

The Influence of Ease of Use, Promotion, And Price on Consumers' Purchase Intention in The Bukalapak Marketplace
(A Case Study of Bukalapak Users Among Undergraduate Management Students at Mercu Buana University, Meruya)

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ABSTRACT

Three drivers — Ease of Use, Promotion, and Price, are examined here for the part each play in pushing consumers of the Bukalapak marketplace toward a purchase. The study followed a causal, quantitative design. Undergraduate management students at Universitas Mercu Buana Meruya who had already used Bukalapak formed the target population; from this group, 190 individuals were chosen through purposive, non-probability sampling. Data collection relied on a questionnaire, after which the numbers were run through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. What emerged was a consistent pattern: all three factors push purchase intention upward in a statistically meaningful way, and among them, Price carries the heaviest weight, with Ease of Use next and Promotion last

INTRODUCTION

Buying and selling no longer require the seller and buyer to stand in the same room a shift made possible by how quickly information technology, the internet chief among its drivers, has moved forward. Transactions that once needed a physical encounter can now unfold online at practically any hour, from practically anywhere. That change has pushed internet use in Indonesia to new heights and opened a path for a great many people to launch or grow a business through e-commerce (Wardani & Hartoto, 2024).

What counts as a marketplace, then, is an internet-based digital space where sellers and buyers meet electronically: many sellers listing goods or services side by side, and buyers weighing which listing fits their needs and budget best. It is through platforms of this kind that business actors – MSMEs (Micro, Small, and Medium Enterprises) very much included – now find their most workable route to a broader market in today's digital landscape (Wardani & Hartoto, 2024).

E-commerce's continued expansion has, in turn, sharpened the contest among Indonesia's marketplace platforms. Visitor statistics compiled by Similarweb.com (2025) covering October through December 2024 place Shopee at the top, drawing 124.9–133.2 million visits; Tokopedia follows with 67.8–71.7 million, then Blibli at 24.5–29.7 million, Lazada at 21.5–24.5 million, and Orami at

6.1–7.3 million. Bukalapak sits at the bottom of that list, and its numbers were moving the wrong way – 5.9 million visits in October slipping to 5.0 million in November and 4.8 million by December 2024. What makes that slide worth a closer look is its timing: it happened just as rivalry among the platforms was heating up, which is reason enough to treat Bukalapak as a worthwhile case for study.

Several threads help explain why Bukalapak sits where it does. Next to bigger names like Shopee and Tokopedia – armed with live-streaming, real-time flash sales, and in-app games – its feature lineup can feel comparatively static. Its promotions, too, read as more subdued next to blockbuster campaigns such as Waktu Indonesia Belanja or the 9.9, 11.11, and 12.12 events run by other players, and its digital-payment lineup covers less ground. A GoodStats.id (2024) survey adds weight to this picture: Indonesian shoppers rank time flexibility (75%), promotions (66%), and easy price comparison (52%) among their top concerns in choosing where to shop online, alongside product reviews, stock availability, payment methods, and how well products are described.

Support for these observations also came from a small preliminary survey of 31 Bukalapak users: 29 called the app less convenient to use than competing platforms, another 29 found its promotions unappealing, and all 31 rated its prices as less competitive – with every one of those 31 saying they would rather shop elsewhere online. The wider research record on these three factors is anything but settled: Ihsan et al. (2023) linked ease of use to purchase intention in a significant, positive way, yet Sutrisna and Sutisna (2024) turned up nothing of the sort; Nopitasari (2022) found promotion mattered significantly, while Malik, Adha, and Haryati (2023) did not; and Cen (2022) reported a significant,

positive role for price where Kasman, Abdillah, and Yusuf (2023) found none. What none of this earlier work has done is bring all three variables together in one study set specifically within Bukalapak.

That gap — paired with what the background and the preliminary survey point to — is what this study addresses: it looks at how ease of use, promotion, and price, taken together, shape purchase intention toward Bukalapak, using undergraduate management students at Universitas Mercu Buana Meruya as its sample. On the practical side, the results are meant to give Bukalapak's

management something to work with as it shapes strategy for lifting purchase intention; on the theoretical side, the study is meant to add a piece to the marketing literature on how Indonesian consumers behave toward home-grown e-commerce platforms.

LITERATURE REVIEW

Purchase Intention

At its core, purchase intention is the readiness someone feels — the pull, the drive, the wanting — to go ahead and buy a product or service, a state that typically takes shape only after they have gathered information and stacked the available brands up against each other (Nirmala et al., 2024). Its indicators trace back to the micro-model of consumer response set out by Kotler, Keller, and Chernev (2021), as cited in Wardhana (2024): awareness, liking, preference, conviction, and finally purchase intention itself — the point at which a consumer is ready both to accept an offer and to pass the recommendation on to someone else.

Ease of Use

Ease of use is best described as how strongly a person believes that a piece of technology will not demand much effort from them — sparing them time, energy, and the cost of figuring it out (Gischa, 2023). Perwitasari (2022) puts it in terms of perception: a system judged easy to use is one a person feels will pay off or spare them work, and systems read this way tend to get adopted faster. Here, the construct is broken into four dimensions, borrowed from Siagian and Widayati (2022): how easily it is learned, how easily it is remembered, how flexible it is, and how clear it is.

Promotion

Promotion, in simple terms, is what a business does to put a product or service in front of the public and stir up interest (Shaid, 2022). It sits alongside product, price, and place as one of the marketing mix's core pieces, carrying real weight in driving sales and shaping brand recognition (Yulianto et al., 2024). Six dimensions form the basis for measuring it in this study — advertising, sales promotion, personal selling, public relations, direct marketing, and digital marketing — following Halim and Keni (2023).

Price

Price, plainly stated, is what a buyer parts with in money to obtain goods from a seller (Zulkarnaen, 2023). It does more than facilitate an exchange, though — it also works as a signal in the buyer's mind about value and quality. This study leans on four dimensions adapted from Kotler and Armstrong (2016), as

cited in Wardani and Hartoto (2024), to capture price: how affordable it is, how it stacks up against quality, how it compares with competitors, and how well it matches the benefit received.

Hypothesis Development

A significant, positive tie between ease of use and purchase intention on Shopee turned up in Ihsan et al.'s (2023) work among students, and similar results came from Uljannah and Santoso (2024) looking at repeat purchase intention on Shopee, and from Holdenanda and Achsa (2022) studying purchase intention toward GrabFood. On that footing:

H1: Ease of Use has a positive effect on Purchase Intention.

Promotion's positive, significant pull on GrabFood purchase intention was documented by Holdenanda and Achsa (2022), with Nopitasari (2022) and Falah, Hariasih, and Sudarso (2024) turning up much the same in Shopee's setting. Building from there:

H2: Promotion has a positive effect on Purchase Intention.

As for price, Wardani and Hartoto (2024) traced a positive, significant effect on purchase intention specifically within Bukalapak, a finding that lines up with what Holdenanda and Achsa (2022) and Falah, Hariasih, and Sudarso (2024) reported elsewhere. From this:

H3: Price has a positive effect on Purchase Intention.

Pulling the review and the hypotheses together gives the study's conceptual model: Ease of Use (X1), Promotion (X2), and Price (X3) sit as exogenous constructs feeding into Purchase Intention (Y), the endogenous construct — laid out visually in Figure 1.

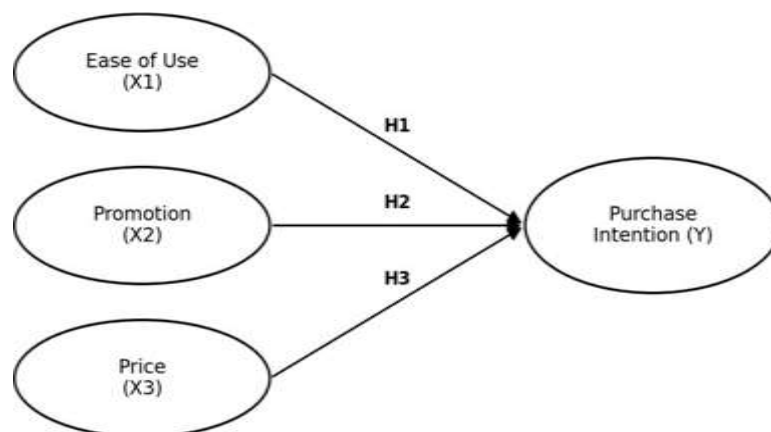


Figure 1. Conceptual Framework

METHODOLOGY

A quantitative, causal design frames the study, built to test how three independent variables – Ease of Use, Promotion, and Price – bear on one dependent variable, Purchase Intention, with no direct manipulation of any variable along the way (Sugiyono, 2022; Aryani & Kurnianingsih, 2023). Fieldwork stretched from June 2025 to August 2026 and drew on undergraduate management students in the Faculty of Economics and Business at Universitas Mercu Buana, Meruya, all of them Bukalapak users.

Out of a population of 1,643 undergraduate management students at that campus, a non-probability, purposive method picked the sample – eligibility hinging on being an active undergraduate management student there and having used Bukalapak. Following the rule Hair et al. (2021) lay out – five times the number of indicators, which came to 38 – the target landed at 190 respondents. A structured questionnaire, distributed online through Google Form, gathered the data on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). SmartPLS 4.0 handled the analysis via Partial Least Squares Structural Equation Modeling (PLS-SEM), unfolding in two stages: the outer (measurement) model came first, checking convergent validity (outer loadings past 0.70, AVE past 0.50), discriminant validity (cross-loading plus the Fornell-Larcker criterion), and reliability (Cronbach's Alpha and Composite Reliability past 0.70); the inner (structural) model came second, covering R-Square, F-Square, Q-Square, model-fit indices, and bootstrap-based hypothesis testing, with significance set at a T-statistic above 1.96 and a p-value under 0.05 (Hair et al., 2021).

RESEARCH RESULT

Overview of the Research Object

Among Indonesia's earliest technology-based e-commerce ventures is Bukalapak, launched by Achmad Zaky back in 2010. Since then, the company's efforts have centered on helping Micro, Small, and Medium Enterprises (MSMEs) grow and hold their own through digital means (Ranti, 2025). Its reach today goes past marketplace functions alone, into digital payments, virtual goods, and technology services for businesses – including tie-ups with brick-and-mortar retailers meant to speed small businesses' move into the digital space.

Descriptive Analysis of Respondents

Bukalapak-using undergraduate management students, 190 in all, made up the study's respondent pool. Women accounted for 56.3% (107 people), men for 43.7% (83 people). Most fell into the 21–23 age bracket (86.3%, or 164 people), trailed by the 18–20 group (8.9%) and the 24–26 group (4.7%). Every one of them, without exception, was studying at the S1 (undergraduate) level. On the work front, 91.1% were students only, while the remaining 8.9% also held down jobs in the private sector. As for how long they had been studying, the 1–3-year bracket led at 51.1%, then 3–5 years at 30%, 6 months to a year at 11.1%, and under 6 months at 7.9%.

Descriptive Analysis of Research Variables

Looking at Ease of Use, the item on clear usage instructions in the app pulled the top mean score (4.168), while clarity of the information shown came in at the bottom (3.768) – a gap suggesting that instructions land well enough, but how information gets presented could use work. Within Promotion, seller friendliness topped the list (mean 4.147), whereas how often discounts arrived scored lowest (3.726), hinting that Bukalapak's discount programs have yet to hit their stride. On Price, the item about affordability not straining consumers' finances came out highest (4.174), while how competitive prices seemed against other marketplaces scored lowest (3.732). And for Purchase Intention, trust in Bukalapak as a dependable platform led the pack (4.174), with willingness to recommend it to others trailing (3.732).

Measurement Model Evaluation (Outer Model)

Convergent Validity. Every single indicator across Ease of Use, Promotion, Price, and Purchase Intention cleared the 0.70 outer-loading mark, so convergent validity held up without dropping a single item. Table 1's Average Variance Extracted (AVE) figures back this up, all sitting above the 0.50 floor.

Table 1. Average Variance Extracted (AVE)

Variable	AVE
Ease of Use	0.594
Promotion	0.639
Price	0.596
Purchase Intention	0.682

Source: Output of SmartPLS 4.0 (2026)

Discriminant Validity. Two checks were run here – cross-loading and the Fornell-Larcker criterion. Under cross-loading, every indicator landed its strongest score on the construct it was built to measure. Table 2's Fornell-Larcker results tell the same story: each construct's AVE square root beats its correlation with every other construct.

Table 2. Discriminant Validity (Fornell-Larcker Criterion)

Variable	Price	Ease of Use	Purchase Intention	Promotion
Price	0.772			
Ease of Use	0.419	0.771		
Purchase Intention	0.679	0.641	0.826	
Promotion	0.336	0.361	0.579	0.799

Source: Output of SmartPLS 4.0 (2026)

Reliability. Every construct came through with solid internal consistency – Cronbach’s Alpha and Composite Reliability figures sit well past 0.70 across the board, as Table 3 lays out.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
Ease of Use	0.902	0.905	0.921	Reliable
Promotion	0.948	0.950	0.955	Reliable
Price	0.903	0.906	0.922	Reliable
Purchase Intention	0.948	0.949	0.955	Reliable

Source: Output of SmartPLS 4.0 (2026)

Structural Model Evaluation (Inner Model)

R-Square. An R-Square of 0.694 for Purchase Intention (0.689 once adjusted) means Ease of Use, Promotion, and Price together account for 69.4% of what drives its variance – a level that sits in the moderate-to-strong range – leaving 30.6% down to factors this model doesn’t touch.

Q-Square. A Q-Square predict value of 0.679 for Purchase Intention, comfortably clear of zero, points to solid predictive relevance in the model.

F-Square. Table 4’s effect-size figures put Price ahead of the pack in influence on Purchase Intention, with Ease of Use next and Promotion trailing.

Table 4. F-Square Test Results

Variable	F-Square	Description
Ease of Use	0.307	Medium
Promotion	0.258	Medium
Price	0.472	Large

Source: Output of SmartPLS 4.0 (2026)

Model Fit. An SRMR of 0.049 – comfortably under the 0.08 ceiling – together with a d_ULS of 1.783, a d_G of 0.815, and an NFI of 0.856, all point the same direction: the model fits the observed data well.

Hypothesis Testing

Bootstrapping formed the basis for testing each hypothesis, with a T-statistic over 1.96 and a p-value under 0.05 marking significance. Table 5 lays out what came of it.

Table 5. Hypothesis Testing Results (Bootstrapping)

Path	Original Sample (O)	T-Statistics	P-Values	Result
Ease of Use → Purchase Intention	0.350	7.473	0.000	Accepted
Promotion → Purchase Intention	0.309	6.142	0.000	Accepted
Price → Purchase Intention	0.429	9.561	0.000	Accepted

Source: Output of SmartPLS 4.0 (2026)

DISCUSSION

The Effect of Ease of Use on Purchase Intention

H1 holds up: ease of use does push Bukalapak consumers' purchase intention in a positive, significant direction. Among the descriptive indicators, clarity of the app's usage instructions scored highest — a sign that, for a student population this comfortable with digital tools, straightforward instructions and easy navigation are what keep them coming back to the platform. That lines up with what Ihsan et al. (2023) reported about ease of use's positive, significant weight in students' purchase intention toward Shopee, and it fits Uljannah and Santoso's (2024) findings on repeat purchase intention as well.

The Effect of Promotion on Purchase Intention

H2 also finds support: promotion carries a positive, significant relationship with purchase intention. Seller friendliness scored highest among the promotion indicators, suggesting student consumers register promotion less as discounts or markdowns and more as the quality of the seller-buyer exchange itself. Holdenanda and Achsa's (2022) conclusion — that promotion through social media, engaging content, and free shipping lifts purchase intention in a meaningful way — points in the same direction.

The Effect of Price on Purchase Intention

Among all three variables, price shows the strongest positive, significant pull on purchase intention, giving H3 its support. The indicator on Bukalapak's prices not being a financial strain scored highest — unsurprising, given how closely students tend to watch their budgets. This tracks with what Wardani and Hartoto

(2024) found about price's positive, significant role in Bukalapak purchase intention, and with Holdenanda and Achsa's (2022) observation that pricing seen as affordable and quality-matched strengthens the intention to buy.

CONCLUSIONS AND RECOMMENDATIONS

Set against the question of how ease of use, promotion, and price shape purchase intention toward Bukalapak among undergraduate management students at Universitas Mercu Buana Meruya, this study's findings point one way: all three variables push purchase intention upward in a positive, significant fashion, price leading, ease of use next, promotion last – and together, the three account for 69.4% of purchase intention's variance, a moderate-to-strong showing of predictive strength.

For Bukalapak, the path forward involves sharpening app usability further – a cleaner, more consistent interface, faster product search, a smoother checkout – alongside stronger promotional appeal, especially free-shipping vouchers made more widely available with lighter minimum-purchase requirements, plus closer coordination with sellers and regular price benchmarking to shore up how competitive its pricing feels to consumers. Later researchers might expand the model with variables like trust, service quality, or brand image, and broaden the lens to other marketplaces or a more varied respondent base to strengthen how far these findings can travel.

ADVANCED RESEARCH

Given that the sample stays within undergraduate management students at Universitas Mercu Buana Meruya, generalizing these findings to other groups calls for caution. The 0.694 R-Square figure leaves 30.6% of purchase intention's variance unaccounted for by factors outside the model, and the cross-sectional design means consumer perceptions were captured at just one point in time. Purposive sampling, while a sound methodological fit here, brings some risk of selection bias along with it. Future work would do well to widen the sample to other campuses or regions, bring in more explanatory variables, and consider longitudinal designs that can track how purchase intention toward marketplace platforms shifts as time passes.

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