

# Analysis of the Influence of Digital Marketing and Consumer Trust on Shopee Purchase Decisions in Medan City

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This study aims to analyze the influence of Digital Marketing and Consumer Trust on Purchase Decisions of Shopee users in Medan City. The development of information technology has shifted public consumption patterns to digital-based, requiring e-commerce platforms to optimize marketing strategies and build credibility. The research method used is causal associative quantitative with a sample of 100 respondents selected through non-probability sampling techniques in the Medan City area. The data analysis technique used multiple linear regression with the help of statistical software. The results showed that partially, Digital Marketing has a positive and significant effect on Purchase Decisions. Likewise, Consumer Trust is proven to have a positive and significant influence on Purchase Decisions. Simultaneously, both independent variables significantly influence Purchase Decisions with a coefficient of determination ( $R^2$ ) value of 68%. These results indicate that the integration between interactive digital marketing strategies and a secure platform reputation is a key factor in driving consumer transactions in the Medan digital market.

**Keywords:** Digital Marketing, Consumer Trust, Purchase Decision, Shopee, Medan City.

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## 1. Introduction

The rapid development of information and communication technology has brought a paradigm shift in the economic behavior of the global community. The current era of digitalization forces business people to transform from conventional systems to electronic-based systems or *e-commerce*. In Indonesia, the growth of digital transactions shows a significant positive trend, making it one of the largest digital economy markets in Southeast Asia. This phenomenon is driven by changes in people's consumption patterns who now tend to prefer convenience, time efficiency, and variety of products offered by online shopping platforms.

One of the main players in the *e-commerce* industry in Indonesia is Shopee. As a platform that dominates the market, Shopee continues to innovate through various interactive features and aggressive promotions. However, amid increasingly fierce competition with other platforms such as Tokopedia and TikTok Shop, companies are required to understand the fundamental factors that influence consumer purchasing decisions. According to Kotler and Armstrong (2021), purchasing decisions are part of consumer behavior that involves stages where consumers actually buy a product after going through a complex evaluation process. Especially on a regional scale such as in the city of Medan, this competitive dynamic has become very competitive along with the increase in people's digital literacy.

The first factor that is of concern in this study is *digital marketing*. Digital marketing is a very crucial strategy because it is able to reach consumers more widely, efficiently, and interactively compared to conventional methods (Situmorang et al., 2026). Through this strategy, companies can utilize various platforms such as social media and marketplaces to expand market share and strengthen relationships with customers (Alisa,

2024). Shopee actively implements advertising strategies on social media, the use of *influencers*, and thematic campaigns to influence consumer perception. In the city of Medan, the effectiveness of *digital marketing* strategies through social media has been proven to be able to increase customer engagement and have a significant positive impact on sales figures (Rizkiani, 2024; Fitria, 2022).

In addition to marketing strategies, the aspect of *trust* is a fundamental variable in online transactions. Consumer trust in the digital context is defined as the consumer's expectation that a service provider will meet its commitments without exploiting consumer vulnerabilities (Schiffman & Wisenblit, 2024). Given that in *online* shopping consumers cannot touch or try products directly, the level of trust in the security of the platform and the quality of the product is the main determinant. Recent research by Zhang et al. (2023) shows that in a highly volatile *e-commerce* environment, trust acts as a key catalyst that reduces transaction uncertainty. Without trust, a massive digital marketing strategy will not be able to convert into real purchasing decisions.

The city of Medan has unique demographic characteristics with a heterogeneous and critical society in consuming digital content. Although the use of Shopee is massive in this city, fluctuations in customer satisfaction and the emergence of issues related to data security remain real challenges in the field. Therefore, it is important to empirically analyze how *digital marketing* variables and consumer trust interact in influencing the purchasing decisions of the people of Medan in this increasingly competitive digital era.

Based on this background, this study aims to analyze the influence of *digital marketing* and consumer trust on Shopee purchase decisions in Medan City. The results of this study are expected to make a theoretical contribution to digital marketing management literacy and provide practical input for *e-commerce* players in developing more adaptive and targeted strategies.

## 2. Theoretical Studies

### Digital Marketing

*Digital marketing* is an evolution of traditional marketing that utilizes electronic platforms to achieve marketing goals more efficiently. According to Firmansyah (2022), digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, and social media. This strategy allows businesses, including *e-commerce* platforms such as Shopee, to establish more personal interactions with their users. In the operational context, Situmorang et al. (2026) emphasized that digital marketing through social media and *marketplaces* provides a competitive advantage for business entities because of its interactive nature and being able to reach the market without geographical limitations. Based on Rizkiani's (2024) research, some of the main dimensions in *digital marketing* include:

1. Availability of Information: Ease of access to product details online.
2. Interactivity: The platform's ability to establish two-way communication with customers.
3. Cost Efficiency: Optimize marketing budgets with more targeted results.
4. Visual Promotion: The use of product photos and creative content that is able to attract buyers.

### Consumer Trust

Trust is the main foundation in every transaction that takes place in a virtual environment. Sudaryono (2021) explained that consumer trust is all the knowledge possessed by consumers and all the conclusions that consumers make about their objects, attributes, and benefits. In online transactions, trust is a determining factor because consumers cannot physically see the product before buying.

According to the latest research from Pratama and Santoso (2023), trust in *e-commerce* is built through platform reputation and transaction security guarantees. The dimensions of trust according to the perspective of national journals generally include:

1. **Ability:** Consumer perception of Shopee's ability to provide features and services that are in accordance with its promises.
2. **Integrity:** The extent to which the platform upholds the principles of honesty in doing business and safeguarding users' personal data.
3. **Benevolence:** Consumers' belief that the platform cares about providing maximum benefits for customers.

### **Purchase Decision**

A purchase decision is a stage in the consumer decision-making process where individuals actually choose to make a purchase after going through the stage of information seeking and evaluation (Sangadji & Sopiah, 2023). This process is greatly influenced by the perception of risks and benefits that consumers receive through digital channels.

Sidabalok and Mawardi (2024) note that in the era of digital transformation, purchasing decisions are often triggered by the ease of accessibility and social recommendations found on shopping platforms. Indicators of purchasing decisions according to the marketing perspective in Indonesia include:

1. **Product Selection:** Selection of items based on needs and positive reviews of other users in the comment section.
2. **Purchase Channel:** The decision to continue transacting through the Shopee application due to the ease of payment methods.
3. **Purchase Time:** The selection of transaction times that are often influenced by promotional moments or urgent needs.
4. **Purchase Quantity:** The quantity of products purchased after considering the efficiency of shipping costs and available promos.

### **Relationships Between Variables**

An effective and measurable digital marketing strategy (Situmorang et al., 2026) is believed to be able to increase consumer attachment to brands. However, the influence of digital marketing on purchasing decisions will be stronger if it is supported by high consumer confidence. Trust built through information transparency and data security will reduce consumer hesitancy, thereby speeding up the conversion process from interest to real purchase decision on the Shopee platform.

Frame of Mind

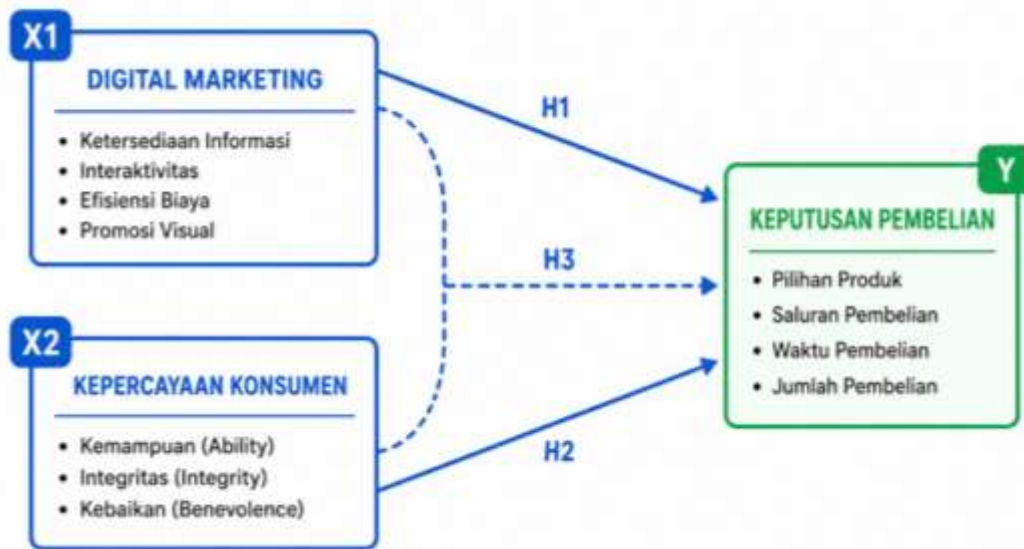


Figure 1 Frame of Mind  
 (Source: Researcher, 2026)

Hypothesis

Based on the above frame of thought, the author makes the following hypothesis as an initial solution:  
 H1: *Digital Marketing has a positive and significant effect on Shopee's Purchase Decisions in Medan City.*  
 H2: *Consumer Trust has a positive and significant effect on Shopee Purchase Decisions in Medan City.*  
 H3: *Digital Marketing and Consumer Trust simultaneously have a positive and significant effect on Shopee's Purchase Decision in the City of Medan.*

3. Methods

This study uses a quantitative approach with causal associative methods to analyze the influence of Digital Marketing (X1) and Consumer Trust (X2) on Purchase Decisions (Y) in Shopee users in Medan City. Data collection was carried out through an online questionnaire with a Likert scale to 100 respondents who were selected using a non-probability sampling technique with the criteria of Medan residents aged at least 17 years old who have transacted at Shopee. The operational definition of variables includes indicators of information availability, interactivity, efficiency, and visual appeal for digital marketing (Situmorang et al., 2026), as well as aspects of capability, integrity, and goodness for trust variables. All data were processed statistically through the stages of instrument tests (validity and reliability), classical assumption tests, and multiple linear regression analysis using t-tests and F-tests to prove the research hypothesis both partially and simultaneously.

4. Results and Discussion

Research Results

Validity Test

Table 1. Validity Test

Variable	Item	r count	r Table	Remarks
Digital	(X1.1)	0,875	0,1779	
Marketing(X	(X1.2)	0,845	0,1779	

Variable	Item	r count	r Table	Remarks		
1)	(X1.3)	0,845	0,1779			
	(X1.4)	0,870	0,1779			
	(X2.1)	0,873	0,1779			
	Consumer Trust (X3)	(X2.2)	0,896		0,1779	Valid
	(X2.3)	0,871	0,1779			
(X2.4)	0,875	0,1779				
Purchase Decision (Y)	(X2.5)	0,904	0,1779	Valid		
	(Y.1)	0,839	0,1779			
	(Y.2)	0,869	0,1779			
	(Y.3)	0,855	0,1779			
	(Y.4)	0,905	0,1779			

Source :

Processing, (2026)

Data

Referring to table 1, the results of the validity test show that all statement items on *the variables Digital marketing* (X1), consumer trust (X2), and purchase decision (Y) meet the validity criteria. Each item has a value R calculation is larger than the table R of 0.1779 at a significance level of 0.05, so that all research instruments are declared feasible and can be used at the next stage of analysis.

### Reliability Test

Table 2. Reliability Test

Variable	Cronbach Alpha	Alpha Value	Remarks
Digital Marketing (X1)	0,915	0,50	Reliable
Consumer Trust (X2)	0,931	0,50	Reliable
Purchase Decision (Y)	0,890	0,40	Reliable

Source : Data Processing, (2026)

Referring to Table 2, the results of the reliability test showed that all research variables were declared reliable, with Cronbach's Alpha values on the digital marketing variables (X1), consumer trust (X2), and purchase decision (Y) greater than 0.60 each. This indicates that the research instrument has good consistency and is suitable for use in subsequent analysis.

### Normality Test

Table 3. Kolmogorov-Smirnov test

<i>Unstandardized Residual</i>		
N		100
Normal Parameters, b	Red	,0000000
	Std. Deviation	1,60357980
Most Extreme Differences	Absolute	0,076
	Positive	,071
	Negative	-,076
Test Statistic		,076
Asymp. Sig. (2-tailed)		,085c,d

Source : Data Processing, (2026)

Based on Table 3, the results of the normality test using *the One Sample Kolmogorov-Smirnov* method show *the value of Asymp. Sig* is 0.085. Because the value is greater than 0.05, the data is declared to be

normally distributed. Thus, it can be concluded that the data distribution pattern follows the normal distribution.

### Multicollinearity Test

**Table 4.** Multicollinearity Test

Variable	Collinearity Tolerance	Statistics VIF	Remarks
Digital marketing (X1)	0.257	3.890	Multicollinearity-free
Consumer Trust (X2)	0.241	4.146	Multicollinearity-free

Source : Data Processing, (2026)

Based on Table 4, the *digital marketing variable* has a tolerance value of  $0.257 > 0.10$  and VIF  $3.890 < 10$ , indicating the absence of multicollinearity, as well as the consumer trust variable with a tolerance of  $0.241 > 0.10$  and VIF of  $4.146 < 10$ , so that all of these variables are free from multicollinearity problems.

### Heteroscedasticity Test

**Table 5.** Heteroscedasticity Test

Variable	Significant Value	Remarks
Digital marketing (X1)	0.474	Heteroscedasticity Free
Consumer Awareness (X2)	0.239	Heteroscedasticity Free

Source : Data Processing, (2026)

Based on Table 5, the significance value for *Digital marketing (X1)* is 0.474; and consumer trust (X3) is 0.239. Since all of these values are greater than 0.05, it can be concluded that there is no indication of heteroscedasticity, so hypothesis testing can continue.

### Multiple Linear Regression Analysis

**Table 6.** Multiple Linear Regression Test

Models	Unstandardized Coefficients	
	B	Std. Error
(Constant)	2,129	0,718
Digital Marketing	0,283	0,066
Consumer Trust	0,399	0,065

Source : Data Processing, (2026)

The results of the analysis of table 6 show that the multiple linear regression model obtained can be formulated as follows:

$$Y = 2.129 + 0.283x_1 + 0.399x_2$$

A constant value of 2.129 indicates that when digital marketing (X1) and consumer trust (X2) are zero, the purchase decision (Y) is at a value of 2.129. This indicates that there is a basic level of purchasing decisions that are not influenced by independent variables. digital marketing (X1) has a positive regression coefficient of 0.283, which shows that the increase in digital marketing has an effect on increasing purchasing decisions (Y). Every increase in one digital marketing unit will increase purchasing decisions by 0.283 units.

Consumer confidence (X2) has the largest regression coefficient, which is 0.399, which shows the most dominant positive influence on purchasing decisions (Y). An increase in consumer confidence by one unit will increase purchasing decisions by 0.399 units.

**Coefficient of Determination Test (R2)**

**Table 7. Coefficient Analysis Test (R2)**

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.886a	0.784	0.779	1.62418

a. Predictors (Constant), Digital Marketing, Consumer Trust  
 b. Dependent Variable : Purchase Decision

Source : Data Processing, (2026)

The value of R Square (R<sup>2</sup>) obtained is 0.784 or equivalent to 78.4%. This shows that *the variables of Digital Marketing* and Consumer Trust are simultaneously able to explain 78.4% of variations in Purchase Decisions. The remaining 21.6% was influenced by other factors that were not included in the research model. Thus, the regression model used has a very strong ability to explain dependent variables.

**T Test**

**Table 8. T Test (Partial)**

Models	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.129	0.718		2,967	0.004
Digital Marketing	0.283	0.066	0.363	4.271	0,000
Consumer Trust	0.399	0.065	0.537	6.119	0.000

Source : Data Processing, (2026)

Hypothesis testing was partially carried out using the t-test. The test criteria stated that H<sub>0</sub> was rejected if the calculated t-value was greater than the t-table and the significance level was less than 0.05, so H<sub>a</sub> was accepted. The t-value of the table is determined based on the degree of freedom (df = n – k – 1), which is 120 – 3 – 1 = 116, with the t-value of the table being 1.980. The results of the t-test were obtained through data processing using SPSS and presented in Table 8.

Referring to Table 8, the following are the results of the t-test (partial) for each independent variable:

1. The value of the Digital Marketing variable (X1) of 4.271 is greater than the table, with a significance level of less than 0.05. This indicates that H1 is accepted, so that Digital Marketing (X1) has a positive and significant effect on the Purchase Decision (Y) at Shopee in Medan City.
2. The results of the t-test showed that the value of the Consumer Confidence (X2) variable of 6.119 was greater than the ttable, with a significance level of less than 0.05. Thus, H2 is accepted, so that Consumer Trust (X2) has a positive and significant effect on Purchase Decisions (Y) at Shopee in Medan City.

**Test F**

**Table 9. F Test (Simultaneous)**

Models	CHANGE <sup>TO</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1113.920	3	371.307	140.755	0.000 b
Residual	306.005	100	2.638		
Total	1419.925				

Source : Data Processing, (2026)

Referring to Table 9, an f-count of 140.755 is obtained which far exceeds 2.65, as well as a significance of 0.000 which is smaller than 0.05. Therefore, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. This shows that there is a

simultaneous influence between digital marketing and consumer trust on Shopee's purchase decision in Medan City, so that the fourth hypothesis (H3) is declared accepted.

## Discussion

### H1: The Influence of Digital Marketing on Purchase Decisions

The results of the study show that *Digital Marketing* has a positive and significant effect on Shopee's purchase decision in Medan City. This confirms that interactive and visual digital marketing strategies are very effective in attracting buying interest from urban people. These findings are in line with the research of Situmorang et al. (2026) which states that digital marketing strategies through social media and marketplaces have a real impact on increasing consumer engagement. The effectiveness of visual promotion and ease of access to product information on Shopee are the main drivers for consumers in Medan City to make transactions.

### H2: The Influence of Consumer Trust on Purchase Decisions

The consumer confidence variable has been proven to have a significant influence on purchasing decisions. This shows that Shopee's credibility in maintaining transaction integrity and personal data security is a strong reason for consumers to shop online. In line with the opinion of Sudaryono (2021), trust is a conclusion made by consumers about the benefits of an object; In this case, the sense of security felt by consumers when transacting at Shopee minimizes the perception of risk that often occurs in *e-commerce*. The high trust among Medan residents ensures that promotions received through digital channels are not only informational, but continue until the purchase stage.

### H3: The Simultaneous Influence of Digital Marketing and Consumer Trust

Simultaneously, *Digital Marketing* and Consumer Trust are very strong determining factors for purchase decisions. Massive digital marketing without a solid foundation of trust will not result in optimal sales conversions. Conversely, high trust in the absence of active marketing efforts will leave the platform behind the competition. These findings are supported by Rizkiani (2024) who emphasizes the importance of integrating interactive digital strategies with reputation building to create a competitive online shopping ecosystem in the current digital economy era

## 5. Conclusion

Based on the results of the analysis and discussion, several conclusions can be drawn as follows:

1. *Digital Marketing* has a positive and significant effect on Shopee Purchase Decisions in Medan City. An interactive and informative marketing strategy is able to encourage consumers to make transactions.
2. Consumer Trust has a positive and significant effect on Shopee's Purchase Decision in Medan City. The security of transactions and the platform's reputation are guarantees for consumers in shopping.
3. Simultaneously, *Digital Marketing* and Consumer Trust have a significant effect on Shopee's Purchase Decisions in Medan City with a contribution of 68% influence.

## Suggestions

Based on the above conclusions, the authors suggest several things:

1. For Companies (Shopee): It is hoped that Shopee will continue to improve the quality of visual content and feature interactivity in the application to maintain the attractiveness of digital marketing, as well as strengthen the data security system to maintain consumer trust in the city of Medan.
2. For the Next Researcher: The next researcher is expected to add other variables such as service quality, *perceived ease of use*, or price to get a broader picture of the factors that influence purchasing decisions in the marketplace.

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