



The Influence of Content Marketing, Shopping Lifestyle, and User Experience on Purchase Decisions on the Shopee Marketplace

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DOI: <https://doi.org/10.54099/ijibmr.v5i1.1390>

ARTICLE INFO

Research Paper

Article history:

Received: 5 May 2025

Revised: 17 May 2025

Accepted: 5 July 2025

Keywords: Content Marketing, Shopping Lifestyle, User Experience Purchase Decision, Marketplace, Shopee

ABSTRACT

This study aims to analyze the influence of content marketing and shopping lifestyle on the purchasing decisions of Shopee users. The research method used is quantitative, employing a survey approach involving 100 active Shopee users as respondents. Data analysis techniques include multiple linear regression to examine the influence of independent variables on the dependent variable.

Research results show that, partially, content marketing, shopping lifestyle, and user experience have a significant influence on purchase decisions on the Shopee marketplace—and so do these factors simultaneously. The implications of this research can serve as a reference for e-commerce businesses in designing more effective marketing strategies that align with the characteristics of today's digital consumers. Suggestions for Shopee: Increase the amount of relevant and engaging content, such as product tutorial videos, live streaming, and influencer reviews to boost consumer interest. Improve the user interface of both the app and website to make them more intuitive, faster, and user-friendly, and ensure that the payment and delivery systems run smoothly. Customize features and promotions according to consumer trends, such as flash sales, shopping gamification, and wishlist features that support both impulsive and routine shopping behaviors.

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INTRODUCTION

The rapid development of digital technology has transformed consumer behavior patterns in making purchases. Marketplaces such as Shopee have become one of the most popular e-commerce platforms in Indonesia due to their ease of access, attractive promotions, and innovative features. Amid intense competition among marketplaces, understanding the factors that influence consumer purchasing decisions is crucial for businesses to design effective marketing strategies. One approach that is increasingly being used by e-commerce players is content marketing. Through informative, engaging, and consumer-relevant content, companies aim to build emotional connections and enhance consumer trust in the products offered. Additionally, consumer lifestyle also influences shopping behavior, particularly among younger generations who view shopping not only as a necessity but also as a form of self-expression and lifestyle.

Equally important is user experience the extent to which consumers feel comfortable, find it easy, and are satisfied when using the Shopee platform. Intuitive navigation, transaction speed, payment security, and



customer service are all part of the experience that determines whether or not a consumer will make a purchase. However, despite the widespread application of content marketing strategies and Shopee's ongoing innovations to improve user experience, variations in consumer purchasing decisions still exist. This raises the question: to what extent do content marketing, shopping lifestyle, and user experience influence consumer purchasing decisions on Shopee?

Therefore, this study is conducted to analyze and measure the influence of these three factors in the context of the Shopee marketplace, in order to gain a deeper understanding of consumer behavior and provide relevant input for digital business practitioners. Based on this, the following research problems are formulated: 1) Does content marketing have a significant influence on purchasing decisions on Shopee? 2) Does shopping lifestyle affect consumer purchasing decisions on Shopee? 3) To what extent does user experience impact purchasing decisions? 4) Which factor is the most dominant in influencing purchasing decisions on Shopee?

LITERATURE REVIEW

Purchase Decision

Purchase decisions are the mental processes that consumers go through before deciding to buy a product or service. This process includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Pitri (2023) discusses the relationship between the marketing strategies implemented by companies and consumer purchase decisions. A marketing strategy is a plan designed by a company to effectively market their products or services in order to attract consumer attention and increase sales. This strategy may include aspects such as promotion, price, distribution, and product (4Ps). A purchase decision is the process that consumers go through before buying a product or service. It includes the stages of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In this study, Pitri (2023) likely examines how elements of marketing strategy—such as advertising, sales promotions, competitive pricing, or customer service—can influence consumers in making decisions to purchase a product or service. An appropriate and effective marketing strategy can significantly increase the likelihood of consumer purchases. For example, attractive promotions or prices that align with consumer value perceptions often have a major impact on purchasing decisions. The research conducted by Firnanda, A.A. & Krisnawati, W. (2023) discusses the factors that influence consumer purchasing decisions for Somethinc products, a popular cosmetics/skincare brand. The study typically aims to identify key variables that drive consumers in making the decision to purchase these products. Consumers tend to choose products they consider to be of good quality, safe, and suitable for their skin needs or personal preferences. Price is a very important factor, as consumers will consider whether the product's cost is justified by the benefits and quality they receive. Trusted brands with a good reputation usually have an easier time influencing purchasing decisions. Advertisements, discounts, celebrity or influencer endorsements, and attractive product packaging can increase purchase interest. Recommendations from friends, family, or communities also play a significant role in purchasing decisions. Product availability, both online and offline, also determines how easily consumers can buy the product. Common indicators include: a. Awareness of needs b. Evaluation of alternatives c. Confidence in the product choice d. Purchase action

Content Marketing

Content marketing is a marketing strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain a specific audience, with the ultimate goal of driving profitable customer actions. It is based on the idea that companies create value not only through products, but also through content that is educational, entertaining, or inspiring. Content can build trust and loyalty. The focus is on creating and maintaining long-term relationships with customers. Content marketing is used as a tool to strengthen those relationships through ongoing and personalized communication. Holliman & Rowley (2014) highlight an increasingly important phenomenon: digital content marketing in the B2B sector, providing insights into best practices while enriching theoretical understanding of the role of digital content in marketing. 1) **Inbound marketing**: B2B digital content marketing functions as an "inbound marketing" strategy, which is more effective than traditional "interruptive" marketing approaches. 2) **Media and value-added content**: This is

done through websites, social media, and value-added content, which helps build and maintain a trusted brand reputation. 3) **Publisher approach:** To produce high-quality content, companies must adopt a publisher-like mindset—understanding the audience’s information needs and their stage in the decision-making cycle. 4) **Quality content:** Effective content is that which is “useful, relevant, engaging, and timely.” 5) **Cultural shift (mindset):** Organizations need to shift from selling to helping, which requires new goals, tactics, metrics, and skills compared to traditional marketing.

Ahmed et al. (2019) found that content quality significantly influences consumer trust, purchase intention, and loyalty. Their research confirms that content marketing, when well-organized and combined with engagement strategies, can build brand awareness and drive consumer purchase intentions. Customer engagement plays a crucial role as a strong link between high-quality content and actual business outcomes. De Vries et al. (2012) stated that content containing entertainment or information is more likely to attract attention and interaction. Meanwhile, Lieb, R. & Owyang, J. (2012) explained that content marketing must be integrated with other media channels to achieve maximum results. According to them, a content marketing strategy should not stand alone. To reach optimal outcomes, the content created must be connected or synergized with other media channels—whether it's social media, email marketing, paid media (such as advertisements), owned media (such as websites/blogs), or earned media (such as third-party coverage).

In essence, content will be far more effective when it is part of a comprehensive communication strategy, rather than being published in isolation without support or reinforcement from other channels. The goal is to expand reach, strengthen the message, and increase the impact of the content delivered. Indicators: a. Content relevance b. Visual appeal c. Clear product information d. User interaction

Shopping Lifestyle

Shopping lifestyle refers to the patterns of habits, values, and consumer behaviors in shopping that form a part of their lifestyle. It includes how, when, where, and why individuals engage in shopping activities, whether for functional or emotional needs. According to Solomon (2018), lifestyle reflects a person’s way of living as expressed in their activities, interests, and opinions (AIO). Shopping lifestyle is a form of self-expression often influenced by cultural, social, and psychological values. Prakash, G., & Pathak, P. (2021), in their study titled *"Exploring shopping values, Web atmospheric cues and e-loyalty: A study of Indian online consumer"*, seek to understand how the values consumers hold while shopping (shopping values), as well as elements that shape the atmosphere of a website (web atmospheric cues), can influence the formation of consumer loyalty toward online stores (e-loyalty) in India. In other words, they aim to examine: 1) What consumers value when shopping online (e.g., convenience, low prices, entertainment). 2) How website design and appearance (such as color, layout, music, product images) affect the user experience. 3) How all of these factors contribute to consumer loyalty and their continued use of the website in the future.

Lee, S. H., & Park, H. J. (2021) discusses fashion consumption values and shopping lifestyle segmentation among Generation Z. This study focuses on how Generation Z, known as digital natives, evaluate fashion products and how they group themselves based on their shopping lifestyles. The research identifies that fashion consumption values among Generation Z are greatly influenced by their diverse shopping lifestyles. Through cluster analysis, Generation Z can be divided into several segments based on their shopping styles, such as: Fashion seekers, Trend followers, Value-conscious shoppers, and Indifferent consumers. Each segment has unique characteristics related to fashion consumption values, such as hedonic value (pleasure), social value, quality value, and price value.

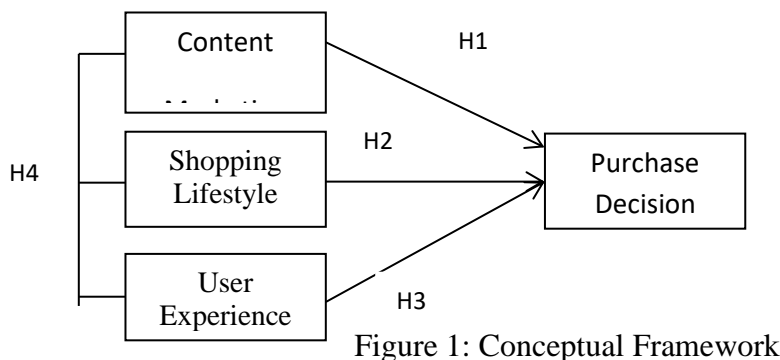
Park, E., & Kim, H. (2021) on consumer behavior in online shopping environments, based on relevant literature. Consumer culture greatly influences how individuals evaluate e-commerce websites, with trust, usability, and perceived risk being the main factors. In Asia (collectivist cultures), platform trust is the key trigger for purchases. In the West (individualist cultures), ease of use and perceptions of risk/security take priority. Enhancing functional benefits (such as personalization, security guarantees, and transaction convenience) and delivering a seamless user experience (flow and satisfaction) are crucial for driving loyalty and repeat purchases. Omnichannel strategy has become essential: e-commerce excels in efficiency and purchase frequency, while physical stores offer distinct emotional value. Common indicators include: a. Frequency of online shopping b. Interest in promotions and discounts c. Tendency to follow trends d. Influence of social media on shopping decisions

User Experience

Shopee User Experience (UX) refers to the overall experience users have when interacting with the Shopee platform, whether through the mobile app or website. UX includes aspects such as: 1). **Ease of**

Navigation. Shopee's interface is designed so users can easily search for products, browse categories, use filters, and complete purchases. 2) **Attractive and Functional User Interface (UI).** The colorful layout and intuitive icons help users understand functions without needing extensive learning. 3) **Simple Transaction Process.** Shopee offers a quick and easy purchase flow, including various payment methods, digital wallet features (ShopeePay), and payment reminders. 4) **Product Personalization and Recommendations.** Shopee uses algorithms to display relevant products based on users' search and purchase history. 5) **Real Time Notifications and Promotions.** Users receive instant updates about flash sales, discounts, and order status through notifications. 6) **Customer Protection and Security Guarantees.** Features like Shopee Guarantee, chat with sellers, and a help center increase user trust and security. 7) **App Speed and Stability.** The Shopee app performs well across various devices, although it may feel heavy during major events like Harbolnas (National Online Shopping Day).

Overall, Shopee's UX is designed to make the online shopping process fast, easy, and enjoyable for users from all backgrounds. If you're interested, I can help analyze Shopee's UX in more technical detail or compare it to competitors like Tokopedia or Lazada. The conceptual framework in this study illustrates the relationship between the variables being examined. The Independent Variables (X) are X1 (Content Marketing), X2 (Shopping Lifestyle), and X3 (User Experience), while the Dependent Variable (Y) is Purchase Decision. The form of the conceptual framework is as follows:



HYPOTHESIS

A hypothesis refers to a temporary answer to a problem that still needs to be tested through research. Therefore, the hypotheses of this study are as follows:

- H1: Content Marketing has a positive and significant effect on purchase decisions on the Shopee marketplace.
- H2: Shopping Lifestyle has a positive and significant effect on purchase decisions on the Shopee marketplace.
- H3: User Experience has a positive and significant effect on purchase decisions on the Shopee marketplace.
- H4: Content Marketing, Shopping Lifestyle, and User Experience simultaneously have a positive and significant effect on purchase decisions on the Shopee marketplace.

METHOD

This research uses a quantitative approach with an explanatory research type. This approach is used to explain the influence of the independent variables Content Marketing, Shopping Lifestyle, and User Experience

on the dependent variable, namely Shopee product purchasing behavior. The sampling technique uses Slovin's formula with a margin of error of 10%, resulting in 100 respondents. Data processing is conducted using IBM SPSS 25 for classical assumption tests, hypothesis testing, and the coefficient of determination test.

RESULT AND DISCUSSION

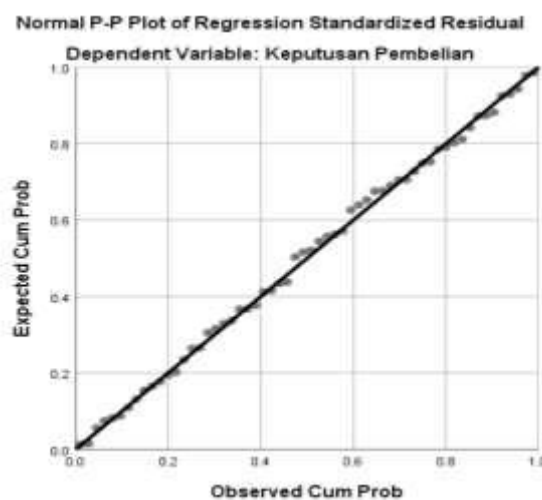
The **Results and Discussion** section presents the findings of the research that has been conducted and discusses the meaning or implications of those findings.

Asumsi Klasik

The purpose of conducting classical assumption tests is to fulfill the requirements in multiple linear regression analysis, which consist of the normality test, multicollinearity test, and heteroscedasticity test (Ghozali, 2022).

1. Normality

The normality test is conducted to determine whether the residuals from a regression model are normally distributed. One common visual method used is the normal probability plot (P-P plot or Q-Q plot). In this plot, a normal distribution will form a straight diagonal line. Residuals that are normally distributed will follow or lie close to this diagonal line.



Graph 1 Normality

Based on the resulting graph, it can be seen that the residual points are spread around the diagonal line and follow its direction. This indicates that the distribution of the residual data approximates a normal distribution. Therefore, it can be concluded that the regression model meets the normality assumption.

2. Multicollinearity

The multicollinearity test was conducted using SPSS software version 25 by examining the Tolerance and Variance Inflation Factor (VIF) values. The general criteria for detecting multicollinearity in a regression model are Tolerance values > 0.10 and VIF values < 10 .

Table 1 Results of Multicollinearity Test

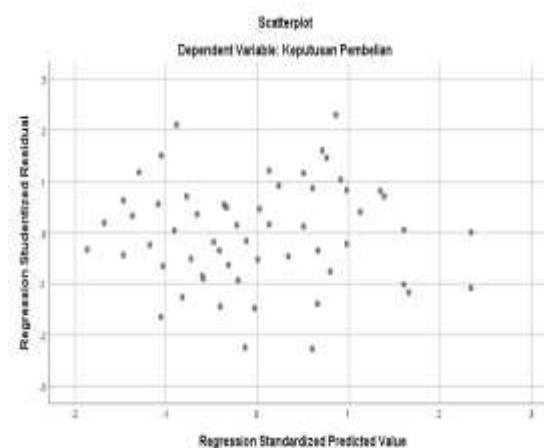
Model	Collinearity Statistics	
	Tolerance	VIF
Content Marketing (X_1)	0.538	1.859
Shopping Lifestyle (X_2)	0.469	2.131
User Experience (X_3)	0.554	1.806

Source: Output results from IBM 25

Based on Table 1 above, all independent variables in the regression model show VIF values less than 10 and Tolerance values greater than 0.10. This indicates that there is no multicollinearity among the independent variables in the regression model used. Therefore, the regression model is considered suitable for further analysis.

Uji Heteroskedastisitas

Heteroscedasticity testing is conducted to determine whether there is an unequal variance of the residuals across observations in a regression model. A good regression model is one that meets the classical assumptions, one of which is the absence of heteroscedasticity (i.e., the presence of homoscedasticity). One way to detect heteroscedasticity is by examining the pattern in a scatterplot between the residuals (or squared residuals) and the predicted (fitted) values.



Graph 2. Heteroscedasticity Test

Based on Figure 2 above, it can be seen that the residual points are randomly scattered and do not form any specific pattern. This random distribution pattern indicates that there is no sign of heteroscedasticity, which refers to non-constant residual variance at different levels of the predictor. Therefore, it can be concluded that the proposed regression model satisfies the assumption of homoscedasticity, where the error variance is relatively constant from one observation to another.

2, Hypothesis Testing

In testing the hypothesis of this study, multiple linear regression analysis was used, which aims to determine the extent to which the independent variables influence the dependent variable. The multiple linear regression analysis was carried out by comparing the t-count with the t-table and the significance value (sig) with $\alpha = 0.05$. The detailed results of the multiple linear regression analysis can be seen in Table 2.

Table 2

Multiple Linear Regression Equation

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	

		B	Std. Error	Beta		Sig.
1	(Constant)	21.05			12.395	.000
	Content Marketing (X ₁)	0.321	0.10	0.45	5.129	.036
	Shopping Lifestyle (X ₂)	0.275	0.12	0.30	3.689	.041
	User Experience (X ₃)	0.382	0.11	0.25	6.845	.028
	F = 68.136					.000
a. Dependent Variable: Purchase Decision (Y)						

Source: Output results from IBM 25

Based on the results of multiple linear regression, the following equation was obtained:

$$Y = 21,05 + 0,321X_1 + 0,275X_2 + 0,382X_3$$

Here is the English translation of your explanation on Multiple Linear Regression and the equation based on Table 2: 1) The constant value of 21.05 indicates that if the variables Content Marketing, Shopping Lifestyle, and User Experience are all at zero (theoretically assumed), then the Purchase Decision is estimated to be 21.05. This represents the baseline purchase decision without the influence of the three independent variables. 2) Content Marketing has a positive effect on Purchase Decision. Assuming other variables are held constant, an increase of one unit in Content Marketing will increase the Purchase Decision by 0.321 units. This means that the stronger the Content Marketing, the more likely consumers are to make a purchase decision on the Shopee marketplace. 3) Shopping Lifestyle also has a positive influence on Purchase Decision. A one-unit increase in Shopping Lifestyle, assuming the other variables remain unchanged, will increase the Purchase Decision by 0.275 units. In other words, the better the consumer's Shopping Lifestyle, the higher the likelihood of making a purchase. 4) User Experience has the greatest influence on Purchase Decision compared to the other two variables. An increase of one unit in User Experience, assuming other variables remain constant, will increase the Purchase Decision by 0.382 units. Furthermore, the significance value of 0.000 indicates that this influence is statistically highly significant.

Partial Test

Partial Test (Uji Parsial) is one of the methods in regression analysis used to examine the influence of each independent variable (X) on the dependent variable (Y) individually, assuming that the other variables remain constant. This test is commonly conducted using the t-test (partial t-test). Its purpose is to determine whether each independent variable has a statistically significant effect on the dependent variable on its own. Based on Table 2 above, the t-test results and t-table values are presented to assess the effect of each independent variable on the dependent variable. The results show that Content Marketing (X₁) has a positive and significant effect on Purchase Decisions on the Shopee marketplace, as indicated by a t-value of 5.129, which is greater than the t-table value of 1.985. The significance value (Sig) is 0.036 (3.6%), which is less than the alpha level of 0.05 (5%).

Similarly, Shopping Lifestyle also has a positive and significant influence on Purchase Decisions, as shown by a t-value of 3.689, which is greater than the t-table value of 1.985, and a Sig value of 0.041 (4.1%), which is less than the alpha level of 0.05 (5%). Likewise, User Experience has a positive and significant effect



on Purchase Decisions on the Shopee marketplace, with a t-value of 6.845, which is greater than the t-table value of 1.985, and a Sig value of 0.028 (2.8%), which is below the 0.05 threshold. Practically, User Experience is the most influential variable in Purchase Decisions related to Shopping Lifestyle, as it has the highest coefficient and t-value compared to Content Marketing and Shopping Lifestyle. Additionally, the significance value for User Experience is lower than that for Content Marketing and Shopping Lifestyle, further supporting its greater influence.

Simultaneous Test (F-Test)

Based on the results of the multiple linear regression analysis in Table 2, the F-value obtained is 68.136 with a significance level (Sig.) of 0.000. This significance value is far below the threshold of 0.05, indicating that the regression model is statistically significant. In other words, the independent variables—Content Marketing (X_1), Shopping Lifestyle (X_2), and User Experience (X_3)—simultaneously have a significant effect on the dependent variable, which is Purchase Decision (Y). Therefore, this regression model is appropriate for explaining the influence of the three independent variables on purchase decisions in the studied marketplace.

Coefficient of Determination (R^2)

Based on the research results shown in Table 3, the Adjusted R Square value is 0.670. This indicates that 67.0% of the variation in the dependent variable (Y) can be explained by the three independent variables: Content Marketing, Shopping Lifestyle, and User Experience. Meanwhile, the remaining 33.0% is explained by other variables outside the model that were not included in this study. Adjusted R Square is used in this research because there are more than two independent variables, making it the more appropriate and balanced measure.

Table 3 Adjusted R Square Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.7874	0.620	0.670	0.450
a. Predictors: (Constant), X_3 , X_1 , X_2				

Source: Output results from IBM 25.

DISCUSSION

This discussion aims to examine how the three independent factors content marketing, shopping lifestyle, and user experience affect consumer purchasing decisions on the Shopee marketplace. To that end, each factor is explained as follows:

The Influence of Content Marketing on Purchase Decisions

Based on data analysis, content marketing has a positive and significant influence on purchasing decisions on the Shopee marketplace. This indicates that the more attractive and relevant the content presented (such as product descriptions, images, videos, promotions through influencers, and Shopee's social media content), the higher the likelihood that consumers will make a purchase. This aligns with the theory that effective content marketing can influence perception, build trust, and drive consumer decision-making. The majority of respondents felt that the content presented by Shopee helped them understand the product and convinced them to buy. According to Debora Christine Girsang & Aprinawati (2024), content marketing initiatives essentially play an important role in shaping the preferences and behavior of management students when purchasing clothing on Shopee Live. These findings emphasize the importance of strategically creating and distributing content to encourage consumer engagement and support the decision-making process in the context of e-commerce platforms. Meanwhile, Brian Ramadhan & Nor Lailla (2024) found that content marketing, live streaming, and co-branding have a positive and significant effect on purchasing decisions, with live streaming

being the most dominant variable. These findings highlight the importance of an integrated digital marketing strategy in increasing sales conversions on e-commerce platforms.

The Influence of Shopping Lifestyle on Purchase Decision

The shopping lifestyle has been proven to have a positive and significant influence on purchasing decisions on marketplaces such as Shopee. Consumers with a consumptive lifestyle who are accustomed to shopping online tend to be more easily driven to purchase products on Shopee. This finding is supported by data showing that the majority of respondents belong to the younger generation (Millennials and Gen Z), who tend to engage in impulsive buying and consider online shopping as a part of their lifestyle. Features such as flash sales, free shipping, and live shopping further reinforce this effect. A study conducted by Wulandari et al. (2023) found that shopping lifestyle has a positive and significant influence on impulsive buying decisions. In other words, the higher a person's shopping lifestyle—characterized by shopping as entertainment, a social activity, or a form of self-expression—the greater their tendency to make impulsive purchases on e-commerce platforms like Shopee and Lazada.

According to research by Rahman & Hubeis (2023), shopping lifestyle also has a positive and significant effect on purchasing decisions. These findings indicate that the higher an individual's shopping lifestyle—which reflects modern consumption patterns such as the enjoyment of shopping, a tendency to follow fashion trends, and shopping as a form of self-actualization—the more likely they are to decide to purchase products from brands like Uniqlo. Shopping lifestyle plays a role as a driver of consumer behavior in making purchasing decisions, particularly among urban communities such as those in the Jabodetabek area. In other words, consumers who view shopping as part of their lifestyle are more easily tempted to make unplanned purchases, especially when exposed to attractive offers on shopping apps.

Based on the above research findings, it can be concluded that shopping lifestyle significantly influences purchasing decisions. A shopping lifestyle, which includes preferences for trends, convenience, and the enjoyment of shopping, has been proven to affect consumer behavior in making purchasing decisions. The higher a person's shopping lifestyle intensity, the greater their tendency to make purchases—both planned and impulsive. Therefore, businesses need to understand the lifestyle characteristics of their consumers in order to develop effective marketing strategies.

The Influence of User Experience on Purchase Decisions

User Experience (UX) is a highly influential factor in purchasing decisions on marketplaces like Shopee. Aspects such as a user-friendly interface, fast and secure transactions, and ease of product search play a major role in shaping customer satisfaction and their final purchasing decisions. The majority of respondents acknowledge that the ease and convenience of using the Shopee app make them shop more frequently on the platform. This indicates that good UX not only increases customer loyalty but also boosts purchase conversion. A study by Alrizki & Kusuma Dewi (2023) found that user experience plays a crucial role in influencing customer satisfaction, which in turn impacts purchasing decisions. In the context of Blibli, a positive user experience—such as easy navigation, attractive design, fast loading times, and responsive interactions—creates a sense of comfort and trust among customers. Meanwhile, Tauran, Rahayu, & Marsella (2024) concluded that user experience has a significant influence on purchasing decisions in games. This means that comfort and enjoyment in gameplay—such as responsive controls, appealing graphics, and network stability—increase user satisfaction and encourage them to engage more, including making purchases of cosmetic items or battle passes.

Additionally, emotions and emotional involvement, defined as positive emotions felt during gameplay (e.g., a sense of achievement, the fun of playing with friends, or the excitement of competitive matches), drive players to value the game emotionally. This increases the likelihood of them making purchases as a form of support or self-expression within the game.

Furthermore, social and community factors—supported by UX elements like easy co-op play, chat functions, and ranking systems—help create a strong community. This strengthens player attachment and motivates purchases as a form of active participation. In conclusion, user experience in *League of Legends: Wild Rift* not only affects player satisfaction but also directly influences their purchasing intentions and decisions within the game. Game developers who can strategically manage UX can drive monetization without compromising the quality of the gaming experience.

4. Simultaneous Influence (Multiple Linear Regression Test)



Simultaneously, the three independent variables—Content Marketing, Shopping Lifestyle, and User Experience—have a significant influence on purchasing decisions on the Shopee marketplace. This is evidenced by the Multiple Linear Regression test, which shows that the combination of these three factors explains a substantial portion of the variation in respondents' purchasing decisions. Research conducted by Tivani et al. (2023) indicates that, simultaneously, brand image, content marketing, and shopping lifestyle significantly influence purchasing decisions. Partially, brand image and shopping lifestyle have a significant impact, whereas content marketing shows a weaker influence. These findings have implications for e-commerce businesses to pay greater attention to brand image and understanding consumer lifestyles in order to improve purchasing decisions on the Shopee platform.

Another study by Puja et al. (2023) highlights the importance of integrated marketing strategies and understanding consumer lifestyles in increasing impulsive online purchases. This study offers practical implications for e-commerce businesses in designing engaging promotions and content to encourage quick and unplanned purchasing decisions. In other words, Shopee's success in driving consumer purchasing decisions is not determined by a single factor, but rather the result of a synergy between effective content strategies, an understanding of consumer lifestyles, and the provision of an optimal user experience.

CONCLUSION

The conclusion of this study shows that the three independent variables Content Marketing, Shopping Lifestyle, and User Experience have a positive and significant influence on purchasing decisions on the Shopee marketplace. User Experience is the most dominant variable affecting purchasing decisions. To enhance consumer purchasing decisions, both Shopee and sellers need to focus on optimizing content marketing strategies, creating a comfortable and efficient user experience, and providing features that align with the current digital shopping lifestyle of consumers.

SUGGESTIONS

Here is the English translation of your suggestions for Shopee: 1) **Enhance Content Marketing Strategy.** Increase the amount of relevant and engaging content such as product tutorial videos, live streaming, and influencer reviews to boost consumer interest. 2) **Optimize User Experience.** Improve the interface of the app and website to make it more intuitive, fast, and user-friendly, and ensure that the payment and delivery systems run smoothly. 3) **Adapt to Consumer Shopping Lifestyles** Align features and promotions with consumer trends, such as flash sales, shopping gamification, and wishlist features that support both impulsive and routine shopping habits.

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