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Influence of Lifestyle, Consumer Perception, and Social Environment on Purchase Decisions on Shopee

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Abstract: The rapid development of digital commerce has changed consumer purchasing behavior and increased the importance of factors that shape online purchase decisions. This study aims to examine the influence of lifestyle, consumer perception, and social environment on purchase decisions among Shopee users in the Greater Jakarta (Jabodetabek) area. A quantitative survey was conducted with 200 respondents selected through purposive sampling. Data were collected using a five-point Likert questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The measurement model was evaluated through convergent validity, discriminant validity, and reliability tests, while the structural model was evaluated using R-square, path coefficients, and bootstrapping. The results show that lifestyle, consumer perception, and social environment influence purchase decisions. The path coefficients were 0.402, 0.305, and 0.271, respectively, with T-statistics of 6.146, 5.217, and 4.921 and P-values of 0.000. The R-square value of 0.844 indicates that the three independent variables jointly explain 84.4% of the variation in purchase decisions. Lifestyle has the largest path coefficient and therefore represents the most dominant factor in the model.

Keyword: Lifestyle, Consumer Perception, Social Environment, Purchase Decision, Shopee.

INTRODUCTION

The rapid development of information and communication technology has significantly changed people's shopping habits, particularly through purchasing products over the internet. Online shopping enables consumers to search for product information, compare prices, and complete transactions without being limited by time and location. This convenience has made online shopping increasingly attractive to consumers. The development of information technology has also created new business opportunities and encouraged businesses to adapt to digital transaction models (Safitri & Muslim, 2025).

E-commerce has developed as a system that supports online shopping activities through electronic devices and internet connectivity. Consumers can search for products, place orders,

and complete payments without meeting sellers directly. The rapid growth of e-commerce is supported by wider internet access, increasing smartphone use, and increasingly digital lifestyles. In Indonesia, online retail and marketplace transactions increased by 7.55% quarter-to-quarter in the second quarter of 2025, indicating continued growth in online shopping activity (Bisnisjatim.id, 2025).

The growth of e-commerce is also reflected in the position of Shopee. Based on the data presented in the thesis, Shopee ranked second globally in monthly e-commerce users in 2025, while in Indonesia Shopee recorded the highest usage among e-commerce platforms during April–July 2025, reaching 53.22% of users (Databoks, 2025; APJII, 2025). Shopee also provides various conveniences, including shopping without visiting physical stores, a wide product selection, practical payment methods, and delivery services, which support consumers in fulfilling their daily needs (Yudha et al., 2024).

Consumers' purchase decisions are influenced by factors originating from within the individual as well as from the surrounding environment. One internal factor is lifestyle, which reflects a person's activities, interests, and opinions (Kotler & Keller, 2016). Previous research found that lifestyle influences purchase decisions, indicating that differences in consumers' lifestyles can shape their purchasing choices (Ginting & Bangun, 2022). However, Rizaldy and Murtiyanto (2021) reported a different result, finding that lifestyle did not have a partial effect on purchase decisions. This difference indicates the need to examine the relationship between lifestyle and purchase decisions in the Shopee context.

Consumer perception is another psychological factor that contributes to the way consumers evaluate products before making a purchase decision. Perception is related to how consumers interpret information and form evaluations of products, shopping experiences, service quality, and perceived risk (Kotler & Keller, 2016). Gandhi et al. (2023) found that consumer perception influences purchase decisions, while Ginting and Bangun (2022) explained that consumer perceptions can be formed through marketing stimuli such as product appearance and characteristics. On Shopee, features such as product ratings and customer reviews can provide information that consumers use when evaluating products. Nevertheless, Effendi and Eka (2023) found that consumer perception did not directly affect purchase decisions and instead functioned as a mediating variable. These different findings indicate that the relationship between consumer perception and purchase decisions remains relevant for further examination.

Social environment is also an important factor in consumer behavior. It includes reference groups, family, and social relationships that can influence attitudes and purchasing choices through interaction and information exchange (Kotler & Keller, 2016). In the Shopee context, consumers can obtain information from friends, other buyers' reviews, and other social sources before making a purchase. Karimah et al. (2022) found that close friends with shopping experience on Shopee influenced consumers' purchase decisions through information sharing, experience sharing, and recommendations. However, Hasibuan et al. (2025) reported that social factors, including reference groups, family, and social status, did not have a partial effect on purchase decisions. These inconsistent findings indicate that the relationship between social environment and purchase decisions has not produced a uniform conclusion and therefore requires further study, particularly in the Shopee context.

METHOD

This study used a quantitative research design with a survey approach. The population consisted of Shopee users living in Jabodetabek who had purchased products through Shopee. The sample was selected using non-probability purposive sampling. Respondents were required to be at least 17 years old, live in Jabodetabek, and have purchased products through Shopee within the previous two months. A total of 200 valid respondents were included in the

analysis. The minimum sample requirement calculated using the Lemeshow formula was 96 respondents; therefore, the final sample of 200 respondents exceeded the minimum requirement.

Primary data were collected through an online questionnaire distributed using Google Forms through social media and WhatsApp. Each item was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Lifestyle was measured using activities, interest, and opinion dimensions. Consumer perception was measured using selective attention, selective distortion, and selective retention. Social environment was measured through reference groups, personal information sources, and opinion leaders. Purchase decision was measured through preferred brand, product model, purchase quantity, transaction timing, expenditure, and payment method.

The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The measurement model was assessed using outer loadings and Average Variance Extracted (AVE) for convergent validity, cross-loadings for discriminant validity, and Cronbach's Alpha and Composite Reliability for internal consistency. The structural model was assessed using R-square and path coefficients. Hypotheses were tested using bootstrapping. A relationship was considered supported when the T-statistic exceeded 1.972 and the P-value was below 0.05.

RESULT AND DISCUSSION

Respondent Characteristics

The study involved 200 Shopee users residing in Jabodetabek who had made a purchase through Shopee within the previous two months. Respondents were selected using purposive sampling and met the minimum age requirement of 17 years. Data were collected through an online questionnaire and analyzed using PLS-SEM with SmartPLS 4. The respondent profile is presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	n	%
Gender	Female	128	64
	Male	72	36
Age	17–23 years	135	67
	24–29 years	54	27
	30–45 years	10	5
	>46 years	1	1
Purchase frequency	<2 times/2 months	22	11
	2–4 times/2 months	86	43
	>4 times/2 months	92	46

Source: Primary data, processed by the author, 2026.

The sample was dominated by female respondents (64%) and respondents aged 17–23 years (67%). All respondents lived in Jabodetabek, fulfilling the study criteria. In terms of purchase frequency, 46% reported shopping on Shopee more than four times during the previous two months, indicating that a substantial portion of the sample had relatively frequent experience with the platform.

Descriptive Results

The descriptive results show that respondents generally gave positive responses to all four constructs. Lifestyle obtained 47.5% 'Agree' and 49.5% 'Strongly Agree', resulting in 97.0% positive responses. The highest 'Strongly Agree' response within lifestyle was 58%, for the statement that shopping on Shopee is more practical than shopping directly at a store.

This indicates that convenience is the most prominent lifestyle-related aspect perceived by respondents.

Consumer perception also received positive responses, with 50.5% 'Agree' and 43.5% 'Strongly Agree'. The highest 'Strongly Agree' response was 50% for the statement that respondents tend to trust Shopee products with a good reputation. This result suggests that product reputation is an important aspect of how respondents interpret and evaluate products on the platform.

Social environment obtained 47.2% 'Agree' and 46.2% 'Strongly Agree'. The highest 'Strongly Agree' response was 53% for the statement that other people's reviews and experiences influence respondents' decisions to purchase products on Shopee. This finding indicates that information and experiences shared by other people are an important social reference in the purchase process.

Purchase decision obtained 45.8% 'Agree' and 51.3% 'Strongly Agree'. The highest 'Strongly Agree' response was 59% for the statement that respondents prefer to buy products from brands they already trust on Shopee. This indicates that brand trust is the most prominent descriptive aspect of purchase decision among the respondents.

Table 2. Highest Descriptive Responses

Variable	Highest statement	Strongly Agree	Interpretation
Lifestyle	Shopee shopping is more practical than shopping directly at a store.	58%	Convenience is the most prominent lifestyle aspect.
Consumer Perception	Trust in Shopee products with a good reputation.	50%	Product reputation is the strongest perception-related aspect.
Social Environment	Other people's reviews and experiences influence purchase decisions.	53%	Social information is an important purchase reference.
Purchase Decision	Preference for brands already trusted on Shopee.	59%	Brand trust is the most prominent purchase-decision aspect.

Source: Primary data, processed by the author, 2026.

Measurement Model (Outer Model)

PLS algorithm Model

The PLS algorithm was used to assess the relationship between indicators and their respective latent constructs. Figure 1 presents the measurement model output. All retained indicators met the minimum outer-loading criterion of 0.70, so no indicator required removal.

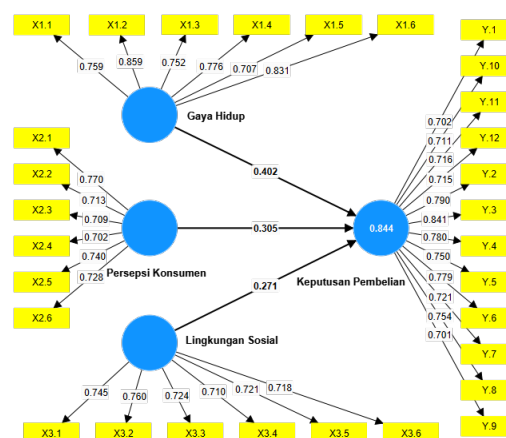


Figure 1. PLS Algorithm Model

Source: Primary data, processed by the author, 2026

Table 3. Outer Loadings

Indikator	Gaya Hidup	Persepsi Konsumen	Lingkungan Sosial	Keputusan Pembelian
X1.1	0,759			
X1.2	0,859			
X1.3	0,752			
X1.4	0,776			
X1.5	0,707			
X1.6	0,831			
X2.1		0,770		
X2.2		0,713		
X2.3		0,709		
X2.4		0,702		
X2.5		0,740		
X2.6		0,728		
X3.1			0,745	
X3.2			0,760	
X3.3			0,724	
X3.4			0,710	
X3.5			0,721	
X3.6			0,718	
Y.1				0,702
Y.2				0,790
Y.3				0,841
Y.4				0,780
Y.5				0,750
Y.6				0,779
Y.7				0,721
Y.8				0,754
Y.9				0,701
Y.10				0,711
Y.11				0,716
Y.12				0,715

Source: Primary data, processed by the author, 2026.

The table is presented because outer loading is the first indicator-level assessment in the PLS-SEM measurement model. The purpose is to determine whether each questionnaire item adequately represents its latent construct. All retained indicators have loading values above 0.70, ranging from 0.702 to 0.841. This means each indicator contributes sufficiently to measuring its construct, so no indicator needs to be removed on the basis of loading.

Outer loadings ranged from 0.702 to 0.841. All values exceeded 0.70, indicating that each indicator adequately represented its respective construct. The highest loading was Y.3 (0.841), while the lowest retained loading was Y.9 (0.701).

Table 4. Average Variance Extracted

Indikator	Average variance extracted (AVE)
Gaya Hidup	0,612
Persepsi Konsumen	0,529
Lingkungan Sosial	0,532
Keputusan Pembelian	0,559

Source: Primary data, processed by the author, 2026.

All AVE values exceeded 0.50. Lifestyle had the highest AVE (0.612), followed by Purchase Decision (0.559), Social Environment (0.532), and Consumer Perception (0.529). Thus, all constructs satisfied convergent validity.

Table 5. Discriminant Validity Using Cross Loadings

Indikator	Gaya Hidup	Persepsi Konsumen	Lingkungan Sosial	Keputusan Pembelian
X1.1	0,759	0,612	0,661	0,641
X1.2	0,859	0,763	0,723	0,783
X1.3	0,752	0,657	0,619	0,672
X1.4	0,776	0,580	0,603	0,665
X1.5	0,707	0,557	0,564	0,622
X1.6	0,831	0,705	0,735	0,740
X2.1	0,618	0,770	0,603	0,638
X2.2	0,558	0,713	0,545	0,587
X2.3	0,662	0,709	0,616	0,668
X2.4	0,635	0,702	0,596	0,637
X2.5	0,561	0,740	0,516	0,580
X2.6	0,575	0,728	0,540	0,594
X3.1	0,585	0,514	0,745	0,557
X3.2	0,643	0,585	0,760	0,648
X3.3	0,604	0,606	0,724	0,698
X3.4	0,557	0,555	0,710	0,583
X3.5	0,662	0,629	0,721	0,626
X3.6	0,597	0,537	0,718	0,571
Y.1	0,681	0,594	0,635	0,702
Y.2	0,640	0,657	0,610	0,790
Y.3	0,699	0,711	0,692	0,841
Y.4	0,657	0,601	0,601	0,780
Y.5	0,659	0,670	0,623	0,750
Y.6	0,649	0,664	0,630	0,779
Y.7	0,644	0,622	0,578	0,721
Y.8	0,710	0,681	0,735	0,754
Y.9	0,587	0,596	0,588	0,701
Y.10	0,658	0,609	0,621	0,711
Y.11	0,696	0,644	0,641	0,716
Y.12	0,611	0,575	0,620	0,715

Source: Primary data, processed by the author, 2026.

Cross loading is included to assess discriminant validity at the indicator level. The reason for using this test is to ensure that an indicator represents its intended construct more strongly than other constructs. The results show that every indicator has its highest loading on its intended construct. Therefore, the constructs can be distinguished empirically and the discriminant validity requirement is satisfied.

Each indicator had its highest loading on the construct it was intended to measure. This indicates that the constructs were empirically distinguishable and that discriminant validity was achieved.

Table 6. Reliability Results

Indikator	Cronbach's Alpha	Composite Reliability
Gaya Hidup	0,872	0,904
Persepsi Konsumen	0,822	0,871
Lingkungan Sosial	0,825	0,872
Keputusan Pembelian	0,928	0,938

Source: Primary data, processed by the author, 2026.

Cronbach's Alpha and Composite Reliability are presented together because both assess internal consistency, but Composite Reliability is particularly suitable for PLS-SEM because it considers the individual indicator loadings. The values in the table are all above 0.70: Cronbach's Alpha ranges from 0.822 to 0.928 and Composite Reliability from 0.871 to 0.938.

This indicates that the indicators within each construct are consistently measuring the same underlying concept.

Cronbach's Alpha values ranged from 0.822 to 0.928 and Composite Reliability values ranged from 0.871 to 0.938. All values exceeded 0.70, indicating satisfactory internal consistency and reliability of the measurement instruments.

Structural Model and Hypothesis Testing

After the measurement model satisfied the validity and reliability requirements, the structural model was evaluated using R-square, path coefficients, and bootstrapping. Figure 2 presents the bootstrapping output used to assess the significance of the hypothesized relationships.

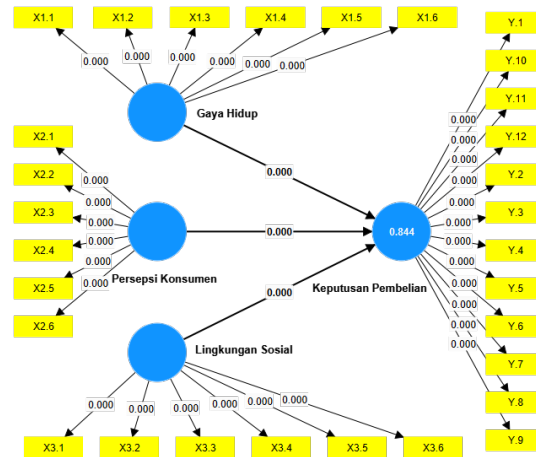


Figure 2. Bootstrapping Structural Model

Source: Primary data, processed by the author, 2026.

The inner model consists of R-square, path coefficients, and bootstrapping. R-square assesses how much variance in the endogenous construct is explained by the predictors, while path coefficients show the magnitude and direction of each relationship. Bootstrapping is used to obtain T-statistics and P-values for hypothesis testing. Purchase Decision had an R-square of 0.844 and adjusted R-square of 0.841. All three hypothesized relationships exceeded the T-statistic criterion of 1.972 and had P-values of 0.000.

Table 7. R-square

Endogenous Construct	R-square	Adjusted R-square
Purchase Decision	0.844	0.841

Source: Primary data, processed by the author, 2026.

The R-square value of 0.844 indicates that Lifestyle, Consumer Perception, and Social Environment jointly explain 84.4% of the variation in Purchase Decision, while the remaining 15.6% is explained by factors outside the model. The adjusted R-square of 0.841 provides a similar result after accounting for the number of predictors. Overall, the model has a high explanatory capability for Purchase Decision in this sample.

Table 8. Path Coefficients and Bootstrapping Results

Indikator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Gaya Hidup -> Keputusan Pembelian	0,402	0,393	0,065	6,146	0,000
Persepsi Konsumen -> Keputusan Pembelian	0,305	0,308	0,059	5,217	0,000

Indikator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Lingkungan Sosial -> Keputusan Pembelian	0,271	0,275	0,055	4,921	0,000

Source: Primary data, processed by the author, 2026.

Path coefficients, T-statistics, and P-values are presented together because they provide complementary information for hypothesis testing. The path coefficient shows the estimated magnitude and direction of the relationship, while the T-statistic and P-value determine whether the relationship is statistically supported. Lifestyle has the largest coefficient (0.402), followed by Consumer Perception (0.305) and Social Environment (0.271). All T-statistics are greater than 1.972 and all P-values are 0.000, so the three hypothesized relationships are statistically supported.

All three path coefficients were positive. Lifestyle had the largest coefficient (0.402), followed by Consumer Perception (0.305) and Social Environment (0.271). All T-statistics exceeded the critical value of 1.972 and all P-values were 0.000, supporting H1, H2, and H3.

This summary table is included to make the final hypothesis decisions explicit. H1, H2, and H3 are all supported because each relationship has a T-statistic above 1.972 and a P-value below 0.05. Among the three relationships, Lifestyle has the largest path coefficient, indicating that it is the strongest predictor of Purchase Decision in the proposed model.

Discussion of Hypotheses

Lifestyle And Purchase Decision

Lifestyle and Purchase Decision. The first hypothesis is supported because the T-statistic of 6.146 exceeds 1.972 and the P-value of 0.000 is below 0.05. The path coefficient of 0.402 represents the relationship between Lifestyle and Purchase Decision. The descriptive results reinforce this finding: the highest response in Lifestyle was 58% strongly agree for the statement that shopping on Shopee is more practical than shopping directly at a store. This indicates that convenience has become a prominent part of respondents' shopping patterns. The finding is consistent with Ginting and Bangun (2022) and Saffanah and Mardayanti (2025), who reported that lifestyle contributes to purchase decisions.

Consumer Perception And Purchase Decision

Consumer Perception and Purchase Decision. The second hypothesis is supported because the T-statistic of 5.217 exceeds 1.972 and the P-value of 0.000 is below 0.05. The path coefficient of 0.305 indicates the relationship between Consumer Perception and Purchase Decision. The descriptive results show that the strongest strongly agree response was 50% for trusting Shopee products with a good reputation. This suggests that consumers' interpretations of product information and their previous experiences can shape their willingness to purchase. The result is consistent with Gandhi et al. (2023) and Ginting and Bangun (2022), who found that consumer perception affects purchase decisions.

Social Environment And Purchase Decision

Social Environment and Purchase Decision. The third hypothesis is supported because the T-statistic of 4.921 exceeds 1.972 and the P-value of 0.000 is below 0.05. The path coefficient of 0.271 indicates the relationship between Social Environment and Purchase Decision. The descriptive results show that 53% of respondents strongly agreed that other people's reviews and experiences influence their purchase decisions, while 54% agreed that they seek information from the experiences of people close to them. These results indicate that personal recommendations, shared experiences, and social information are relevant

references in online purchasing. The finding is consistent with Karimah et al. (2022), Ashari and Sudarwanto (2022), and Yudha et al. (2024).

Comparison of the three predictors. Lifestyle has the largest path coefficient at 0.402, making it the most dominant predictor of Purchase Decision in the model. Consumer Perception follows with 0.305, while Social Environment has a coefficient of 0.271. The ranking is consistent with the descriptive results, particularly the strong response to shopping convenience under Lifestyle. Taken together, the results indicate that purchase decisions on Shopee are shaped by consumers' daily shopping patterns, how they interpret marketplace information, and the social information they receive from other people.

CONCLUSION

Based on the results of the study, it can be concluded that Lifestyle, Consumer Perception, and Social Environment influence Purchase Decision among Shopee users in Jabodetabek. The measurement model shows that all indicators meet the required validity and reliability criteria, while the structural model demonstrates that the proposed relationships are supported. The R-square value of 0.844 indicates that Lifestyle, Consumer Perception, and Social Environment jointly explain 84.4% of the variation in Purchase Decision, while the remaining 15.6% is explained by factors outside the research model.

Among the three independent variables, Lifestyle has the strongest relationship with Purchase Decision, with a path coefficient of 0.402, followed by Consumer Perception at 0.305 and Social Environment at 0.271. The descriptive findings support this result. For Lifestyle, the highest response was 58% Strongly Agree for the statement that shopping on Shopee is more practical than shopping directly at a store. This indicates that shopping convenience is a prominent aspect of respondents' lifestyle when using Shopee.

For Consumer Perception, the highest Strongly Agree response was 50% for the statement that respondents trust Shopee products with a good reputation. This indicates that product reputation is an important consideration in forming consumers' perceptions. For Social Environment, 53% of respondents strongly agreed that other people's reviews and experiences influence their purchase decisions, while 54% agreed that they seek product information from the experiences of people close to them. These findings indicate that recommendations, reviews, and experiences from people around consumers are relevant sources of information in the purchasing process.

The hypothesis testing results show that H1, H2, and H3 are supported. H1 is supported because Lifestyle has a T-statistic of 6.146 and a P-value of 0.000. H2 is supported because Consumer Perception has a T-statistic of 5.217 and a P-value of 0.000. H3 is supported because Social Environment has a T-statistic of 4.921 and a P-value of 0.000. Therefore, the three variables are relevant in explaining Purchase Decision among Shopee users in Jabodetabek. Overall, the findings indicate that consumers' shopping habits and preferences, their interpretation of marketplace information, and social influences collectively contribute to the purchase decision process, with Lifestyle being the strongest predictor in the proposed model.

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