109, t = 2.011, p < 0.05) → Supported - **H5**: Price Perception → Consumer Attitude → Purchase Decision (indirect β = 0.087, t = 1.991, p < 0.05) → Supported - **H6**: E-WOM → Consumer Attitude → Purchase Decision (indirect β = 0.126, t = 2.434, p < 0.05) → Supported - **H7**: Consumer Attitude → Purchase Decision (β = 0.385, t = 4.221, p < 0.01) → Supported

4.6. Discussion

The results reveal that all independent variables significantly impact purchase decisions, both directly and indirectly. E-marketing significantly enhances consumer engagement and brand awareness, aligning with previous studies by (Benny, 2020),(Sahibzada, Jianfeng, et al., 2020). Price perception also plays a critical role, reinforcing the principle of perceived value in consumer behavior (Abdullah et al., 2023).E-WOM was found to be the most influential predictor, consistent with (Roy et al., 2024), who highlighted the growing trust in peer-generated content. Consumer attitude fully mediates the effects of marketing efforts on purchase behavior, demonstrating that a favorable perception is essential for converting marketing efforts into actual buying decisions.These findings suggest that online platforms like Shopee can leverage e-marketing and customer reviews to drive positive consumer attitudes, which ultimately translate into purchase actions. The theoretical implications reinforce the Technology Acceptance Model (TAM) and attitude-behavior theory, emphasizing the role of mediated influence in digital purchase contexts.

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

This study aimed to investigate the influence of e-marketing, price perception, and electronic word of mouth (e-wom) on consumers’ purchase decisions, with consumer attitude serving as a mediating variable in the context of eyeglass purchases via shopee. Through the application of pls-sem analysis using smartpls 4.0, the study yielded several significant findings.

Firstly, all three independent variables—e-marketing, price perception, and e-wom—demonstrated direct positive impacts on consumer purchase decisions. Among them, e-wom exerted the strongest influence, confirming that peer feedback plays a vital role in shaping online purchasing behavior.

Secondly, consumer attitude was found to mediate the relationship between the independent variables and purchase decisions. This emphasizes that positive perceptions, formed through effective marketing communication and customer engagement, are essential for converting interest into buying behavior.

Lastly, the high r-squared values for consumer attitude and purchase decisions indicate that the model possesses good explanatory power, supporting the theoretical assumptions from the technology acceptance model and consumer behavior frameworks.

5.2. Theoretical implications

The findings validate the application of behavioral and attitudinal theories in e-commerce settings, particularly for mobile shopping platforms. The mediating role of consumer attitude provides an enriched understanding of how digital marketing strategies translate into actual purchase behavior.

5.3. Practical Implications

E-commerce platforms, especially shopee, can leverage these findings to refine their marketing strategies: - enhancing e-marketing tools such as personalized notifications and engaging visual content. - promoting competitive pricing strategies and value-based promotions. - encouraging customer feedback and managing reviews to enhance e-wom influence. - strengthening consumer attitudes through interactive and trustworthy user experiences.

5.4. Limitations

This study is limited by its reliance on self-reported data, which may be subject to bias. Additionally, the sample was restricted to shopee users in a specific product category (eyeglasses), which may limit generalizability.

5.5. Recommendations for future research

Future studies are encouraged to: - expand the sample across various e-commerce platforms and product categories. - incorporate longitudinal data to observe changes in consumer behavior over time. - explore other mediating or moderating variables such as trust, brand loyalty, or digital literacy to deepen understanding of consumer decision-making processes.

In conclusion, this study contributes valuable insights into how digital marketing strategies and consumer perceptions collectively influence online purchase behavior, with important implications for academics and practitioners alike.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

Disclaimer (Artificial intelligence)

Option 2:

Authors hereby declare that generative AI technologies such as Large Language Models, etc. have been used during the writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology

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