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From The Screen To The Shopping Cart: The Effects Of E-Advertising And Product Quality On Purchase Decisions

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Abstract

The rapid growth of e-commerce has intensified competition in the cosmetics industry, making e-advertising and product quality critical factors in purchasing decisions. This study aims to analyze the influence of e-advertising and product quality on the purchase decisions of Wardah cosmetic products on Shopee among female students at the Faculty of Economics, Sriwijaya University. The study employs a quantitative approach using descriptive and explanatory methods through a cross-sectional design. The population consisted of 2,404 female students, with a sample of of 100 respondents selected using multistage random sampling. Data were collected via a Likert-scale questionnaire and analyzed using multiple linear regression, classical assumption tests, t-tests, F-tests, and the coefficient of determination (R^2). The results indicate that e-advertising and product quality have a positive and significant effect—both partially and simultaneously—on purchasing decisions, with an R^2 value of 44.8%. The study's conclusion affirms that optimizing digital advertising and ensuring high product quality can enhance consumer purchasing decisions.

Keywords: ***E-Commerce, Digital Advertising, Purchase Decision, Product Quality, Shopee***

INTRODUCTION

Advances in information and communication technology have driven the growth of the digital economy in Indonesia while simultaneously changing consumer behavior

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regarding online shopping. E-commerce platforms are no longer merely transaction channels but have also become sources of information that shape consumer perceptions and preferences before making a purchase (Xia et al., 2024; Kotler & Armstrong, 2023; Wang et al., 2023). The increase in e-commerce transaction values indicates that online shopping has become part of people's lifestyles, particularly among college students who possess high technological literacy, with Shopee as the most dominant marketplace (Salsabila et al., 2025).

Shopee's dominance has spurred increasingly fierce competition, particularly in the cosmetics industry, leading businesses to leverage e-advertising through Shopee Ads to enhance product appeal and influence consumer purchasing decisions (Putri et al., 2025). Ad exposure appearing in search results and product recommendations plays a role in shaping consumers' initial perceptions of a brand (Kotler & Armstrong, 2023). Amid this competition, Wardah remains one of the local cosmetics brands with a high level of consumer loyalty (Rohmah & Sukaris, 2024).

Although Wardah is known as a leader in the local cosmetics market, its sales performance on Shopee does not always align with that reputation. The popularity of Wardah's official store lags behind that of some competitors, even though its sales volume remains high (Sumaryanto et al., 2022). This situation indicates that purchasing decisions on marketplaces are influenced not only by brand strength but also by the effectiveness of e-advertising and consumers' perceptions of product quality (Rohmah & Sukaris, 2024).

In addition to e-advertising, product quality is a key consideration for consumers when purchasing cosmetics online because products cannot be evaluated directly. Wardah has been able to maintain its competitiveness through its product quality (Fazirah, 2022). This phenomenon can be explained through the Stimulus-Organism-Response theory and the Tri-Component Attitude Model, which state that e-advertising and product quality—as stimuli—are processed cognitively and affectively before leading to a purchase decision (Schiffman, L. G., & Wisenblit, 2014; Schiffman & Wisenblit, 2014).

However, the results of previous studies on the influence of e-advertising on purchase decisions still show inconsistencies. Ayuningtyas and Sijabat (2022) state that online advertising has no direct effect on purchase decisions, whereas Muhammad M. Hakim et al. (2024) and Abislong et al. (2023) indicate that advertising effectiveness is influenced by ad credibility, product quality, and consumer experience. These differing findings suggest that a research gap remains that requires further investigation.

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Based on these phenomena and the research gap, this study aims to analyze the influence of e-advertising and product quality on the purchase decisions of Wardah cosmetic products on Shopee among students at the Faculty of Economics, Sriwijaya University, Palembang. This study is important for providing an understanding of the factors that influence consumer purchasing decisions on marketplaces while enriching the study of consumer behavior based on the Stimulus-Organism-Response theory and the Tri-Component Attitude Model (Schiffman, L. G., & Wisenblit, 2014; Schiffman & Wisenblit, 2014). The novelty of this study lies in testing these two variables on Wardah cosmetic products on the Shopee platform with respondents from the Faculty of Economics at Sriwijaya University in Palembang.

METHOD

This study employs a quantitative approach using descriptive and explanatory methods. The descriptive approach is used to describe e-advertising, product quality, and purchase decisions, while the explanatory approach is used to analyze the influence of e-advertising and product quality on purchase decisions. The study was conducted in Palembang with respondents consisting of students from the Faculty of Economics at Sriwijaya University in Palembang who had seen Wardah's digital advertisements on Shopee and purchased Wardah cosmetic products. Data collection took place in 2026 using a cross-sectional design through the distribution of questionnaires (Saunders, 2019).

The research data consisted of quantitative data obtained through a questionnaire using a five-point Likert scale as primary data, supplemented by secondary data from books, journals, and research reports (Malhotra, 2017; Saunders, 2019). The instrument was tested using the Corrected Item-Total Correlation validity test and Cronbach's Alpha reliability test (Hair et al., 2019; Saunders, 2019). Subsequently, the data were analyzed using multiple linear regression with the aid of SPSS, beginning with classical assumption tests—including tests for normality, multicollinearity, and heteroscedasticity—followed by t-tests, F-tests, and the coefficient of determination (R^2) (Malhotra, 2017; Schindler, 2019).

The study population consisted of all female students in the Faculty of Economics at Sriwijaya University in Palembang who had purchased Wardah cosmetic products, totaling 2,404 students (Saunders, 2019). The sample was determined using probability sampling with a multistage random sampling method, involving grouping by study program, proportional sampling, and random selection of respondents (Schindler,

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2019). Based on the Slovin formula with a 10% margin of error, a sample of 96 respondents was obtained, which was then rounded up to 100 respondents (Sugiyono, 2023).

The study began with the development of instruments based on the research variable indicators, followed by the distribution of questionnaires to respondents who met the criteria. The collected data were then tested for validity and reliability before being analyzed using multiple linear regression. Analysis was conducted through classical assumption tests, hypothesis testing using t-tests and F-tests, and the coefficient of determination to determine the influence of e-advertising and product quality on the decision to purchase Wardah cosmetic products on Shopee (Hair et al., 2019; Malhotra, 2017; Saunders, 2019; Schindler, 2019).

RESULTS AND DISCUSSION

A. Respondent Characteristics

Table 1 Respondent Characteristics

Characteristics Respondents	Category	Number		Percentage (%)	
Program of Study	Associate Degree in Accounting		16		16%
	Associate Degree in Secretarial Studies		8		8%
	Bachelor's Degree in Development Economics		19		19
	Bachelor of Science in Accounting		27		27
	Bachelor of Management		24		24
	Master's in Management		1		1%
	Master's in Accounting		1		1%
	Master's in Economics		2		2%
	Ph.D. in Management		1		1%
	Ph.D. in Economics		1		1%

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Intake	2019		2		2%
	2020		5		5%
	2021		13		13%
	2022		36		36%
	2023		17		17%
	2024		20		20%
	2025		7		7%
Age	17–20 years		32		32%
	21–30 years		65		65
	31–40 years		3		3

The majority of respondents were from the Bachelor of Accounting program (27%), followed by the Bachelor of Management program (24%), the Bachelor of Development Economics program (19%), and the Associate Degree in Accounting program (16%), reflecting representation from various academic programs.

The majority of respondents were students from the class of 2022 (36%), followed by the class of 2024 (20%) and 2023 (17%), indicating a predominance of currently enrolled students.

By age, most respondents were in the 21–30 age range (65%), followed by those aged 17–20 (32%), indicating that the group is dominated by people of working age who actively use Shopee.

Respondent Behavior

Table 2: Respondent Behavior Based on Information Sources

Sources of Information on Wardah Products	Number	Percentage (%)
Shopee	53	53%
Instagram	23	23%
TikTok	18	18%
Friends/Family	6	6

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Based on Table 2, the majority of respondents obtained information about Wardah cosmetic products through Shopee (53%), followed by TikTok (23%), Instagram (18%), and friends or family (6%).

These findings indicate that Shopee serves as the primary source of information for respondents, not only as a platform for transactions but also as a channel for product promotion. Additionally, TikTok and Instagram play a role in disseminating product information, making digital media the primary source of information before consumers make a purchase decision.

Table 3: Respondent Behavior Based on Daily Usage Duration

	Daily Shopee App Usage Duration			
	Number		Percentage (%)	
< 1 hour		46		46
1–3 hours		41		41
4–6 hours		11		11%
> 6 hours		2		2%

According to Table 3, the majority of respondents use the Shopee app for less than 1 hour per day (46%), followed by 1–3 hours (41%), 4–6 hours (11%), and more 6 hours (2%).These findings indicate that although most respondents use Shopee for a relatively short period of time, they still have the opportunity to be exposed to e-advertising for Wardah products through various promotional features. The longer respondents use Shopee, the greater the chance they will receive information that can influence their purchasing decisions.

B. Distribution of Respondent Answers

Table 4 Frequency Distribution of Respondent Responses to the Variable

No.	Question	ST S	TS	N	S	SS	Total
X1.1	Wardah ads on Shopee have	0	1	16	55	28	100
	visual appearance (design, color, and						
	layout) that catches						

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	me.						
X1.2	Music, video, or animation that	0	0	18	46	36	100
	used in Wardah's ad on						
	Shopee looks creative and						
	eye-catching...						
X1.3	The information presented in	0	1	7	47	45	100
	Wardah's ads on Shopee are clear and						
	easy to understand.						
X1.4	Wardah ads on Shopee	0	0	18	45	37	100
	provides complete						
	in full.						
X1.5	I trust the information	0	3	24	37	36	100
	as featured in the						
	on Shopee.						
X1.6	Promotional message conveyed	0	2	14	43	41	100
	In Wardah's ad on Shopee						
	reliable and not						
	over-the-top.						

X1.1 The majority of respondents agreed (55%) and strongly agreed (28%) that the visual presentation of Wardah's ads on Shopee attracts attention and thus increases interest in the products.

X1.2 The majority of respondents agreed (46%) and strongly agreed (36%) that the use of music, video, or animation in Wardah's ads on Shopee appears creative and engaging.

X1.3 The majority of respondents agreed (47%) and strongly agreed (45%) that the information in Wardah's ads on Shopee is clear and easy to understand.

X1.4 The majority of respondents agreed (45%) and strongly agreed (37%) that Wardah's ads on Shopee provide comprehensive product information.

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X1.5 The majority of respondents agreed (37%) and strongly agreed (36%) that the information conveyed in Wardah's ads on Shopee is trustworthy. **X1.6** The majority of respondents agreed (43%) and strongly agreed (41%) that the promotional messages in Wardah's ads on Shopee are reliable and not excessive.

Table 5 Frequency Distribution of Respondents' Responses to the Variables

No	Question	ST S	T S	N	S	SS	Total
X2.1	Wardah cosmetic products that	0	0	12	41	47	100
	The one I use performs						
	good and works as intended.						
X2.2	Wardah cosmetic products feel	0	0	13	42	45	100
	Comfortable and lightweight when						
	applied to my face						
	.						
X2.3	Wardah cosmetics have	0	1	15	45	39	100
	special features (such as						
	skincare, SPF, or color options)						
	that stand out.						
X2.4	Wardah cosmetic products have	0	0	14	46	40	100
	features that set it apart						
	from similar cosmetic products.						
X2.5	Wardah cosmetic products have	0	0	21	43	36	100
	good durability during						
	use.						
X2.6	Wardah's cosmetic formula is	2	0	12	52	34	100

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	long-lasting (durable and fade-resistant)						
	when used during						
	.						

X2.1 The majority of respondents strongly agreed (47%) and agreed (41%) that Wardah cosmetic products perform well according to their intended functions.
X2.2 The majority of respondents strongly agreed (45%) and agreed (42%) that Wardah cosmetic products feel comfortable and lightweight when used.
X2.3 The majority of respondents agreed (45%) and strongly agreed (39%) that Wardah cosmetic products have special features that add value.
X2.4 The majority of respondents agreed (46%) and strongly agreed (40%) that Wardah cosmetic products have advantages over similar products. **X2.5** The majority of respondents agreed (43%) and strongly agreed (36%) that Wardah cosmetic products have good staying power during use.
X2.6 The majority of respondents agreed (52%) and strongly agreed (34%) that Wardah's cosmetic formulas are long-lasting and do not smudge easily during use.

Table 6 Frequency Distribution of Respondents' Responses to Purchase Decision Variables

No	Question	ST S	TS	N	S	SS	Total
Y.1	I bought a cosmetic product	1	0	6	49	44	100
	Wardah because it meets						
	my needs.						
Y.2	I buy cosmetic products	1	1	18	43	47	100
	Wardah to meet						
	your everyday beauty needs.						
Y.3	I'm looking for information about	1	1	11	38	49	100
	Wardah cosmetic products before						
	making a purchase.						

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Y.4	I read reviews	1	0	12	46	41	100
	or check the store's rating before						
	purchasing Wardah cosmetics						
	on Shopee.						
Y.7	I'm confident in my decision	1	0	18	39	42	100
	to buy Wardah cosmetics						
	Wardah on Shopee.						
Y.8	I feel that the decision to buy	0	0	15	40	45	100
	Wardah cosmetics on Shopee						
	are the right choice.						
Y.9	I'm willing to buy it again	0	0	14	36	50	100
	Wardah cosmetics on Shopee						
	in the future.						
Y.10	I'm satisfied after	0	2	10	46	42	100
	using Wardah cosmetics						
	Wardah products purchased through						
	Shopee.						

Y1 The majority of respondents agreed (49%) and strongly agreed (44%) that they purchased Wardah cosmetic products because they met their needs.
Y2 The majority of respondents agreed (43%) and strongly agreed (37%) that they purchase Wardah cosmetic products to meet their daily grooming needs.
Y3 The majority of respondents strongly agreed (49%) and agreed (38%) that they look for information about Wardah products before making a purchase.
Y4 The majority of respondents agreed (46%) and strongly agreed (41%) that they read reviews or check store ratings before purchasing Wardah cosmetic products on Shopee.

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Y7 The majority of respondents strongly agreed (42%) and agreed (39%) that they were confident in their decision to purchase Wardah cosmetic products on Shopee.
Y8 The majority of respondents strongly agreed (45%) and agreed (40%) that the decision to purchase Wardah cosmetic products on Shopee was the right choice.
Y9 The majority of respondents strongly agreed (50%) and agreed (36%) that they are willing to repurchase Wardah cosmetic products on Shopee in the future.
Y10 The majority of respondents agreed (46%) and strongly agreed (42%) that they felt satisfied after using Wardah cosmetic products purchased through Shopee.

Instrument Data Test Results

Table 7 Results of the Initial Validity Test

E-Advertising (X1)	**Statement**	**Corrected Item-Total Correlation**	**Description**
	X1.1	0.637	Valid
	X1.2	0.626	Valid
	X1.3	0.525	Valid
	X1.4	0.516	Valid
	X1.5	0.389	Valid
	X1.6	0.531	Valid
Product Quality	X2.1	0.529	Valid
(X2)	X2.2	0.592	Valid
	X2.3	0.565	Valid
	X2.4	0.451	Valid
	X2.5	0.339	Valid
	X2.6	0.515	Valid
Decision	Y.1	0.358	Valid
Purchase (Y)	Y.2	0.431	Valid
	Y.3	0.365	Valid
	Y.4	0.417	Valid
	Y.5	0.201	Invalid
	Y.6	0.274	Invalid
	Y.7	0.375	Valid
	Y.8	0.401	Valid
	Y.9	0.410	Valid

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	Y.10	0.491	Valid

Based on the validity test results, all items in the E-Advertising (X1) and Product Quality (X2) variables have Corrected Item-Total Correlation values above 0.30 and are therefore deemed valid. In the Purchase Decision (Y) variable, two items—namely Y.5 and Y.6, have values below 0.30 and are therefore deemed invalid and eliminated. After retesting, all items that meet the validity criteria are deemed suitable for use as research instruments.

E-Advertising (X1)

Table 8 Final Validity Test Results

Statement	Corrected Item-Total Correlation		
Notes			
	X1.1	0.637	Valid
	X1.2	0.626	Valid
	X1.3	0.525	Valid
	X1.4	0.516	Valid
	X1.5	0.389	Valid
	X1.6	0.531	Valid
Product Quality	X2.1	0.529	Valid
(X2)	X2.2	0.592	Valid
	X2.3	0.565	Valid
	X2.4	0.451	Valid
	X2.5	0.339	Valid
	X2.6	0.515	Valid
Decision	Y.1	0.358	Valid
Purchase (Y)	Y.2	0.431	Valid
	Y.3	0.365	Valid
	Y.4	0.417	Valid
	Y.7	0.375	Valid
	Y.8	0.401	Valid
	Y.9	0.410	Valid

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	Y.10	0.491	Valid

Based on Table 8, all items in the E-Advertising (X1) and Product Quality (X2) variables have Corrected Item-Total Correlation values above 0.30 and are therefore deemed valid. In the Purchase Decision (Y) variable, items Y.5 and

Y.6 have values below 0.30 and were therefore eliminated. The results of the re-test show that all remaining items meet the validity criteria and are suitable for use as research instruments.

Table 9 Reliability Test Results

No	Variable	*Cronbach's alpha*	Requirement *alpha*	*Cronbach's*	Results
1	E-Advertising	0.784	0.70		Reliable
2	Product Quality	0.756	0.70		Reliable
3	Purchase Decision	0.720	0.70		Reliable

The reliability test results show that the e-advertising variable has a Cronbach's Alpha value of 0.784, product quality of 0.756, and purchase decision of 0.720. All of these values are greater than 0.70, so all variables are deemed reliable and suitable for further data analysis.

Correlation Analysis Among Variables

Table 10 Results of Correlation Analysis Among Variables

Variable Relationships	Pearson Correlation	Sig.
X1 and X2	0.704	<0.001
X1 with Y	0.636	<0.001
X2 with Y	0.597	<0.001

Based on the correlation test results, the *E-Advertising* variable (X1) has a strong positive relationship with *Product Quality* (X2) of 0.704. *E-Advertising* also has a positive relationship with Purchase Decision (Y) of 0.636. Furthermore, *Product Quality* (X2) has

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a positive relationship with Purchase Decision (Y) of 0.597. All significance values are <0.001, so the relationships between the variables are considered significant.

Multiple Linear Regression Analysis

Table 11 Results of Multiple Linear Regression

Coefficientsa[a]

Model		Unstandardized Coefficients B	
1	(Constant)		1.991
	E-Advertising		.314
	Product Quality		.240

Based on the results of the multiple linear regression analysis, the regression equation is $Y = 1.991 + 0.314X_1 + 0.240X_2 + e$. The constant term of 1.991 represents the purchase decision value when the e-advertising and product quality variables are held constant. The regression coefficients for e-advertising (0.314) and product quality (0.240) are positive, indicating that both variables have a positive effect on the purchase decision. This means that any increase in either e-advertising or product quality will increase the decision to purchase Wardah cosmetic products on Shopee among students in the Faculty of Economics at Sriwijaya University in Palembang.

Classical Assumption Test

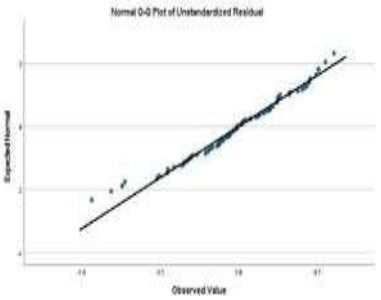


Figure 1: Normal P-P Plot

Based on the Normal P-P Plot, the residual points are scattered around the diagonal line and follow its direction, so visually the regression model satisfies the assumption of normality. In addition, the Kolmogorov-Smirnov test was used to confirm

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these results, with the criterion that the data is normally distributed if the significance value is greater than 0.05.

Table 12 Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
Asymp. Sig. (2-tailed)	.200

Based on the table above, the results of the normality test using the *Kolmogorov-Smirnov* method indicate that the residuals in the regression model are normally distributed, with an Asymp. Sig. (2-tailed) value of 0.200, which is above the significance threshold of 0.05. Thus, the research data satisfy the normality assumption, allowing for the testing of the next classical assumption.

Table 13 Results of the Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	E-Advertising	.505	1.981
	Product Quality	.505	1,981

The multicollinearity test results table shows that the regression model in this study does not exhibit multicollinearity. The *e-advertising* variable (X1) has a *Tolerance* value of 0.505 > 0.10 and a VIF of 1.981 < 10. The *product quality* variable (X2) has a *Tolerance* value of 0.505 > 0.10 and a VIF of 1.981 < 10.

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Table 14 Results of the Heteroscedasticity Test

Coefficientsa[a]

Model		Unstandardized Coefficients	Sig
		B	
1	(Constant)	.381	.026
	E-Advertising	.020	.678
	Product Quality	-.054	.319

The results in the table above indicate that the regression model used in this study does not show signs of heteroscedasticity. The conclusion is that the *e-advertising* variable (X1) has a significance value of 0.678 > 0.05, and the *product quality* variable (X2) has a significance value of 0.319 > 0.05. Thus, the regression model can be used for further analysis

Hypothesis Testing		**Table 15 Results of**		
		the t-Test		
		Coefficientsa[a]		
	Model	**Variable t**	**Sig**	
	1	(Constant) 7.400		<.001
		E-Advertising 4,025		<.001
		Product Quality2.787		.006

Hypothesis Test 1. The t-test results show that the E-Advertising variable (X1) has a calculated t-value of 4.025 with a significance level of 0.001 < 0.05, so H1 is accepted and H01 is rejected. This indicates that e-advertising has a positive and significant effect on purchase decisions.

Hypothesis Test 2. The Product Quality variable (X2) has a calculated t-value of 2.787 with a significance level of 0.006 < 0.05; therefore, H2 is accepted and H02 is rejected. These results indicate that product quality has a positive and significant effect on purchasing decisions.

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Table 16 Results of the F-Test

ANOVA[a]		
Model	**F**	**Sig**
1	39.373	<.001[b]

Hypothesis Test 3. The results of the F-test show that the variables E-Advertising (X1) and Product Quality (X2) have a calculated F-value of 39.373 with a significance level of 0.001 < 0.05; therefore, H3 is accepted and H03 is rejected. These results indicate that e-advertising and product quality simultaneously have a positive and significant effect on purchase decisions.

Table 17 Results of the Coefficient of Determination (R^2) Analysis

Model Summary[b]		
Model	R	R-Square
1	.669[a]	.448

An R value of 0.669 indicates that e-advertising and product quality have a strong, positive relationship with purchase decisions. Meanwhile, an R-squared value of 0.448 indicates that these two variables account for 44.8% of the variation in purchase decisions, while the remaining **55.2%** is influenced by other factors outside the scope of this study.

Discussion of Research Results

1. The Effect of *E-Advertising* on Purchase Decisions

Based on the results of the hypothesis test (t-test), the *e-advertising* variable (X1) yielded a calculated t-value of 4.025 with a significance level of 0.001 < 0.05. These results indicate that *e-advertising* has a positive and significant effect on the decision to purchase Wardah cosmetic products on Shopee among students in the Faculty of

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Economics at Sriwijaya University in Palembang. Thus, the first hypothesis—stating that *e-advertising* influences purchasing decisions—is accepted.

The research results show that *e-advertising* activities conducted through the Shopee *Ads* feature are able to encourage students to make purchasing decisions regarding Wardah cosmetic products. The more attractive the ad's appearance, the clearer the information conveyed, and the higher the credibility of the ad displayed, the greater the tendency for students in the Faculty of Economics at Sriwijaya University in Palembang—as research respondents—to purchase Wardah cosmetic products through the Shopee platform. This indicates that digital advertising not only functions as a promotional medium but also as a marketing communication tool capable of effectively conveying product information, thereby increasing consumer confidence before making a purchase.

Based on the results of the descriptive analysis, the majority of respondents rated the *e-advertising* variable in the "agree" and "strongly agree" categories. This indicates that respondents perceived Wardah's advertisements on Shopee as effective in capturing attention, clearly conveying product information, and providing trustworthy information. These positive evaluations suggest that *e-advertising* plays a significant role in shaping the purchasing decisions of students at the Faculty of Economics, Sriwijaya University, Palembang, regarding Wardah cosmetics on Shopee.

These research findings align with the theory proposed by Kotler & Armstrong (2023), which states that *e-advertising* is a form of digital marketing communication that utilizes the internet to convey product information to consumers in a widespread, rapid, and interactive manner. In this study, *e-advertising* was measured through three main dimensions: ad appeal, information clarity, and ad credibility. These three dimensions provide the information consumers need, thereby increasing their interest and confidence in making a purchase.

Furthermore, the results of this study also support the *Stimulus–Organism–Response* (S-O-R) Theory, which served as the theoretical foundation for this research. According to the S-O-R theory, the stimulus (S)—in the form of *e-advertising* displayed via *Shopee Ads*—is received by the study's respondents and processed through attention, comprehension, and evaluation of the information presented (*organism*). This process then generates *a response* in the form of a purchase decision. Thus, the more effective the *e-advertising* displayed, the greater the likelihood that consumers will decide to purchase Wardah cosmetic products.

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When considered in light of the phenomenon described in the research background, competition within the cosmetics industry on the Shopee marketplace compels companies to make optimal use of digital marketing strategies. Wardah, as one of the local cosmetics brands, utilizes the Shopee *Ads* feature to increase the visibility of its products through search results and product recommendations. Repeated ad exposure was able to increase the attention of students from the Faculty of Economics at Sriwijaya University in Palembang—who served as the study's respondents—provide information about the product's benefits, and reinforce positive perceptions of the product before they made a purchase decision.

The respondents' characteristics also support these findings. Based on the respondents' profiles, the majority were enrolled in the Bachelor of Accounting and Bachelor of Management programs, were predominantly students from the class of 2022, and were in the 21–30 age range. This group of respondents belongs to a generation that actively uses the internet and online marketplaces, so they are more frequently exposed to digital advertisements displayed through the Shopee app. This situation makes *e-advertising* one of the primary sources of information before respondents decide to purchase Wardah cosmetic products.

The results of this study align with the research by Ayuningtyas & Sijabat (2022), which states that *online advertising* has a positive influence on purchase decisions. This study is also supported by Lee & Johnson (2022), who explain that the credibility of advertisements can increase consumer trust in products. However, the results of this study differ from those of a study by Abislong et al. (2023), which found that advertising did not have a significant effect on purchasing decisions regarding a different research subject. This discrepancy is believed to be due to differences in respondent characteristics, the research subject, and consumer behavior regarding the use of digital media.

Based on the results of this study, it can be concluded that *e-advertising* plays an important role in influencing the decision to purchase Wardah cosmetic products on Shopee among students in the Faculty of Economics at Sriwijaya University in Palembang. Therefore, the more attractive the ad's design, the clearer the information conveyed, and the higher the credibility of the ads displayed through Shopee *Ads,* the more likely students in the Faculty of Economics at Sriwijaya University in Palembang will be to purchase Wardah cosmetic products on Shopee.

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2. The Effect of *Product Quality* on Purchase Decisions

Based on the results of the hypothesis test (t-test), the *product quality* variable (X2) yielded a calculated t-value of 2.787 with a significance level of 0.001 < 0.05. These results indicate that *product quality* has a positive and significant effect on the purchasing decisions of students in the Faculty of Economics at Sriwijaya University in Palembang regarding Wardah cosmetic products on Shopee. Thus, the second hypothesis of this study is accepted: *product quality* influences the purchasing decisions of students in the Faculty of Economics at Sriwijaya University in Palembang regarding Wardah cosmetic products on Shopee.

The research results show that consumer purchasing decisions are influenced not only by promotions conducted through digital media but also by consumers' perceptions of Wardah product quality. The better the product quality perceived by consumers, the greater their confidence in making a purchase. This indicates that product quality is one of the main factors consumers consider before deciding to purchase Wardah cosmetic products through the Shopee marketplace.

Based on the results of the descriptive analysis, the majority of respondents rated all *product quality* indicators as "agree" or "strongly agree." This indicates that respondents perceive Wardah cosmetic products as having good quality, capable of meeting user needs, possessing advantages over similar products, and providing benefits in line with consumer expectations. These positive evaluations indicate that product quality plays a significant role in influencing the purchasing decisions of students at the Faculty of Economics, Sriwijaya University, Palembang, regarding Wardah cosmetic products on Shopee.

The findings of this study align with the theory proposed by Kotler & Armstrong (2023), which states that product quality is a product's ability to perform its functions so as to meet consumer needs and expectations. In this study, *product quality* was measured through three dimensions: product *performance*, product *features*, and product *durability*. These three dimensions serve as the basis for consumers in assessing product quality before making a purchase decision.

In this study, *the Tri-Component Attitude Model* is used as a theoretical framework to explain consumers' psychological processes, not as a variable tested directly. Consumers' perceptions of Wardah product quality form the belief that the product is of good quality and capable of meeting their needs (cognitive component). This belief then generates positive feelings and trust in the product (affective component), thereby encouraging a tendency to purchase the product (conative

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component). Thus, the better the perceived quality of the product among students at the Faculty of Economics, University of Sriwijaya, Palembang—who served as the study's respondents—the stronger their conviction to make a purchase.

In light of the research background, competition in the cosmetics industry on the Shopee marketplace requires companies to not only rely on digital promotions but also to consistently maintain product quality. As a leading local cosmetics brand, Wardah must uphold its product quality to ensure that students from the Faculty of Economics at Sriwijaya University in Palembang—the study's respondents—continue to trust the products they purchase through Shopee. This indicates that good product quality can enhance consumer trust while simultaneously driving purchasing decisions.

The respondents' characteristics also support these findings. The majority of respondents were active students in the Faculty of Economics at Sriwijaya University in Palembang, aged 21–30 years. This age group tends to be more selective in choosing cosmetic products and pays closer attention to quality, safety, and product benefits before making a purchase. Therefore, perceptions of product quality are one of the respondents' primary considerations in deciding to purchase Wardah cosmetic products on Shopee.

The results of this study are consistent with a study (Udayana et al., 2022), which states that product quality has a positive effect on purchasing decisions. This study is also supported by (Khasanah, 2023), who explains that the quality of Wardah products can enhance consumers' purchasing decisions. Additionally, (Sumaryanto et al., 2022) also found that product quality has a significant effect on purchasing decisions for Wardah cosmetics. Thus, the results of this study further reinforce that product quality is a crucial factor in shaping consumers' purchasing decisions.

Based on the entire discussion, it can be concluded that *product quality* plays a significant role in influencing the purchase decisions of Wardah cosmetic products on Shopee among students at the Faculty of Economics, Sriwijaya University, Palembang. Therefore, the better the quality of the products offered by Wardah, the higher the likelihood of consumers purchasing those products.

3. The Influence of *E-Advertising* and *Product Quality* on Purchase Decisions

Based on the results of the simultaneous hypothesis test (F-test), a calculated F-value of 39.373 was obtained with a significance level of 0.001 < 0.05; thus, it can be stated that *e-advertising* and *product quality* simultaneously have a positive and significant effect on the decision to purchase Wardah cosmetic products on Shopee

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among students in the Faculty of Economics at Sriwijaya University in Palembang. Thus, the third hypothesis in this study is accepted.

The results of the study indicate that the purchasing decisions of students in the Faculty of Economics at Sriwijaya University in Palembang regarding Wardah cosmetic products on Shopee are influenced by a combination of digital marketing strategies through *e-advertising* and perceptions of product quality. *E-advertising* plays a role in providing product information, attracting respondents' attention through ad displays on *Shopee Ads*, and building confidence before making a purchase. Meanwhile, *product quality* provides considerations regarding the product's ability to meet needs, the benefits it offers, and the perceived quality of the product by respondents. The combination of these two factors can strengthen the purchasing decisions of students in the Faculty of Economics at Sriwijaya University in Palembang to buy Wardah cosmetic products through Shopee.

Based on the results of the coefficient of determination analysis, an R-squared value of 0.448 was obtained, indicating that the variables *of e-advertising* and *product quality* account for 44.8% of the variation in purchasing decisions for Wardah cosmetics on Shopee. Meanwhile, the remaining 55.2% is influenced by other variables outside the scope of this study, such as price, brand image, sales promotions, *electronic word of mouth*, and other factors not examined in this research.

The findings of this study align with the *Stimulus–Organism–Response* (S-O-R) theory, which served as the theoretical foundation for the research. In the S-O-R theory, stimuli—*external* factors received by an individual—can influence *internal* processes before eliciting *a* specific *response*. In this study, *e-advertising* and *product quality* serve as stimuli (S) received by students in the Faculty of Economics at Sriwijaya University

Palembang, who served as the study's respondents. These stimuli are then processed through *internal* processes—namely, attention, comprehension, and evaluation of the information and product quality—before generating a response (R) in the form of a purchase decision. However, these *internal* processes are not measured as research variables; rather, they are used to provide a theoretical explanation of how purchase decisions are formed.

Furthermore, the findings of this study are supported by *the Tri-Component Attitude Model*, which explains that a purchase decision is the result of the process of forming consumer attitudes through cognitive, affective, and conative components. Information obtained by consumers through *e-advertising* forms knowledge about the product (cognitive), while product quality evokes feelings of trust and satisfaction toward

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the product (affective). These two components then drive the emergence of the intention and action to purchase Wardah cosmetic products (conative). This indicates that digital promotional strategies and product quality complement each other in shaping consumer purchasing decisions.

In terms of respondent characteristics, the majority of respondents were active students in the Faculty of Economics at Sriwijaya University in Palembang, enrolled in the Bachelor of Accounting and Bachelor of Management programs, predominantly from the class of 2022, and within the 21–30 age range. These characteristics indicate that the respondents are a group of consumers who actively use the internet and online marketplaces to meet their daily needs. Therefore, respondents are more frequently exposed to *e-advertising* through Shopee and pay closer attention to product quality before deciding to make a purchase.

These findings support the research by Ayuningtyas and Sijabat (2022), which showed that e-advertising has a positive effect on purchasing decisions. This study is also supported by (Udayana et al., 2022), (Khasanah, 2023), and (Sumaryanto et al., 2022), which demonstrate that product quality has a positive influence on purchasing decisions. Thus, the results of this study indicate that Wardah's success in increasing purchase decisions depends not only on the intensity of digital promotions via Shopee *Ads* but also on its ability to maintain product quality in line with consumer expectations.

Based on the entire discussion, it can be concluded that *e-advertising* and *product quality* jointly play a role in influencing the purchase decisions of Wardah cosmetic products on Shopee among students in the Faculty of Economics at Sriwijaya University in Palembang. Therefore, Wardah needs to maintain product quality and optimize its *e-advertising* strategy through *Shopee Ads* so that product information can be effectively communicated and support the purchasing decisions of students in the Faculty of Economics at Sriwijaya University in Palembang.

CONCLUSION

This study shows that e-advertising and product quality have a positive and significant effect on the decision to purchase Wardah cosmetic products on Shopee among students in the Faculty of Economics at Sriwijaya University in Palembang, both partially and simultaneously. E-advertising has a greater influence than product quality, while the two variables together account for 44.8% of the variation in purchasing decisions. These findings indicate that attractive, informative, and credible digital

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advertisements, along with good product quality, play a crucial role in enhancing consumer purchasing decisions.

This study has limitations because it involved respondents from only one faculty, focused on a single brand and a single e-commerce platform, and used only two independent variables. Therefore, future research is recommended to expand the scope of respondents and research subjects and to include additional variables such as price, brand image, electronic word of mouth, or service quality to develop a more comprehensive model. From a practical perspective, the results of this study provide insights for Wardah to continue optimizing its e-advertising strategies and maintaining product quality to enhance consumer trust and purchasing decisions on the Shopee platform.

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