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## The Influence of Promotion and User Experience on Purchasing Decisions Through Purchase Interest on Bukalapak

Nurfadillah<sup>1</sup>, Anwar<sup>2</sup>Nurul Fadilah Aswar<sup>3</sup>, Chalid Imran Musa<sup>4</sup>Muhammad Ilham Wardhana Haeruddin<sup>5</sup>

<sup>1,2,3,4,5</sup> Management Study Program, Faculty of Economics and Business, Makassar State University

[dillahn585@gmail.com](mailto:dillahn585@gmail.com) <sup>1</sup>, [anwar@unm.ac.id](mailto:anwar@unm.ac.id) <sup>2</sup>, [nurul.fadilah.aswar@unm.ac.id](mailto:nurul.fadilah.aswar@unm.ac.id) <sup>3</sup> [imranmusa1962@gmail.com](mailto:imranmusa1962@gmail.com) <sup>4</sup>,

[ilham.wardhana@unm.ac.id](mailto:ilham.wardhana@unm.ac.id) <sup>5</sup>

### **Abstract**

*This research aims to evaluate the influence of promotion and user experience on purchasing decisions, with purchase interest as a mediating variable, on the e-commerce platform Bukalapak. The focus of the research is to identify the key factors influencing purchase interest and the relationships between variables in influencing purchasing decisions. A quantitative approach was used with a survey method, by distributing questionnaires to 114 respondents in Makassar City who are users of Bukalapak. Data analysis was conducted using SmartPLS with the Partial Least Square (PLS) technique. The results of the study show that promotion and user experience significantly influence purchasing decisions. User experience also significantly affects purchase interest, while the effect of promotion on purchase interest is not significant. Purchase interest has been proven to play an important role in driving purchasing decisions. Additionally, user experience influences purchasing decisions through purchase interest, while promotions do not show a significant effect through purchase interest.*

*Keywords: Promotion, User Experience, Purchase Interest, Purchase Decision.*

### **1. Introduction**

Currently, the internet has become an important part of various aspects of life, not only as a source of information but also as a means for economic activities such as marketing and transactions. According to a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 78.1% or approximately 215.62 million people at the beginning of 2023. The increase in internet users has also changed consumer behavior patterns from conventional shopping to online shopping, so business actors need to adapt to remain competitive amidst the tide of globalization. (Haqiqy et al., 2023).

E-commerce is one form of buying and selling goods and services conducted over the internet. E-commerce has changed the way of marketing, especially for micro, small, and medium enterprises (MSMEs) that now use digital marketplaces as a means of interaction between sellers and buyers. This change has occurred because consumers can access buying and selling sites at any time without having to go to a physical store. There are several e-commerce platforms that are widely known in Indonesia, including Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. The focus of this research is on the Bukalapak site.

Bukalapak was introduced on January 10, 2010, by Achmad Zaky, Nugroho Herucahyono, and Muhammad Fajrin Rasyid. Bukalapak initially aimed to empower Small and Medium Enterprises (SMEs) and has now evolved into an all-commerce platform that encompasses Online-to-Offline (O2O), Business-to-Business (B2B), as well as financial and logistics services. (Bukalapak, 2024).

However, in recent years, it has experienced a decline in performance. According to the TOP Brand index data from the Frontier Consulting Group, the brand value of Bukalapak has continuously decreased from 12.90% (2020) to 4.70% (2023), making it the lowest compared to its competitors. This decline is due to increased competition, lack of innovation, and the emergence of new players. In 2023, Bukalapak also recorded the lowest number of visits compared to other platforms, with 168.2 million visits, which is far below Shopee, which has 2.35 billion visits.

Financially, Bukalapak experienced a net loss of IDR 389.27 billion in the first half of 2023, despite recording a revenue increase of 28.9% from the previous year. This fact highlights the importance of effective promotions and improved user experience in attracting and retaining consumers.

The We Are Social report (2024) shows that 52.3% of internet users in Indonesia are driven to shop online because of discounts and coupons, followed by user reviews and interactions on social media. Other features such as ease of payment, product returns, and product search systems also enhance user experience and encourage purchasing decisions.

Although it is among the top five e-commerce platforms in Indonesia, Bukalapak has experienced a decline in popularity, as evidenced by the low search volume on search engines. Unlike its competitors who aggressively promote through international celebrities and twin date campaigns, Bukalapak tends to be inconsistent in executing such promotions.

In addition, Bukalapak also receives a lot of complaints from users, such as fraud during cash-on-delivery, slow customer service, and technical disturbances in the application (Garmana, 2023). These issues have a direct impact on the user experience, which is a crucial aspect in influencing purchase decisions. User experience encompasses the impressions and perceptions of consumers while using a platform. A positive experience—easy, comfortable, and enjoyable—can increase trust and encourage consumers to make purchases (Deacon, 2016). Therefore, it is very important for companies to continuously improve the quality of their systems and services.

Purchase interest is an individual's attraction to a product that arises when they feel satisfied or interested. In the context of e-commerce, purchase interest is the initial stage before consumers make a purchase. Therefore, understanding and building purchase interest is an important step towards the purchasing decision.

Self-purchase decisions involve cognitive and emotional processes. According to Kotler and Armstrong (2017), there are five stages in the decision-making process, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Understanding these stages is important for business actors so that the marketing strategies applied can more effectively reach consumers.

Promotion is an important strategy in introducing products and encouraging consumers to make purchases. Effective promotion can attract attention even if it's just to seek product information. In e-commerce, promotion plays a significant role in increasing brand awareness and encouraging consumer purchase decisions. (Kotler et al., 2017). Therefore, Bukalapak needs to improve the consistency and innovation of its promotions.

Based on previous research, there is a research gap in several study results related to promotion and user experience on purchasing decisions mediated by purchase interest in e-commerce. The research conducted by Amalana (2022), which shows that promotions have a positive and significant influence on purchasing decisions. This is in line with research Mardiyono & Digdowiseiso (2023), which also stated that promotion has a significant effect on purchasing decisions. However, different results were shown in the research conducted by Rusmawati (2024), which concludes that promotions do not have an influence and are not significant towards purchase decisions through purchase interest.

Meanwhile, another study discussing user experience was conducted by Gunarso & Setiawan (2022), which states that user experience has a positive influence on purchasing decisions. A similar finding was discovered in Arafah et al. (2025), which concluded that user experience has a positive and significant impact on purchasing decisions. However, different results were found in the study by Hans (2024), which stated that the perception of ease in user experience only has a positive but not significant effect on purchasing decisions.

As for the research related to the variable of purchase intention, the study conducted by Satriawan & Setiawan, (2020), shows that purchase intention has a positive effect on purchasing decisions. This research is also supported by the findings of Soraya & Yoestini (2024), which also state that purchase intention has a positive and significant impact on purchasing decisions. However, Andriani et al., (2022) provide different results, stating that purchase intention does not have a significant effect on purchasing decisions.

## 2. Research Methods

This research is designed using a quantitative approach with survey methods, aimed at establishing facts or making predictions about the theory used. Data was collected through a Likert scale questionnaire (1-5) distributed online to Bukalapak users in the city of Makassar. The sampling technique used was purposive sampling, with

114 respondents involved in the study. The data obtained were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) through the SmartPLS 4 application. The research instruments will be tested for validity and reliability through outer loading, AVE, cross loading, Cronbach’s alpha, and GoF. Testing was conducted in two stages, namely measurement model test (Outer Model) and structural model test (Inner Model). The indicators of the variables used in this study are as follows:

Table 1. Research Variable Indicators

Variable	Indicator
Promotion (X1) Philip & Kotler (2007)	<ol style="list-style-type: none"> <li>1. Promotion Frequency</li> <li>2. Promotion Quality</li> <li>3. Promotion Quantity</li> <li>4. Promotion Target Suitability</li> <li>5. Promotion Timing</li> </ol>
User Experience (X2) Frank Guo (2012)	<ol style="list-style-type: none"> <li>1. Useability</li> <li>2. Valuable</li> <li>3. Adoptability</li> <li>4. Desirability</li> </ol>
Purchase Decision (Y) Sari (2022)	<ol style="list-style-type: none"> <li>1. Product Choices</li> <li>2. Brand Choices</li> <li>3. Distributor Choices</li> <li>4. Purchase Time</li> <li>5. Purchase Quantity</li> <li>6. Payment Method</li> </ol>
Purchase Interest (Z) Ferdinand (2002)	<ol style="list-style-type: none"> <li>1. Transactional Interest</li> <li>2. Referential Interest</li> <li>3. Preferential Interest</li> <li>4. Exploratory Interest</li> </ol>

### 3. Results and Discussions

#### a. Characteristic of the Respondents

Before filling out the research questionnaire, respondents are asked to answer screening questions to ensure they meet the needed sample criteria. Respondents who answer 'Yes' are considered eligible and can proceed to fill out the questionnaire.

Table 2. Respondent Criteria

No	Do you live in the city of Makassar?	Number	Percentage (%)
1	Yes	114	100%
2	No	0	0%
<b>Total</b>		114	100%

Table 2 shows that all respondents involved reside in the city of Makassar, in accordance with the population criteria needed for this research.

Table 3. Respondent Criteria

No	Have you ever shopped online at Bukalapak?	Number	Percentage (%)
1	Yes	114	100%
2	No	0	0%
<b>Total</b>		114	100%

Table 3 shows that out of 114 respondents, they have made purchases on the online marketplace Bukalapak.

a. Respondent Identity

Respondents were asked to fill out questions regarding their identity to match the sample criteria. The identity of the respondents is presented as follows:

Table 4. Identity of Respondents Based on Gender

No	Gender	Number	Percentage (%)
1	Male	15	13,2%
2	Female	99	86,8%
<b>Total</b>		114	100%

Table 4 shows that the majority of respondents involved in this study are females, and only a small portion of males participated. This is in line with research conducted by Lin & Lin (2005), and Huang & Yang (2010), which states that females are more likely to make purchases driven by emotions and enjoyment while shopping, whereas males focus more on efficiency and ease of the system.

Table 5. Respondent Identity Based on Age

No	Age	Number	Percentage (%)
1	< 20 Years Old	48	42,1%
2	21-30 Years Old	65	57,0%
3	31-40 Years Old	1	0,9%
4	>41 Years Old	0	0%
<b>Total</b>		114	100%

Table 5 shows that the majority of respondents participating are aged 21-30 years, followed by respondents under 20 years. This supports the research by Kooti et al., (2016), which found that a person's shopping activity tends to increase until the age of 30, then stabilizes and decreases in later years. Younger respondents tend to be more active in shopping due to being more adaptive to technology and having a more consumerist lifestyle.

Table 6. Respondent Identity Based on Online Shopping Frequency

No	Online Shopping Frequency	Number	Percentage (%)
1	1-2 times per month	79	69,3%
2	3-4 times per month	27	23,7%
3	5 times per month	8	7,0%
<b>Total</b>		114	100%

Table 6 shows that the majority of respondents do online shopping 1-2 times a month, then 3-4 times, and only a few respondents shop 5 times a month. This finding is consistent with a survey by Katadata conducted by Hariyanti (2022) which states that 50% of Indonesians shop 1-4 times a month, reflecting a shopping behavior pattern that is planned and not impulsive. Kooti et al., (2016) also state that, in general, consumers will buy certain needs within a 30 to 60-day timeframe.

Table 7. Respondent Identity Based on Product Category

No	Product Category	Number	Percentage (%)
1	Electronics	4	3,5%
2	Clothing and Accessories	73	64,0%
3	Household Appliances	4	3,5%
4	Toys and Hobbies	1	0,9%
5	Health and Beauty	26	22,8%
6	Gadgets and Accessories	6	5,3%
<b>Total</b>		114	100%

Based on Table 7, the categories of clothing and accessories as well as health and beauty are the most popular among consumers. In contrast, product categories such as gadgets, household appliances, electronics, and toys and hobbies have fewer enthusiasts. These findings align with the research conducted by Richa (2012), which states that fashion is the most popular category in e-commerce, especially among young women.

b. SEM-PLS Analysis

This research uses SmartPLS with a PLS-SEM approach that will go through two stages of testing, namely the outer model test and the inner model test to see the relationships between variables.

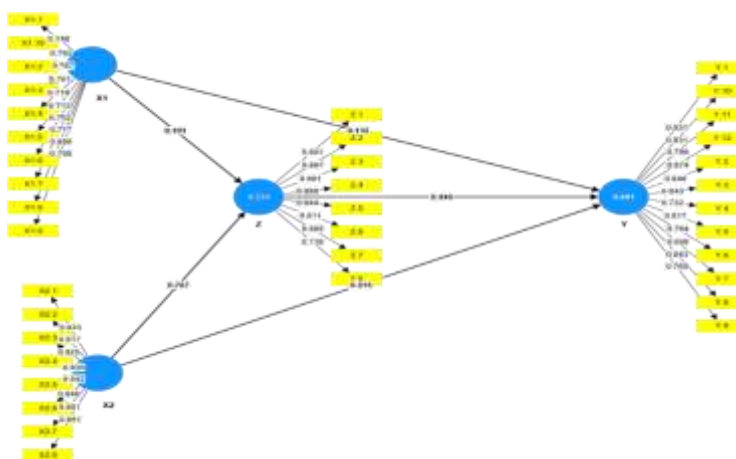


Figure 1. Path Diagram

1. Outer Model

a.) Convergent Validity

Table 8. Outer Loading

	X1	X2	Y	Z
X1.1	0.749			
X1.10	0.792			
X1.2	0.787			
X1.3	0.751			
X1.4	0.719			
X1.5	0.713			
X1.6	0.752			
X1.7	0.777			
X1.8	0.699			
X1.9	0.708			
X2.1		0.833		

X2.2		0.817		
X2.3		0.825		
X2.4		0.830		
X2.5		0.842		
X2.6		0.846		
X2.7		0.801		
X2.8		0.851		
Y.1			0.831	
Y.10			0.831	
Y.11			0.796	
Y.12			0.874	
Y.2			0.848	
Y.3			0.843	
Y.4			0.732	
Y.5			0.817	
Y.6			0.794	
Y.7			0.809	
Y.8			0.843	
Y.9			0.760	
Z.1				0.801
Z.2				0.867
Z.3				0.861
Z.4				0.889
Z.5				0.844
Z.6				0.811
Z.7				0.805
Z.8				0.738

The results of the SmartPLS analysis show that all outer loading values are >

0.7 and only one item has a value of 0.699 which is still acceptable because it is > 0.6, thus the construct variables can be declared valid (Hair et al., 2019). Next, an AVE evaluation is conducted to measure the convergent validity of each construct.

Table 9. AVE Testing

	The average variance is extracted (AVE)	Description
Promotion	0.556	Valid
User Experience	0.690	Valid
Purchase Decision	0.665	Valid
Purchase Intention	0.686	Valid

Variables can be considered valid if the AVE value is greater than 0.5. Based on the table above, all variables in this study have met this criterion and can be stated as valid in terms of convergence..

b.) Discriminant Validity

Discriminant validity testing is conducted through cross loading values, to determine the reflectiveness of an item of a construct.

Table 10. Cross Loading

	<b>X1</b>	<b>X2</b>	<b>Y</b>	<b>Z</b>
X1.1	<b>0.749</b>	0.441	0.504	0.463
X1.10	<b>0.792</b>	0.655	0.609	0.564
X1.2	<b>0.787</b>	0.469	0.500	0.475
X1.3	<b>0.751</b>	0.532	0.535	0.438
X1.4	<b>0.719</b>	0.693	0.633	0.557
X1.5	<b>0.713</b>	0.528	0.562	0.479
X1.6	<b>0.752</b>	0.684	0.667	0.591
X1.7	<b>0.777</b>	0.633	0.589	0.589
X1.8	<b>0.699</b>	0.529	0.551	0.510
X1.9	<b>0.708</b>	0.713	0.657	0.610
X2.1	0.698	<b>0.833</b>	0.780	0.730
X2.2	0.673	<b>0.817</b>	0.754	0.695
X2.3	0.630	<b>0.825</b>	0.766	0.678
X2.4	0.672	<b>0.830</b>	0.725	0.681
X2.5	0.688	<b>0.842</b>	0.714	0.682
X2.6	0.631	<b>0.846</b>	0.730	0.691
X2.7	0.646	<b>0.801</b>	0.761	0.759
X2.8	0.687	<b>0.851</b>	0.758	0.716
Y.1	0.689	0.722	<b>0.831</b>	0.737
Y.10	0.656	0.724	<b>0.831</b>	0.739
Y.11	0.651	0.747	<b>0.796</b>	0.743
Y.12	0.671	0.822	<b>0.874</b>	0.812
Y.2	0.663	0.767	<b>0.848</b>	0.769
Y.3	0.655	0.776	<b>0.843</b>	0.777
Y.4	0.537	0.661	<b>0.732</b>	0.630
Y.5	0.660	0.769	<b>0.817</b>	0.709
Y.6	0.699	0.724	<b>0.794</b>	0.705
Y.7	0.588	0.744	<b>0.809</b>	0.732
Y.8	0.636	0.727	<b>0.843</b>	0.707
Y.9	0.596	0.627	<b>0.760</b>	0.685
Z.1	0.566	0.668	0.738	<b>0.801</b>
Z.2	0.623	0.758	0.791	<b>0.867</b>
Z.3	0.561	0.719	0.750	<b>0.861</b>
Z.4	0.588	0.728	0.744	<b>0.889</b>
Z.5	0.590	0.742	0.765	<b>0.844</b>
Z.6	0.631	0.686	0.717	<b>0.811</b>
Z.7	0.644	0.704	0.777	<b>0.805</b>
Z.8	0.540	0.603	0.637	<b>0.738</b>

The results in the table above show that each indicator has the highest value for its variable compared to other variables. Therefore, the discriminant validity test is declared valid.

c.) Cronbach's Alpha

Cronbach's alpha is performed to measure the consistency of the instrument, with a value > 0.7 being ideal and a value > 0.6 still being acceptable or reliable.

Table 11. Cronbach's Alpha

	Cronbach's alpha	Description
Promotion	0.911	Valid
User Experience	0.936	Valid
Purchase Decision	0.954	Valid
Purchase Intention	0.934	Valid

d.) Composite Reliability

Composite reliability is used to assess whether the indicators for each variable are reliable and suitable for use in research with values > 0.7 and values > 0.6.

Table 12. Composite Reliability

	Composite reliability (rho_c)	Descriptio
Promotion	0.926	Valid
User Experience	0.947	Valid
Purchase Decision	0.960	Valid
Purchase Intention	0.946	Valid

e.) Goodness of Fit (GoF)

GoF testing is conducted to assess the feasibility of the path model in PLS. The assessment is performed through NFI, with categories: 0.4-0.5 (poor fit), 0.6-0.8 (marginal fit), 0.8-0.9 (good fit). In addition, the SRMR value is also used with a threshold value < 0.08 as an indicator of a fitting model.

Table 13. Goodness of Fit

	Saturated model (saturated)	Model estimate
SRMR	0.067	0.067
d_ ULS	3.347	3.347
d_ G	2.805	2.805
Chi-square	1.401.399	1.401.399
NFI	0.701	0.701

It can be seen in the table above, where the NFI value is 0.701 which falls into the marginal fit category, and the SRMR value is 0.067 or below the threshold value of

0.08. Therefore, the model is declared fit and suitable for use.

2. Inner Model

a.) Coefficient Determination ( $R^2$ )

The  $R^2$  test is conducted to measure how much the independent variable can explain the dependent variable. According to Widarjono (2015), there are three classifications of R square values:  $R^2 \leq 0.25$  as weak,  $R^2 0.26 - 0.50$  as moderate, and  $R^2$

$\geq 0.51$  as strong.

Table 14. Test of the Coefficient of Determination

	R-square	Adjusted R-square
Purchase Decision	0.881	0.877
Purchase Intention	0.724	0.719

The table above shows that the Purchase Decision variable has an  $R^2$  value of 0.881 (87.7%) and purchase interest of 0.724 (71.9%), while the remaining is influenced by other variables outside the study.

b.) Effect Size

The effect size test is conducted to assess the impact of variables in the model. According to Hair et al. (2019) there are three measurement values: a threshold value of 0.02 (small effect), 0.15 (medium effect), and 0.35 (big effect).

Table 15. Effect Size Test

	Purchase Decision	Description	Purchase Intention	Description
Promotion	0.054	small effect	0.013	No effect
User Experience	0.293	medium effect	0.761	big effect
Purchase Decision				
Purchase Intention	0.460	big effect		

c.) Q-Square Predictive Relevance

Predictive relevance test ( $Q^2$ ) is conducted to show the predictive relationship between variables, with a threshold value greater than 0, and the criteria for interpreting values of 0.02 (weak), 0.15 (moderate), and 0.35 (strong).

Table 16. Predictive Relevance Redundancy Test

variabel	$Q^2 (= 1-SSE/SSO)$
Purchase Decision	0.576
Purchase Intention	0.486

The table above shows that all variables have a predictive relevance redundancy value  $> 0$ , and exceeds 0.35, thus it can be concluded that the predictive relevance is strong.

Table 17. Predictive Relevance Communality Test

variabel	$Q^2 (= 1-SSE/SSO)$
Promotion	0.452
User Experience	0.593
Purchase Decision	0.593
Purchase Intention	0.592

The table above shows that all variables have a predictive relevance communality value  $> 0$ , and exceed 0.35, so it can be concluded that the predictive relevance is strong.

d.) Hypothesis Testing

In the SmartPLS test, bootstrapping a hypothesis is accepted if the t-statistic value is greater than the t-table value. Additionally, a one-tailed test is also used with a t- table value of 1.645 (Michella & Meilani, 2023).

Table 18. Hypothesis Test with Direct Impact

	Original sample (O)	Average sample (M)	Standard deviation (STDEV)	T statistic ( O/STDEV )	P values	Description
X1 -> Y	0.135	0.145	0.055	2.445	0.015	Accepted
X1 -> Z	0.101	0.114	0.134	0.755	0.450	Rejected
X2 -> Y	0.415	0.417	0.086	4.805	0.000	Accepted
X2 -> Z	0.767	0.756	0.111	6.941	0.000	Accepted
Z -> Y	0.446	0.434	0.081	5.521	0.000	Accepted

Table 18. Hypothesis Test Not Directly Influential

	Original sample (O)	Average sample (M)	Standard deviation (STDEV)	T statistic ( O/STDEV )	P values	Description
X1 -> Z -> Y	0.045	0.048	0.059	0.761	0.446	Rejected
X2 -> Z -> Y	0.342	0.328	0.078	4.372	0.000	Accepted

a. The Influence of Promotion on Purchase Intention

Based on the analysis results, the promotion variable (X1) has a positive but not significant effect on purchase interest (Z). This can be seen from the coefficient value of 0.101, t-statistic of 0.755 (< 1.96), and a p-value of 0.450 (> 0.05). This indicates that the promotions carried out by Bukalapak have not been effective in attracting consumer interest. The majority of respondents who answered "agree somewhat" indicate that the promotions are less targeted. This finding is consistent with Syamsudin & Halawa, (2023) who also found an insignificant effect of promotions due to less attractive strategies or those that do not meet consumer needs.

b. The Influence of User Experience on Purchase Intention

Based on the analysis results, the variable of user experience (X2) has proven to have a positive but not significant effect on purchase interest (Z). This can be seen from the coefficient value of 0.767, the t-statistic value of 6.941 (> 1.96), and the p-value of 0.000 (<0.05). This means that the better the experience felt by consumers, the greater their tendency to have purchase interest. This finding is in line with Deacon (2016), which states that user experience is the comfort felt by users when interacting with a system. It also aligns with the research conducted by Watulingas & Permana (2020), which revealed that user experience significantly affects purchase interest, especially when the system has met users' expectations.

c. The Influence of Promotion on Purchase Decisions

The results of the analysis of the promotion variable (X1) have been shown to have a positive but not significant effect on purchasing decisions (Y). This can be seen from the coefficient value of 0.135, the t-statistic value of 2.445 (> 1.96), and the p-value of 0.000 (<0.05). This indicates that the promotions conducted by Bukalapak have contributed to encouraging consumer purchasing decisions. The average score of the promotion indicators, which shows a value of 3.43, indicates that most respondents evaluate Bukalapak's promotions as quite attractive in terms of quality and airing time, although the frequency still needs to be improved. These findings align with the research conducted by Mardiyono & Digdowiseiso, (2023), which concluded that promotions have a positive and significant effect on purchasing decisions.

d. The Influence of User Experience on Purchase Decisions

The results of the analysis of the user experience variable (X2) prove to have a positive but insignificant effect on purchase decisions (Y). This can be seen from the coefficient value of 0.415, the t-statistic value of 4.805 (> 1.96), and the p-value of 0.000 (<0.05). This means that the better the user experience when using Bukalapak, the greater their desire to make a purchase. The findings in this study are consistent with the research conducted by Gunarso & Setiawan (2022), which states that user experience has a significant effect on purchase decisions.

e. The Influence of Buying Interest on Purchase Decision

The results of the analysis of the purchase interest variable (Z) have been shown to have a positive but not significant impact on the purchase decision (Y). This can be seen from the coefficient value of 0.446, the t-statistic value of 5.521 (> 1.96), and the p-value of 0.000 (<0.05). This means that the higher the consumer's purchase interest, the greater the likelihood that they will make a purchase on Bukalapak. This finding is supported by the average response value of the respondents, which is 3.64. This result is in line with the research of Satriawan & Setiawan (2020) which states that purchase interest plays an important role in driving consumer purchasing decisions, especially when they have felt interested and are actively seeking information about a product.

f. The Influence of Promotion on Purchase Decisions Through Purchasing Interest

The results of the analysis of the buying interest variable (Z) are unable to mediate the influence of promotions (X1) on purchasing decisions (Y). This can be seen from the coefficient value of 0.045, the t-statistic value of 0.761 (< 1.96), and the p-value of 0.446 (> 0.05). This identifies that the promotions carried out by Bukalapak have not been sufficient to build motivation and emotional closeness with consumers. This finding is in line with the research of Rusmawati (2024), which states that promotions do not have a significant effect on purchasing decisions through buying interest, because consumers can make purchases without going through the stage of interest first.

g. The Influence of User Experience on Purchase Decisions Through Purchasing Interest

The results of the analysis of the purchase intention variable (Z) proved capable of mediating the influence of user experience (X2) on purchasing decisions (Y). This can be seen from the coefficient value of 0.342, a t-statistic value of 4.372 (> 1.96), and a p-value of 0.000 (<0.05). This means that good user experience can enhance purchase intention, which ultimately drives consumer purchasing decisions on Bukalapak. These findings indicate that purchase intention plays an important role as a link between user experience and purchasing decisions. This research is in line with the study by Lubis & Rini (2022), which found that user experience has a positive and significant effect on purchasing decisions through purchase intention.

#### 4. Conclusion

Based on the research results on Bukalapak users in Makassar City, it can be concluded that promotions have a positive but not significant effect on purchase interest, while user experience has a positive and significant effect. Both promotions and user experience also proved to have a positive and significant influence on purchase decisions. In addition, purchase interest plays an important role in consumer purchase decisions. However, promotions do not have a significant impact on purchase decisions through purchase interest, indicating that the promotional strategies employed by Bukalapak have not been able to foster strong purchase interest. Conversely, user experience significantly influences purchase decisions through purchase interest, so the positive experiences felt by users when using the Bukalapak platform can drive purchasing interest and consumer purchasing decisions.

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