

The Role of Brand Image in Mediating Sales Promotion and Perceived Ease of Use Toward Purchase Decisions for Fashion Products Among Zalora Marketplace Consumers in Jember

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ABSTRACT

This study aims to analyze the influence of sales promotion and perceived ease of use on purchasing decisions of fashion products among Zalora consumers in Jember, with brand image as a mediating variable. This research employs a quantitative approach by distributing questionnaires to respondents who have made purchases through the Zalora platform. Data were analyzed using Partial Least Square (PLS) to examine both the structural model and measurement model, enabling evaluation of direct and indirect relationships among the research variables. The results indicate that sales promotion and perceived ease of use have a positive and significant influence on purchasing decisions. Furthermore, sales promotion and perceived ease of use are found to positively affect brand image. The findings also show that brand image significantly influences purchasing decisions. Mediation testing confirms that brand image mediates the relationship between sales promotion and perceived ease of use on purchasing decisions, demonstrating the strategic role of brand image in strengthening the impact of marketing stimuli and digital platform experience on consumer purchasing decisions on Zalora in Jember.

Keywords: Brand Image, Perceived Ease of Use, Purchasing Decision, Sales Promotion,

INTRODUCTION

The advancement of digital technology in recent years has significantly transformed consumer purchasing behavior, particularly within the fashion industry, which is now increasingly dominated by online shopping activities. Consumers are shifting away from conventional in-store purchasing and turning toward digital platforms due to the convenience, accessibility, time efficiency, and broader product availability that online marketplaces provide. In Indonesia, Zalora has positioned itself as one of the leading fashion-focused e-commerce platforms, offering curated product selections, a modern digital shopping experience, and application features designed to support seamless browsing and purchasing. As online competition intensifies, marketplace platforms are required to adopt strategic marketing approaches that can attract consumers and positively shape their purchasing decisions. Sales promotion has become one of the most frequently utilized strategies in digital commerce environments. Kotler and Keller (2016) describe sales promotion as a short-term incentive aimed at stimulating immediate consumer response, commonly implemented through mechanisms such as discounts, vouchers, cashback, flash sales, bundling offers, and membership benefits. Previous research indicates that such promotions can increase consumers' perceived transactional benefits and urgency, often resulting in higher conversion rates and accelerated purchase decisions (Batubara, 2020; Dewi and Sanjaya, 2021).

Alongside promotional strategies, technological aspects also play a crucial role in influencing online purchasing behavior, particularly through perceived ease of use. This concept is rooted in the Technology Acceptance Model (TAM) formulated by Davis (1989), which posits that the extent to which a system is perceived as easy to operate contributes directly to individuals' willingness to adopt and continuously use the system. In an e-

commerce context, perceived ease of use may involve smooth navigation, clear interface design, efficient product search mechanisms, user-friendly checkout processes, and a platform free from technical errors. Prior studies have demonstrated that perceived ease of use enhances consumer confidence, reduces hesitation, and increases the likelihood of purchasing decisions, especially in fashion transactions where product comparison and browsing behavior are relatively intensive (Herlin, 2019; Krisna, 2021).

Beyond these factors, brand image has emerged as a significant determinant in online fashion purchases. Keller (2018) explains that brand image consists of associations, perceptions, and beliefs formed in consumers' minds through accumulated experiences and exposure to a brand. In the context of Zalora, brand image is reflected not only in its visual identity and product offerings but also in its perceived reliability, transaction security, customer service responsiveness, and the professionalism of the platform. A strong and positive brand image generates trust, reduces perceived risk, and increases consumer confidence in making purchases—an aspect particularly relevant in online fashion transactions where products cannot be physically examined prior to buying (Adirinekso, 2020; Yosepha, 2021).

The relevance of these variables becomes particularly significant when viewed in the context of regional consumer behavior. Respondents in this study, consumers residing in Jember who have purchased fashion products through Zalora represent a growing segment of digital shoppers outside major metropolitan areas. Their behavioral patterns indicate increasing familiarity with online shopping platforms, heightened responsiveness to promotional programs, and growing expectations for user-friendly digital systems. The increasing adoption of e-commerce within Jember suggests that purchasing decisions are not solely shaped by product needs, but also by perceived platform convenience, perceived value from promotional offers, and trust built through brand image. The experiences and perceptions of these respondents provide meaningful insight into how digital platforms like Zalora expand and strengthen their market penetration in secondary cities.

Given the evolving nature of online shopping behavior among consumers in Jember, it becomes essential to empirically examine how sales promotion and perceived ease of use influence purchase decisions, and whether brand image functions as a mediating mechanism in these relationships. This study intends to address this gap by focusing on Zalora users in Jember who have prior experience with online fashion purchases. The findings are expected to contribute theoretically to the growing body of literature on digital consumer behavior and practically to e-commerce strategy development particularly in tailoring platform features, marketing strategies, and brand positioning for regional market segments such as Jember.

METHODS

This study employed a quantitative research approach to examine the relationship between sales promotion, perceived ease of use, brand image, and purchase decisions among Zalora consumers in Jember. The quantitative method was selected because it enables systematic measurement of variables and statistical testing of proposed hypotheses using numerical data. The focus of this research is explanatory in nature, aiming not only to describe the level of respondent responses but also to explain causal relationships between the variables studied.

Data collection was carried out using a structured questionnaire distributed online through Google Forms. The use of an online survey platform was deemed appropriate given the research context, as the respondents represent active online marketplace users who are familiar with digital platforms. The questionnaire was designed using a Likert scale, allowing respondents to indicate their degree of agreement with each statement

ranging from strongly disagree to strongly agree. The instrument consisted of statements measuring four main constructs: sales promotion, perceived ease of use, brand image, and purchase decision, each adapted and refined from validated measurement items used in previous research.

The population in this study consisted of individuals residing in Jember who had made at least one fashion product purchase through Zalora. Because the exact population size could not be determined, a non-probability sampling technique was applied, specifically purposive sampling. This method ensured that only respondents who met the predetermined criteria—namely experience purchasing from Zalora—were included. A total of 150 valid responses were collected and analyzed, representing a sufficient sample size for structural equation modeling using Partial Least Square (PLS).

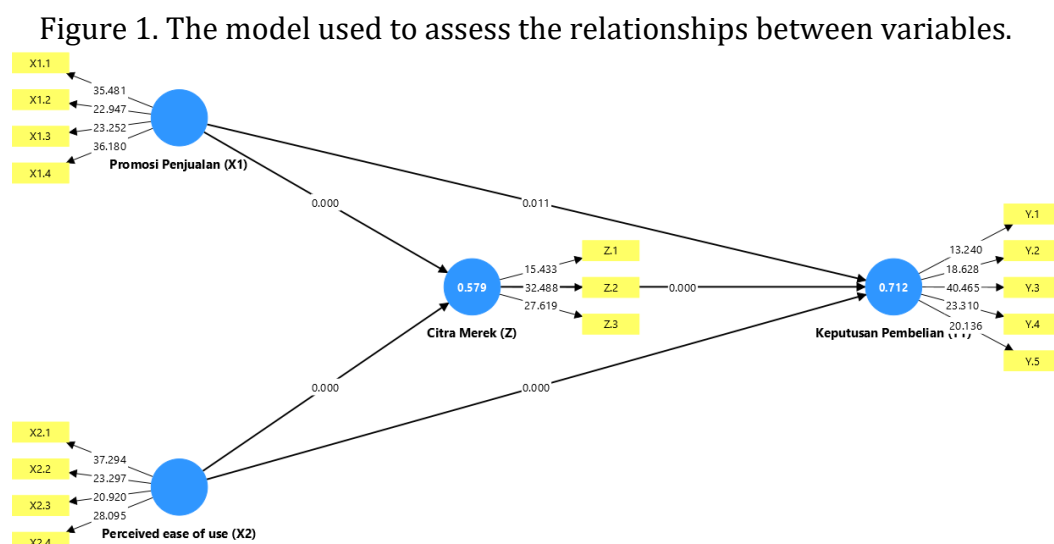
Data analysis was performed using Partial Least Square Structural Equation Modeling (PLS-SEM). This analytical technique was chosen because it is suitable for predictive modeling, complex variable relationships, and research conditions involving non-normal data distribution. The analysis consisted of two stages: evaluation of the measurement model (outer model), which examined indicator reliability and construct validity, and evaluation of the structural model (inner model), which tested the hypothesized relationships among variables, including the mediating role of brand image.

RESULTS AND DISCUSSION

Result

a. Hypothesis Testing (Path Coefficient)

Hypothesis testing is conducted by examining the path coefficient values generated through the SmartPLS bootstrapping procedure to determine the existence of direct effects among variables. The following figure illustrates the model used to assess the relationships between variables.



This testing procedure is performed after the evaluation of both the outer model and inner model meets the required criteria and demonstrates acceptable relevance. The hypothesis testing is intended to validate the proposed hypotheses and predictions formulated earlier in the study.

In the model hypothesis testing process, the decision to accept or reject a hypothesis is determined based on the resulting P-value. A hypothesis is considered accepted when the P-value is less than 0.05 ($P < 0.05$). Furthermore, to determine whether

the influence is positive or negative, the direction of the effect can be identified by examining the path coefficient value, which refers to the original sample value reported in the corresponding output table.

b. Direct Effect Testing Results

Table 1. Bootstrapping Results for Direct Effect Hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Brand Image (Z) -> Purchasing Decision (Y1)	0.384	0.379	0.080	4.795	0.000	Accepted
Perceived ease of use (X2) -> Brand Image (Z)	0.348	0.343	0.061	5.731	0.000	Accepted
Perceived ease of use (X2) -> Purchasing Decision (Y1)	0.401	0.401	0.058	6.874	0.000	Accepted
Sales Promotion (X1) -> Brand Image (Z)	0.507	0.499	0.069	7.362	0.000	Accepted
Sales Promotion (X1) -> Purchasing Decision (Y1)	0.176	0.173	0.069	2.553	0.011	Accepted

Source: SmartPLS4 Output, 2025

Based on the results of the direct effect testing presented in Table 1, the path coefficient values for each variable relationship are interpreted as follows:

- Hypothesis 1: The Effect of Sales Promotion on Purchase Decision**
The results of the data analysis indicate that the path coefficient for the effect of Sales Promotion on Purchase Decision is 0.176, showing a positive value. This means that Sales Promotion positively influences Purchase Decision. The p-value obtained is 0.011, and since this value is below 0.05, the result is considered statistically significant. Therefore, it can be concluded that Sales Promotion has a positive and significant effect on Purchase Decision, and thus Hypothesis 1 is accepted.
- Hypothesis 2: The Effect of Perceived Ease of Use on Purchase Decision**
The analysis results show that the path coefficient for the effect of Perceived Ease of Use on Purchase Decision is 0.401, indicating a positive influence. This demonstrates that Perceived Ease of Use positively affects Purchase Decision. The p-value of 0.000 is below the significance threshold of 0.05, meaning the effect is statistically significant. Accordingly, it can be concluded that Perceived Ease of Use has a positive and significant impact on Purchase Decision, and Hypothesis 2 is accepted.
- Hypothesis 3: The Effect of Sales Promotion on Brand Image**
The results further indicate that the path coefficient for the effect of Sales Promotion on Brand Image is 0.507, which is positive, implying that Sales Promotion positively affects Brand Image. The p-value obtained is 0.000, below the 0.05 threshold, indicating statistical significance. Thus, it can be concluded that Sales Promotion has a positive and significant effect on Brand Image, and Hypothesis 3 is accepted.
- Hypothesis 4: The Effect of Perceived Ease of Use on Brand Image**
The analysis results show that the path coefficient for the effect of Perceived Ease of Use on Brand Image is 0.348, indicating a positive direction. This demonstrates that Perceived Ease of Use positively influences Brand Image. With a p-value of 0.000, which is lower

than the significance level of 0.05, this effect is statistically significant. Therefore, Perceived Ease of Use has a positive and significant influence on Brand Image, and Hypothesis 4 is accepted.

5. Hypothesis 5: The Effect of Brand Image on Purchase Decision

The findings indicate that the path coefficient for the effect of Brand Image on Purchase Decision is 0.384, showing a positive direction. This result implies that Brand Image positively affects Purchase Decision. The p-value is 0.000, below 0.05, confirming statistical significance. Thus, it can be concluded that Brand Image significantly influences Purchase Decision, and Hypothesis 5 is accepted.

c. Mediation Effect Testing Results

The mediation or indirect effect testing aims to observe the effect that occurs when the influence between variables is mediated by another variable, based on the theoretical framework proposed by Baron and Kenny (1986). The results of the indirect effect testing are presented below:

Table 2. Bootstrapping Results for Indirect Effect Hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Perceived ease of use (X2) -> Brand Image (Z) -> Purchasing Decision (Y1)	0.134	0.130	0.037	3.605	0.000	Accepted
Sales Promotion (X1) -> Brand Image (Z) -> Purchasing Decision (Y1)	0.195	0.190	0.049	3.942	0.000	Accepted

Source: SmartPLS4 Output, 2025

1. Hypothesis 6: The Effect of Sales Promotion on Purchase Decision Through Brand Image

The mediation results indicate that the indirect effect of Sales Promotion on Purchase Decision through Brand Image is 0.134. The p-value obtained is 0.000, which is below the 0.05 significance level. This means that Brand Image significantly mediates the effect of Sales Promotion on Purchase Decision. In other words, Sales Promotion indirectly and significantly affects Purchase Decision through Brand Image. Therefore, Hypothesis 6 is accepted.

2. Hypothesis 7: The Effect of Perceived Ease of Use on Purchase Decision Through Brand Image

The mediation analysis indicates that the indirect effect of Perceived Ease of Use on Purchase Decision through Brand Image is 0.195. With a p-value of 0.000—well below the 0.05 threshold—it can be concluded that Brand Image significantly mediates the relationship between Perceived Ease of Use and Purchase Decision. This result confirms that Perceived Ease of Use indirectly and significantly influences Purchase Decision through Brand Image. Accordingly, Hypothesis 7 is accepted.

Discussion

The Influence of Sales Promotion on Purchase Decisions

The findings show that sales promotion has a positive influence on consumers' purchase decisions at Zalora in Jember. Respondents mostly agreed or strongly agreed with indicators such as coupons, cashback, and flash sales, indicating that direct financial incentives are the main drivers of purchase decisions. These results align with Kotler and Armstrong (2018) as well as studies by Batubara (2020), Dewi and Sanjaya (2021), and Yosepha (2021), which affirm that promotional stimuli can increase consumers' psychological motivation to buy.

The Influence of Perceived Ease of Use on Purchase Decisions

Perceived ease of use is shown to significantly influence purchase decisions. Most respondents found the Zalora platform easy to understand, with clear navigation and smooth transaction processes. This supports the Technology Acceptance Model (Davis, 1989), which states that perceived ease of use enhances users' intentions to adopt technology and proceed to purchase. Studies by Herlin (2019), Asnawatia et al. (2022), and Krisna et al. (2023) also confirm that ease of use strengthens purchase confidence and repurchase intention.

The Influence of Sales Promotion on Brand Image

Sales promotion significantly affects Zalora's brand image. Positive responses regarding coupons and cashback indicate that promotions are perceived as value-adding and create enjoyable shopping experiences. Effective and relevant promotions contribute to a professional and attractive brand perception. These findings align with Kotler and Keller (2016), Yosepha (2021), and Adirinekso (2019), who explain that promotions can enhance perceived quality and strengthen brand image.

The Influence of Perceived Ease of Use on Brand Image

Perceived ease of use also has a positive influence on brand image. Ease of navigation, clear interface design, and user comfort help shape Zalora's image as a modern and trustworthy platform. This finding is consistent with TAM (Davis, 1989) and studies by Savitri and Yuliantini (2024) and Prasetyo and Mulyanto (2024), which emphasize that user experience is part of brand experience and contributes to a stronger brand image.

The Influence of Brand Image on Purchase Decisions

Brand image significantly influences purchase decisions. Respondents strongly agreed with indicators of trust, uniqueness, and perceived quality, showing that Zalora's brand image is well-established. This supports Kotler and Keller's (2016) theory and studies by Yosepha (2021), Angeline (2020), and Immanuel (2022), which highlight that brand image is crucial in online fashion purchasing where physical product assessment is limited.

The Mediating Role of Brand Image in the Relationship between Sales Promotion and Purchase Decisions

Brand image partially mediates the relationship between sales promotion and purchase decisions. Sales promotions not only trigger direct purchases but also strengthen positive brand perceptions before decisions are made. This finding is aligned with Kotler and Keller (2016), Regina (2021), and Batubara et al. (2022), who state that relevant and credible promotions can shape brand preferences and enhance brand perception.

The Mediating Role of Brand Image in the Relationship between Perceived Ease of Use and Purchase Decisions

Brand image also partially mediates the influence of perceived ease of use on purchase decisions. Ease of use enhances comfort and positive user experiences, which subsequently strengthen the brand image as a professional and modern marketplace. This aligns with TAM and studies by Savitri and Yuliantini (2024) and Herlin & Widiatmodjo (2024), demonstrating that user experience influences brand perception and decision-making.

CONCLUSIONS

Based on the results of the data analysis using the Partial Least Square (PLS) method, it can be concluded that all variables in this study demonstrate significant

relationships. Sales promotion and perceived ease of use were found to positively influence purchase decisions among Zalora consumers in Jember. Both variables also showed a positive effect on brand image, which in turn strengthened purchase decisions. Additionally, brand image was proven to function as a significant mediating variable, indicating that effective promotional strategies and ease of platform use have a stronger impact when supported by a positive brand image. Overall, this study confirms that sales promotion, perceived ease of use, and brand image are key factors influencing consumer purchase decisions in digital fashion marketplaces such as Zalora, particularly within the context of consumers in Jember.

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