Millennials Purchase Decision in Digital Marketplace During the COVID-19 Pandemic

Genoveva Genoveva [a,*], Yasfira Siti Adira Ahyadi[a], Eka Srirahayu Ariestiningsih[b]

[a]*President University, Indonesia*
[b]*Muhammadiyah Gresik University, Indonesia*

Abstract

The expansion of online shopping actions has also grown considerably alongside the advancement of the internet, transforming several direct transaction activities. This concept is in line with the current pandemic circumstance where there are restrictions of going outside in crowded places, thus, digital marketplace became an alternative for individuals to fulfil their needs. As a result, many of the digital marketplace or e-commerce compete with each other in fulfilling the needs of customers. Thereby, this study aimed to investigate the elements which may affect the buying decisions in the Marketplace through the customer satisfaction as the intervening variable. This study employs non-probability with purposive sampling, focused on the millennials customers who ever ordered in Marketplace at least one time in the COVID-19 condition. The number of samples gained in this study are 165 participants which equally involved in responding the questionnaire. The approach used this study is variance-based Structural Equation Modeling (SEM) evaluation, specifically Partial Least Square (PLS), for the ten proposed hypotheses, there are two denied hypotheses obtained from data analysis assessed through smartPLS 3.0, which refused the hypothesis 1, ease of use on purchase decision, and hypothesis 2, sales promotion on purchase decision, since each of them generated a t-value under 1,96. Meanwhile, the eight other hypotheses supports this study, which generated t-value above 1.96.

Keywords: Purchase Decision; Customer Satisfaction; Ease of Use; Sales Promotion; Shopee Marketplace

1. Introduction

The Internet is one of the tangible results of the growth of technology. The global community, especially the Indonesian people, cannot escape the rapid development of internet technology. Internet users in Indonesia are increasing every year, this can be proven by the information in the 2017 internet user review led by the Indonesian Internet Service Providers Association (APJII). In the survey, around 54.86 percent of people connected to the web throughout 2017. Furthermore, in 2018, internet users in Indonesia also experienced an increase, namely to 171.2 million clients or around 64.8% of users related to the internet (Pratomo, 2019). For business people, the internet can be used to help expand the reach of product marketing, so that the product is quite easily visible to many people (Soegoto & Rahmansyah, 2018). This phenomenon encourages the great

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potential for business people to use the internet in business. The use of e-commerce, namely online and web-based business transactions, is the choice of business people in doing their business (Laodan & Travel, 2016). In the situation of the COVID-19 pandemic, e-commerce is increasingly playing its role in society. Social distancing, work from home, and the treatment of local lockdowns make people change their lifestyle, namely shopping online (Ratriani, 2020; Dirgantari, et al., 2020). About 30 percent of clients expect to buy a lot online after staying home to stop the spread. This statement is realistic, because thinking out of the house would be very unsafe to shop in a crowd (Nielsen, 2020).

E-commerce business competition in Indonesia is increasingly competitive. Table 1 below shows the average site visitors in web-based businesses per quarter. In 3 quarters, the table shows that there is tight competition between Shopee and Tokopedia, in third and fourth positions, namely Lazada and Bukalapak. This figure changes every quarter according to the competition between digital market places.

Table 1. Monthly Visitors E-Commerce in Indonesia

E-Commerce	Monthly Visitors		
	Q3-2019	Q4-2019	Q1-2020
Shopee	55,964,700	72,973,300	71,553,300
Tokopedia	65,963,400	67,900,000	69,800,000
Bukalapak	42,874,100	39,263,300	37,633,300
Lazada	27,995,900	28,383,300	24,400,000

However, in determining a purchase choice is not easy, many factors can influence it, both from within the buyer and external impacts, namely the stimuli offered by the company. In addition, purchasing decisions cannot be separated from the idea of buyer behavior, so that each shopper has different tendencies in making purchases. Apart from these factors, there are some undeniable elements that can influence one's buying choice. The main factor is lifestyle; Lifestyle can assume an important function in determining purchasing choices for customers because the needs of buyers have led to a way of life that expects buyers to make decisions on goods or services (Azmi & Genoveva, 2020; Genoveva & Syahrivar, 2020). This is in accordance with research conducted by Wike & Suyanto (2015) who found that lifestyle variables influence web-based purchasing decisions.

The next element is ease of use; ease of use is something to consider when one needs to make a buying decision. Buyers who find it a hassle will usually be deterred from placing an order online. This is supported by research by Badir & Andjarwati (2020) which explains that the ease of use variable affects purchasing decisions. The same line is also concluded by the results of research by Suhardi & Taufik (2018) in one of the e-commerce sites, namely Lazada and Gunawan et al. (2019) in Tokopedia e-commerce. In addition, the third factor is sales promotion; Many buyers tend to decide to buy because of sales promotions, customers will be attracted to an item at a fairly low cost and, whenever added to the promotional incentives, buyers will be more attracted to make a purchase (Park et al, 2013; Aghighi, 2015). The main key to winning business competition is not only investigating customer decisions, but also companies must pay attention to customer satisfaction. Because if customers feel satisfaction, no doubt, they will. purchasing decisions in e-commerce. As a result, the authors also choose to involve customer satisfaction as an intervening variable to find out whether the existence of a customer satisfaction variable can mediate the correlation between the selected independent variable and the selected dependent variable.

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to winning business competition is not only investigating customer decisions, but also companies must pay attention to customer satisfaction. Because if customers feel satisfaction, no doubt, they will. purchasing decisions in e-commerce (Bimaruci, et al, 2021). As a result, the authors also choose to involve customer satisfaction as an intervening variable to find out whether the existence of a customer satisfaction variable can mediate the correlation between the selected independent variable and the selected dependent variable.

Based on the explanation above, the authors want to examine which of the lifestyle, ease of use, sales promotion variables have the most influence on purchasing decisions in e-commerce with customer satisfaction as the intervening variables. This research employs during the COVID-19 pandemic situation. In particular, we focus on the millennial generation, which is the generation that uses the internet the most, which is 74.23% of the total Indonesian population (Internet Service Providers Association (APJII), 2017. In addition, 90% of millenials are internet users (IDN Research Institute, 2020).

2. Literature Review

2.1. Purchase Decision

The purchase decision can be delineated as a cycle where shoppers get into five stages, especially need acknowledgment, data gathering, alternative appraisal, purchase decision, and post-buy conduct, which starts some time before the real buy is done and has an impact a short time later (Kotler & Keller, 2016). Furthermore, purchase decision can be expressed as to opt an activity or select at least two elective solutions. While at the end of the day, when somebody needs to settle on a decision, alternative choices must be accessible (Shiffman & Kanuk, 2014). However, there are five stages which customers may sense when deciding to conduct a buy, which will be definite as follows (Kotler & Keller, 2016):

2.1.1. Need of Recognition:
Recognition of requirements will in general happen when purchasers are defied with an imbalance among current conditions and wanted conditions. The inward stimuli or outside stimuli may influence the presence of purchaser needs. Inner boosts may rise up out of fundamental necessities, while outer boosts may rise up out of the outcomes of discussions with somebody or publicizing.

2.1.2. Information Search:
This quest for data can be through external or internal. Through internals, for instance, buyers will recollect the past experience about the connected goods or services. While through outer hunt alludes to the outside environments and can be acquired from business, individual, public, and others.

2.1.3. Alternative Evaluation:
The purchaser will move to the stage three subsequent to acquiring adequate information, surveying different elective decisions that can carry advantages to the necessities they encounter.

2.1.4. Purchase Decision:
In the assessment stage, shoppers structure inclinations among brands inside a group of choices. After buyers have appraised the alternatives, customers can go to the real ordering in the stage four.

2.1.5. Post-Purchase Decision:

Once the purchaser has settled on the purchasing choice, the purchase decision cycle still exists. Following the purchase decision, the client will assess how much the purchase decision was acceptable or otherwise. In view of this, the client will feel fulfilled or disappointed.

2.2. Lifestyle

Lifestyle as the method of living of an individual in the day to day world, reflected in the exercises, interests, and opinions correlated. Lifestyle characterizes the entire self of an individual in interfacing with his current circumstance, and the grouping in real life and communicating in the world (Kotler & keller, 2016). In addition, one of the most known lifestyle groupings dependent on psychographic estimations is the AIO (Activities, Interests, and Opinion) structure. With this in mind, the investigation of psychographic factors has numerous methodologies. Psychographics are regularly utilized reciprocally with AIO estimations, or components to describe the person's activities, interests, and opinions (Sathish & Rajamohan, 2012). Every one of the AIO component can be comprehended as follows (Moven & Minor, 2002); the aspects in activity element commonly asks individuals so as to indicate what they do, what they procure, and how they consume their time, in the interim, interest is something that concentrates on the individuals' inclination and also priorities, and ultimately, opinion is simply investigating the views, and feelings of an individual on topics concerned to the world, local, economic, moral, and likewise social events.

The presious study concluded that Lifestyle positive and significantly influence purchase decision (Wike & Suyanto, 2015; Waluya et al., 2019)). In the context of green, Genoveva & Syahrivar (2020) also found that green life style positive effects to purchase decision. In the same line come from Lubis, Namira & Sembiring (2020) in the context of social media promotion, life style has positive influence on puchase decision. Therefore, the first hypothesis in this research as follow:

H_1= Lifestyle positive and significantly influence of millennials purchase decision in digital marketplace

2.3. Ease of Use

Ease of use implies to the degree in which somebody professes to accept that it is easy to utilize a particular system (Davis, 1989). In other words, ease of use is associated with whether potential purchasers can easily utilize the site or not. Ease of use identifies with the discernment by the buyer about the procedure which prompts the ultimate result of online exchanges, and ease of use is the way straightforward it is utilize the web as a device for online buy and sell (Monsuwe & Rutye, 2012). Moreover, there are a few components related which are as per the following, easy to learn, controllable, clear and understandable, flexible, easy to become skillful, and easy to use (Davis, 1989).

Suhardi & Taufik (2018) arque that is positive inlfuence Ease of Use on Customer Decisions in digital marketplace Lazada. The same result come from Rahmaningtyas, Hartono & Suryantini (2017) in online context, that is positive and signficance of ease of use on purchasing decisions. Therefore, the 2nd hipothesis is:

H_2 = Ease of use positive and significantly influence of millennials purchase decision in digital marketplace

2.4. Sales Promotion

Sales promotion is the main factor in advertising efforts, made out of a determination of incentives apparatus, essentially short periods, created to boost buyers or merchants to buy specific items or services

faster or more quantity (Kotler & keller, 2016). Correspondingly, it is likewise expressed that sales promotion is an operation of marketing that gives incentives and enhances worth to sales forces, merchants, or clients with the essential goal of equipped for stimulating deals quickly. Particularly, there are a few elements which can be engaged with the sales promotion mix which are as per the following; couponing or vouchers, free premium gifts, cash refund, bonus package, and price of deals or flash-sales (Belch & Belch, 2015).

The previous study by Park et al. (2013) and Alghighi (2015) concluded that is relation of Sales Promotion on Purchasing Decision. In the same line come from Bimaruci et al. (2021) in the context of e-commerce. Therefore, we formulated the 3rd hypothesis as follow:

H_3 = Sales promotion positive and significantly influence of millennials purchase decision in digital marketplace

2.5. Customer Satisfaction

Fulfillment is the satisfaction of the purchaser's response. It could be an examination where a products or service feature, in any case the service or goods themselves have created a brilliant level of satisfaction relative usage (Oliver, 2010). Satisfaction is the conclusions of enjoyment or discontent of a person that comes about due to differentiating the apparent yield or aftereffect of goods toward the hopes. In case the performance is underneath anticipations; by then, the client is for sure not content; conversely, the client will be satisfied if the quality arrived at the hopes. Despite the fact that if the quality passes the hopes, along these lines, the client will encounter very satisfied (Kotler & Keller, 2016). It is similarly to comprehend that consumer satisfaction is among one of the essential components inside the critical environmental factors of the online commercial center due to of affecting keeping up the current customers and gaining new customers (Tandon et a., 2017)]. In any case, there are several of measurements of the satisfaction of customer which are expressed as follows; fulfillment, pleasure, relief, and ambivalence (Zeithaml et al., 2018).

The previous study from Pebriani, Sumarwan & Simanjuntak (2018) result that is influence the life style on customer satisfaction in the online purchase decision. A study finding by Maulani and Trenggana (2020) revealed a significant result of lifestyle towards repurchase decision through customer satisfaction as intervening variable. On the other hand, Febrianti (2021) arque that lifestyle influence on purchase decision, mediating by customer satisfaction. Therefore, the fourth and eight hypotheses as the follows:

H_4 = Lifestyle positive and significantly influence of millennials customer satisfaction in digital marketplace

H8 = Lifestyle positive and significantly influence of millennials purchase desicion, via customer satisfaction as mediate variable in digital marketplace

Nguyen and Thuang (2018) define that ease of use influence on customer satisfaction in the context of online purchase. While, Tecoalu et al. (2021) assume that ease of use influence on purchase decision via customer satisfaction in electronic e-commerce. Strengthening the previous argument, Trivedi & Yadav (2020) also assumes that ease of use affects purchasing decisions through customer satisfaction. Good ease of use may lead to greater customer satisfaction, and greater customer satisfaction may also lead to repurchase. Supported by a study conducted by Tandon, Kiran, and Sah (2017) showed that within the context of online shopping, ease of use is significant on repurchase mediated by customer satisfaction. Hence, the researcher put forward the following hypotheses:

H_5 = Ease of use positive and significantly influence of millennials customer satisfaction in digital marketplace

H_9 = Ease of use positive and significantly influence of millennials purchase decision via customer satisfaction as mediate variable in digital marketplace

Some of previous study result that is the positive effect sales pomotion to Customer Satisfaction in the context of vehicle financing company (Ramansyah, 2017). In the context of consumer product, Weng & Run define that is influence of Sales Promotion on Customer Satisfaction (Wen & Run, 2013). The sales promotion's objective is to draw in new customers, keep up current customers who are considering about change over brands, and offer stimulus or incentive to customers who are going to use rival products (Park, Choi, and Moon, 2013). Furthermore, when digital marketplace runs sales promotions, customers will experience the many benefits and comfort of shopping, resulting in satisfied customers since they can fulfill their needs without great effort or sacrifices. When Sthe digital marketplace succeeds in delivering satisfaction to its customers through the given sales promotions, the possibility to repurchase certainly greater. It is predicted that customers who feel the satisfaction will enhance the repurchase (Lestari & Ellyawati, 2019). In addition to that, a study by Malini, Zulkarnain, and Ginting (2017) found a significant and positive effect of sales promotion towards repurchase decision mediated by customer satisfaction. Hence, the researcher put forward the following hypotheses:

H_6 = Sales promotion positive and significantly influence of millennials customer satisfaction in digital marketplace

H_{10} = Sales promotion positive and significantly influence of millennilas purchase decision via customer satisfaction as mediate variable in digital marketplace

Customer satisfaction in the area of online transactions can be characterized as a customer assessment of online services and products proffered by online retailers in meeting customer desires and needs (Wijaya, Farida, and Andriyansah, 2018). On the other hand, low customer satisfaction will reduce the repurchase decision (Ismoyo et al., 2018). Subsequently, the result study by Kuivumaki (2001); Muslikh, Zainal & Hidayati (2017) and Lim, Aw & Teoh (2018) also revealed that customer satisfaction significantly influenced repurchase in online shopping settings. Hence, the researcher put forward the following hypothesis:

H_7 = Customer satisfaction positive and significantly influence of millennials purchase decision in digital marketplace

3. Methodology

The research method used in this research is quantitative. Quantitative exploration combines the arrangement of information with the aim that information can be estimated and treated in a measurable manner to approve or reject the elective data declaration (Cresswell, 2014), a qualitative exploration planned to analyze the subjective importance or social formation of a problem, event, or practice by capturing non-normalized data and examining text or images instead of insights and numbers (Flick, 2014).

This research uses non-probability sampling method with purposive sampling technique. Purposive sampling is a sampling mechanism with certain determined considerations, so that it is limited only to certain groups of individuals who can provide the required data (Wekaran & Bougie, 2016). The criteria or standards specified in the sample selection in this study are customers or buyers who make purchases on the digital marketplace during this pandemic period at least once. For the sample size the authors use the specified guidelines, namely for the unknown population it can be measured by equaling five to ten times of all questions made for each variable (Hair et al, 2010). Specifically, the authors produced 29 questions, then 5x29 resulted in 145, so the sample size in this study was a minimum of 145 individuals.

This analysis assesses the data using a Structural Equation Model (SEM) model that is in accordance with the requirements and hypotheses that have been set. Therefore, the measurement of the data is carried out using the Partial Least Square (PLS) mechanism which allows the solution to the research problem to be processed appropriately. The PLS-SEM function is also equivalent to a multiple regression procedure, in

contrast to CB-SEM which seeks to confirm theory by evaluating how well the model is able to assess the covariance framework for the sample data (Hair et al., 2014).

4. Data Analysis and Result

4.1. Respondents Profile

The people who ever purchased in the e-commerce are the sample focused. Specifically speaking, the below detailed table will reveal the specific information acquired concerning the characteristics of the participants who responded in the questionnaire of this research. This research engages the electronic survey with Google Form which the deployment was likewise through the online. In spite of that as per the determined sampling, the expected responders are 145, yet what the researcher received and applied in the analysis are 165 individuals. As a result, the characteristics of the participants might be illustrated in the following table 2 below.

Based on gender, mostly our respondents were female 123 (74.5%) and the rest were male as much as 42 (25.5%). While education of respondents, the highest rank is occupied by bachelor respondents as many as 92 (55.8%), followed by those with Senior High School education as many as 35 (21.2%), then Diploma as many as 28 (17%) and master number of 10 (6.1%). A total of 78 respondents (47.3%) have bought in the digital marketplace between 2-5 times, then as many as 65 (39.4%) above 5 times, the remaining 1 time only 22 (13.3%) respondents. From this data, we assume that respondents generally already have shopping experience above 2 times so that they can answer our questions well.

Table 2. Respondents profile

Demographic Information	Category	Sample	
		N	Percentage (%)
Gender	Female	123	74.5 percent
	Male	42	25.5 percent
Education	Senior High School	35	21.2 percent
	Diploma	28	17 percent
	Bachelor's Degree	92	55.8 percent
	Master's Degree	10	6.1 percent
Frequency of Buying	Once	22	13.3 percent
	2 until 5	78	47.3 percent
	More than 5	65	39.4 percent

4.2. Evaluation of the Outer Model

Convergent validity is gauged by two criteria, the Average Variance Extracted (AVE) and the indicator reliability. In the table 3 below is visible that the outer loading value of each indicator of the lifestyle variable, ease of use, sales promotion, and purchase decision has a loading factor value above 0.6 so that it meets the minimum limit, because as described in the previous section, the acceptable minimum loading limit is 0.5 to 0.6 (Gozali & Latan, 2015). This shows that all indicators in this test are declared valid. Then for the AVE assessment also has results in accordance with the provisions described in the previous section, the AVE results in this study scale from 0.540-0.655, namely lifestyle has a score of 0.540, ease of use has a score of

0.615, sales promotion score is 0.566, customer satisfaction has a score of 0.655, and purchase decision has a score of 0.603.

   For internal consistency assessment of the construct reliability, Cronbach's Alpha (CA) and Composite Reliability (CR) were engaged. Nonetheless, CR is thought to be a better indication of internal accuracy in comparison to the alpha of the Cronbach, since it maintains the standardized factor loading of the variables in the model. However, the measurement of the CR importance of the alpha coefficeint was much the equivalent. The stated table 3 below reveals that the coefficient of Cronbach and CR is bigger than 0.80 within all variables. Consequently, the alpha and CR of Cronbach indicated that the scales were generally correct and revealed that all the latent build quantities achieved the minimal threshold rate of 0.70.

Table 3. Construct Validity and Reliability

Consruct	Manifest	Loandings	CA	CR	AVE
Lifestyle	LS1	0.748			
	LS2	0.723			
	LS4	0.649	0.829	0.875	0.540
	LS5	0.660			
	LS6	0.772			
	LS7	0.840			
Ease of Use	EOU1	0.793			
	EOU2	0.809			
	EOU3	0.802	0.874	0.905	0.615
	EOU4	0.720			
	EOU5	0.751			
	EOU6	0.825			
Sales Promotion	SP1	0.791			
	SP2	0.792			
	SP3	0.728	0.846	0.886	0.566
	SP4	0.707			
	SP5	0.736			
	SP6	0.755			
Customer Satisfaction	CS1	0.832			
	CS2	0.853			
	CS3	0.817	0.868	0.904	0.655
	CS4	0.701			
	CS5	0.837			
Purchase Decision	PD1	0.782			
	PD2	0.784			
	PD3	0.639	0.833	0.883	0.603
	PD4	0.866			
	PD5	0.795			

In order to ascertain discriminant validity, the Fornell & Larcker procedure is being used. The Fornell and Larcker parameter examination of the model where the squared associations were contrasted with the relationships of other latent variables is indeed seen within table 4. Table 4 illustrates that all the associations were lower, confirming adequate discriminant validity, comparable to the square rooted of average variance demonstrated along the diagonals.

Table 4. Discriminant Validity of Fornell_Larckell

	Customer Satisfaction	Ease of Use	Lifestyle	Purchase Decision	Sales Promotion
Customer Satisfaction	(0.810)				
Ease of Use	0.715	(0.784)			
Lifestyle	0.710	0.721	(0.735)		
Purchase Decision	0.725	0.660	0.701	(0.777)	
Sales Promotion	0.598	0.665	0.574	0.589	(0.752)

4.3. Evaluation of the Inner Model

Along these lines, the evaluation of the structural model will comprise of the assessment's outcomes of R-Square, path coefficient, and hypothesis testing.

4.3.1. Coefficient of Determination (R-Square)
The coefficient of determination gauges the general impact size and change clarified in the endogenous build for the inner model. In this examination, the inward path model was 0.603 for the variable of consumer customer satisfaction. This shows that the three exogenous variables tolerably clarify 60,3% of the difference in the consumer pleasure, implying that about 60.3% of the adjustment in the consumer satisfaction was because of three develops in the model. Also, the R-Square for the decision of purchase is 0.615, this uncovers that the four independent factors decently explain 61.5% of the fluctuation in the purchase decision. While the other 38.5% were explained by different constructs in outside of this examination, this can be illustrated in table 5 below:

Table 5. Coefficient of Determinantion (R-Square)

	Customer Satisfaction	Purchase Decision
R-Squared	0.603	0.615

4.3.2. Path Coefficient
This analysis is completed utilizing the resampling or bootstrapping strategies portrayed in the past section. The proportion of the criticalness of the speculation uphold is contemplated dependent on a correlation between the t-table scores with the t-measurement and the p-value with the alpha value within the path coefficient findings. This study established 7 hypotheses for direct effects. The effect of the degree of significance between the two independent variables and the dependent variable can be seen through the results of the t-measurement and p-value obtained. As a result, referring to table 6 below, there are 5 accepted hypotheses, because they have a t-statistic value greater than the t-table and a p value less than 0.05, which ensures that Ha is recognized. In addition, 2 of the 7 suggested hypotheses, obtained positive results but were irrelevant because they had weaker t-statistical scores than t-tables, and p-values greater than the 0.05

threshold, implying that Ha was rejected. The relationship between the ease of use variable with purchasing decisions (α= 0.096, t= 1.028, p= 0.304) and sales promotion on purchasing decisions (α= 0.138, t= 1.709, p= 0.087) are two rejected assumptions.

Table 6. Direct Path

Direct Path	Original Sample	T Statistics	P Values
Lifestyle → Purchase Decision	0.293	3.322	0.001
Ease of Use → Purchase Decision	0.096	1.028	0.304
Sales Promotion → Purchase Decision	0.138	1.709	0.087
Lifestyle → Customer Satisfaction	0.374	4.877	0.000
Ease of Use → Customer Satisfaction	0.342	4.074	0.000
Sales Promotion → Customer Satisfaction	0.156	2.391	0.017
Customer Satisfaction → Purchase Decision	0.367	3.079	0.002

Measuring the indirect impact is to decide the impact indirectly with the exogenous variable toward the endogenous variable thru the mediating factor. Much the same as the direct impact, through the outcomes of the t-measurement score and the p-value produced, it very well may be seen the criticalness level for the indirect impact connection between the three factors. Hence, in view of the table 7 below, it tends to be perceived that the three hypotheses of indirect impact are acknowledged, in light of the fact that hypothesis 8, in particular, lifestyle on purchase decision via customer satisfaction has a beneficial outcome of β= 0.137, and is critical with a t-measurement more noteworthy than 1.96, to be specific 2.620 and p-estimation of 0.009. The hypothesis 9 is ease of use on purchase decision through pleasure of customer has a positive outcome, specifically β= 0.125, and is significant with a t-measurement of 2.486 and a p score of 0.013. Ultimately for Hypothesis 10 is sales promotion on the decision of purchase through consumer satisfaction has a beneficial outcome, specifically β=0.057, and noteworthy with a t-measurement of 2.034 and a p-estimation of 0.042.

Table 7. Indirect Path

Indirect Path	Original Sample	T Statistic	P Values
Lifestyle → Customer Satisfaction → Purchase Decision	0.137	2.620	0.009
Ease of Use → Customer Satisfaction → Purchase Decision	0.125	2.486	0.013
Sales Promotion→ Customer Satisfaction → Purchase Decision	0.057	2.034	0.042

Furthermore, it can be explained as follows to decide the category of mediation that each hypothesis contains; it can have a partial mediation for hypothesis 8 since this correlation regarding direct lifestyle and purchase decisions is significant. However, the direct connection of ease of use on purchase decision (H_9) is not approved, and it is also irrelevant for sales promotion on purchase decision (H_{10}). As a consequence, based on the description mentioned in the prior part related to the mediation sorts (Hair et.al, 2014) for H_9 and H_{10} can be deduced as the full mediation.

4.4. Discussion Based on Each Hypothesis

4.4.1. Lifestyle toward Millennilas Purchase Decision

In view of the outcomes of data processing yield in table 6, the t-measurement for the lifestyle variable on the buy decision variable is 3.322 > t-table (1.96), and the score of p is 0.001 < 0.05. The original estimation of the sample gauge represents a positive estimation of 0.293 which demonstrates that the way of life relationship variable towards the purchase decision construct is positive. Along these lines, H_1 in the examination is acknowledged. Subsequently, this result is in accordance with the examination done by Wike & Suyanto, 2015; Genoveva & Syahrivar (2020) and Lubis, Irawati & Sembiring (2020).

4.4.2. Ease of Use toward Millennilas Purchase Decision

In view of the outcomes of data processing illustrated in table 6, the t-statistic for the ease of use variable for the purchase decision variable is 1.028 < t-table (1.96), and the rate of p is 0.304 > 0.05. The original scores of the sample estimate demonstrates a positive value of 0.096 which implies that the variable direction of the ease of use correlation to the purchase decision variable is positive, but not significant because the results of t-statistics and p-value are not in accordance with the standards outlined previously. Thus, H_2 in the study was refused. The study findings contradict the earlier research published by Badir & Andjarwati (2020), which proved in their research that ease of use has a great influence on Tokopedia's clients buying decisions. Also, the research from Rahmaningtyas et al. Rahmaningtyas, Hartono & Suryantini (2017) has identified that ease of use in the online setting has a substantial impact on the purchase decisions. Nonetheless, there are also findings that are aligned with this study, along with the prior studies performed by Suleman et al. (2019) and Miranda et al. (2014), which reports that the ease of use variable cannot impact a person's purchasing decisions in the scope of online purchases. Therefore, it can be deduced that customers who ordered at digital marketplace may encountered difficulty in operating the application or website when ordering something, but it may also be possible that ease of use is not an element which a buyer considers as critical since the ease of use might be a necessity for the today's online markets.

4.4.3. Sales Promotion toward Millennilas Purchase Decision

According to the results of data processing output in table 6, the t-statistic for the sales promotion variable on the purchase decision variable is 1.709 < t-table (1.96), and the score of p is 0.087 > 0.05. The scores of the origin sample estimate shows a positive value of 0.138 which indicates that the variable in the direction of the sales promotion relationship to the purchase decision variable is positive, but irrelevant because the results of t-statistics and p-value are not in accordance with the benchmark described before. Thus, H_3 in the study is refused. Studies done by Aghighi (2015) and Agbi et al. (2019) cannot confirm the findings of this study since these studies affirm that sales promotions have an effect on one's buying decisions. Nevertheless, there is also study by Firdausy & Idawati (2017) which demonstrates the similar finding, namely that online ticket buying decisions are not impacted by promotion. Despite of the fact that study by Firdausy & Idawti (2017) is identified with the promotional variable, as per the theory of Kotler & Keller (2016), sales promotion is an aspect from the promotional mix, thus, the researchers considers the findings to be equivalent. There is a possibility that this outcome can be caused by the many other e-commerce sites that likewise offer sales promotions, thus, customers feel that sales promotion is not a decisive component.

4.4.4. Lifestyle toward Millennilas Customer Satisfaction

The t-statistic for the lifestyle variable on the consumer satisfaction variable is 4,877 > t-table (1.96) based on the results of data processing generated in table 6, and the grade of p is 0.000 < 0.05. The original value of the survey calculation reveals a positive value of 0.374, which signals that the lifestyle with the consumer

satisfaction variable is positive for its correlations. H_4 is therefore agreed in the study. As a result, this finding is in line with Kataria & Saini (2020) study, which also culminated in the lifestyle variable having a major effect on customer satisfaction.

4.4.5. Ease of use toward Millennilas Customer Satisfaction

In light of the consequences of data handling yield in table 6, the t-measurement for the ease of use variable on the consumer satisfaction variable is 4.074 > t-table (1.96), and the score of p is 0.000 < 0.05. The origin estimation of the sample gauge shows a positive estimation of 0.342 which shows that the variable bearing of the ease of use relationship on the consumer satisfaction variable is positive. Along these lines, H_5 in the examination is acknowledged. Accordingly, this result is in accordance with the examination done by Chung-Tu et al. (2012), that likewise produced that the variable of ease of use influences the satisfaction of millennials. Hence, it tends to be concluded that consumer satisfaction is essentially impacted by the level of convenience with respect to an online buy.

4.4.6. Sales Promotion toward Millennilas Customer Satisfaction

Based on the information processing output in table 6, the t-statistic for the sales promotion variable on the client satisfaction variable is 2.391 > t-table (1.96), and the score of p is 0.017 < 0.05. The initial esteem of the sample appraise appears positive esteem of 0.156 which demonstrates that the sales promotion relationship direction variable to the client fulfillment variable is positive. In this way, H_6 within the study is approved. As a result, this outcome is in line with the examination done by Suryana & Haryadi (2019) that also produced that the variable of promotion essentially influences millennials satisfaction. Therefore, it can be found that respondents feel fulfilled with the sales promotion given by dgital marketplace.

4.4.7. Customer Satisfaction toward Millennilas Purchase Decision

In light of the aftereffects of information analyis yield in table 6, the t-measurement for the satisfaction of client variable with the buy decision variable is 3.079 > t-table (1.96), and the score of p is 0.002 < 0.05. The first estimation of the example gauge shows a positive estimation of 0.367 which demonstrates that the variable toward the millennials satisfaction relationship with decision of buy variable is positive. Hence, H_7 in the investigation is acknowledged. Thus, there is an investigation done by Waluya et al. (2019) that produced the variable of consumer satisfaction affected the purchase decision. Subsequently, it tends to be concluded that the fulfillment felt by customers in digital marketplace can be emphatically cause the customer's determination of purchasing in digital marketplace.

4.4.8. Lifestyle toward Millennilas Purchase Decision via Customer Satisfaction

Based on the results of data processing output in table 7, the t-statistic for lifestyle variables on the purchase decision variable through customer satisfaction is 2,620 > t-table (1.96), and the score of p is 0.009 < 0.05. The original value of the sample estimate shows a positive value of 0.137 which indicates that the lifestyle relationship direction variable to the purchase decision variable through client satisfaction is positive. Thus, H_8 in the study is accepted. This hypothesis composed of partial mediation, as with or without the existence of the variable customer satisfaction, lifestyle is capable of impacting the decisions of clients to purchase in digital marketplace. The result in line to Maulani and Trenggana (2020) and Febrianti (2021) arque that lifestyle influence on purchase decision, mediating by customer satisfaction.

4.4.9. Ease of Use toward Millennilas Purchase Decision via Customer Satisfaction

The t-statistic for the ease of use variable on the purchasing decision variable by customer satisfaction is 2.486 > t-table (1.96), depending on the outcomes of data processing performance in table 7, and the p rate is

0.013 < 0.05. The original scores of the sample calculation indicates a positive effect of 0.125, indicating that through consumer satisfaction, the path of the ease of use connection with the purchasing decision variable is favorable. H_9 is also acknowledged in the study. This hypothesis derived total mediation since without the presence of the customer satisfaction variable, ease of use did not cause the decision of customers to buy significantly, while it induces the decision of customers to buy significantly with the presence of the mediating factor. This result supported by Tandon, Kiran, and Sah (2017) and Tecoalu et al. (2021), ttrengthening byTrivedi & Yadav (2020) also assumes that ease of use affects purchasing decisions through customer satisfaction. Good ease of use may lead to greater customer satisfaction, and greater customer satisfaction may also lead to repurchase.

4.4.10. Sales Promotion toward Millennilas Purchase Decision via Customer Satisfaction

The t-statistic for the sales promotion variable on the purchasing decision variable thru customer satisfaction is 2.034 > t-table (1.96), depending on the outcomes of data processing performance in table VII, and the score of p is 0.042 < 0.05. The original value of the sample assessment indicates a positive value of 0.057, suggesting that the path variable of the sales promotion relationship to the purchasing decision variable is still rated as positive by consumer satisfaction. Thereby, H_{10} is approved in the study. This hypothesis inferred total mediation as sales promotion did not cause the decision of customers to buy significantly without the presence of the variable of customer satisfaction, whereas it leads the decision of customers to buy significantly when incorporating the presence of the mediating factor. The result supported by (Lestari & Ellyawati, 2019). In addition to that, a study by Malini, Zulkarnain, and Ginting (2017) found a significant and positive effect of sales promotion towards repurchase decision mediated by customer satisfaction.

5. Conclusion

The purpose of this research to analyze millennilas Lifestyle towards Purchase Decision during Covid-19. This research is conducted to analyze whether there is any significant influence of the Lifestyle's and Ease of Use dimensions towards purchase decision through Sales Promotion as the intervening variable. According to those hypotheses' discussion above, there are two hypotheses which are no significant influence, such as Ease of use did not yield a significant impact toward purchase decisions at digital marketplace and Sales Promotion did not yield a significant impact toward milennials purchase decisions at digital marketplace. It can be concluded that the Ease of use and Sales Promotion are essential. Hence, the researcher recommend that the digital marketplace should analyze the change of customers' activity during covid-19 pandemic and have to be aware with their sales promotion to keep their business run and avoid them from the bankruptcy.

Based on the results of the research, to improve the purchasing decisions of millennials, for the lifestyle variable here has a significant influence, therefore the goods and services offered by digital marketplace are quite up-to-date because they can meet the lifestyle needs of consumers. It would also be ideal if this could continue to be sustained by digital marketplace. It is likewise a smart option if digital marketplace should also give closer attention to the customers' frequent actions, have to pay attention to customer behavior in providing feedback or critiques, so that clients can simply satisfied by the needs and expectations of their lifestyle-based buying decisions.

This study also has shortcomings in relation to the limitations that occur for the author which has not been able to disclose all variables that may affect consumer buying decisions and customer satisfaction, so as an input for further studies, other research variables that are not explored in this study such as trust, delivery process and payment system. The limitations of this research are millennial respondents and during the COVID-19 pandemic, this research can be developed using a variety of respondents and in normal situations.

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