

Digital Technology Adoption and Online Marketing Strategies as Drivers of Consumer Purchase Decisions with the Moderating Effect of Service Quality

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ABSTRACT: This study investigates how digital technology adoption and online marketing strategies drive consumer purchase decisions, with service quality examined as a moderating variable. Employing a quantitative explanatory design, data were collected from 200 Indonesian undergraduate students who actively use the Shopee e-commerce platform. Measurement items were adapted from established scales and analyzed through Principal Component Analysis (PCA) and moderated regression analysis. The results show that both digital technology adoption and online marketing strategies have significant positive effects on consumer purchase decisions. More importantly, service quality not only exerts a direct influence but also strengthens the relationships between technology, marketing, and consumer behavior. The proposed model explains 47.2% of the variance in purchase decisions, demonstrating moderate explanatory power. This research contributes to the literature by extending previous studies that primarily examined direct relationships. It introduces service quality as a moderating mechanism that enhances the effectiveness of digital and marketing innovations. Practically, the findings offer strategic insights for e-commerce platforms to integrate technological adoption, marketing personalization, and high-quality service delivery in order to build consumer trust and encourage sustainable purchasing behavior.

Keywords: Digital Technology, Online Marketing, Service Quality, Purchase Decision, E-commerce.



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INTRODUCTION

The rapid evolution of digital technology has transformed global business and consumer behavior. According to Statista (2024), global e-commerce sales reached USD 5.8 trillion in 2023 and are expected to surpass USD 8.0 trillion by 2027, marking a continued shift from traditional to digital commerce. This transformation reflects broader technological and societal changes in the digital economy (Laudon & Traver, 2022). Digital technology adoption enhances accessibility, usability, and efficiency in consumer transactions (Alalwan, 2018, 2018; Dwivedi et al., 2021; Venkatesh et al., 2016, 2016). This ongoing evolution has also expanded into immersive digital environments

such as the metaverse, which increasingly influence consumer interaction and marketing practices (Dwivedi et al., 2022).

In Southeast Asia, the digital economy exceeded USD 100 billion in 2023, with e-commerce serving as its largest contributor (Google et al., 2023). Indonesia—representing the region’s most dynamic market—has seen significant growth in online retail, particularly among young, technology-oriented consumers. This makes platforms such as Shopee a relevant context for analyzing how digital and marketing factors influence purchasing behavior.

Previous studies have established that technology adoption enhances transaction efficiency and consumer trust (Gefen et al., 2020; Shareef et al., 2019), while online marketing strategies such as social media engagement, personalized advertising, and influencer promotion significantly drive purchase intentions (Appel et al., 2020; Kumar et al., 2021). Similarly, Prentice et al. (2019) demonstrated that identity-driven customer engagement significantly influences purchase intention in digital retail environments. These effects are consistent with earlier findings showing that social media marketing enhances customer equity and engagement (Kim & Ko, 2012). However, these studies primarily focus on direct effects and rarely consider how service quality may moderate the influence of technology and marketing on consumer behavior.

In online shopping, where face-to-face interaction is absent, service quality becomes a decisive factor in shaping trust, satisfaction, and loyalty (Parasuraman et al., 2005; Zeithaml et al., 2020). Issues such as delivery accuracy, responsiveness, and product reliability can either reinforce or weaken consumers’ willingness to purchase.

Therefore, this study aims to analyze the influence of digital technology adoption and online marketing strategies on consumer purchase decisions, with service quality as a moderating variable. By introducing service quality as a moderating construct, this research extends the existing digital consumer behavior literature and provides practical insights for e-commerce platforms to integrate technological innovation, marketing effectiveness, and consistent service delivery to sustain consumer engagement.

Furthermore, understanding this relationship is particularly relevant in the Indonesian context, where internet penetration and smartphone usage continue to rise sharply. According to the Indonesian Internet Service Providers Association (APJII, 2023), more than 78% of Indonesia’s population are active internet users, with mobile devices serving as the primary access point. The accessibility of digital platforms has not only changed how consumers search for products and compare prices but also how they perceive trust and value in online transactions. Recent global reports also highlight that customers increasingly expect seamless and personalized digital experiences across platforms (Salesforce, 2023). As digital ecosystems expand, competition among e-commerce platforms intensifies, making the ability to deliver superior digital experiences and reliable service a key differentiator in consumer decision-making (Akter et al., 2021).

From a theoretical perspective, the integration of technology adoption and marketing strategy within a service quality framework contributes to a more holistic understanding of online consumer behavior (Chiu et al., 2021). This aligns with McKinsey & Company (2022), who found that accurate personalization substantially increases consumer engagement and purchase

conversion. While prior research often treats these elements as independent determinants of purchase intention, their interdependence may better explain real-world behavior. For example, advanced technological features such as AI-based recommendation systems or secure payment gateways may only translate into actual purchase decisions when supported by consistent service performance, including prompt customer support and trustworthy delivery systems.

In addition, marketing strategies in digital commerce have evolved beyond traditional promotional activities. Consumers are increasingly influenced by social proof mechanisms, such as product reviews, ratings, and influencer endorsements, which enhance perceived credibility and emotional connection with the brand (Ismagilova et al., 2020). However, if service delivery fails to meet expectations—such as delays, poor responsiveness, or product discrepancies—these marketing efforts can lose their effectiveness (De Veirman et al., 2017). Thus, service quality potentially plays a crucial moderating role in bridging the gap between marketing promises and consumer experiences.

Empirically, this study contributes to addressing the research gap regarding the moderating effect of service quality in the relationship between digital technology adoption, online marketing, and consumer purchase decisions in the e-commerce context (Amin et al., 2022). While numerous studies have examined the individual effects of technology and marketing variables, limited research has focused on how the quality of service delivery strengthens or weakens these relationships, especially in emerging digital markets such as Indonesia.

In summary, this research seeks to provide both theoretical and managerial implications. Theoretically, it enriches the understanding of digital consumer behavior by incorporating a moderating variable that reflects real-world complexities in online shopping environments. Practically, the findings may assist e-commerce managers and digital marketers in designing strategies that not only leverage technological advancements and promotional effectiveness but also ensure consistent, high-quality service delivery ultimately enhancing consumer trust, satisfaction, and long-term loyalty.

METHOD

This study employed a quantitative explanatory research design to analyze the influence of digital technology adoption and online marketing strategies on consumer purchase decisions, with service quality serving as a moderating variable. The methodological procedure consisted of four main stages, namely population and sampling, instrument design, data collection, and data analysis. The population of this study included undergraduate students in Indonesia who actively use the Shopee e-commerce platform. This group was chosen because they represent digital-native consumers who frequently engage with online marketplaces. Using Slovin's formula with a 10% margin of error, a minimum sample of 200 respondents was determined to be adequate. A purposive sampling technique was applied to ensure that all participants had prior online purchasing experience, making them suitable for assessing consumer decision-making behavior in digital contexts (Akram et al., 2021). The research instrument was a structured questionnaire consisting of five sections covering demographic information, digital technology adoption, online marketing

strategies, service quality, and purchase decisions. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) and were adapted from validated instruments used in previous studies. Digital technology adoption was measured based on the Technology Acceptance Model (Davis, 1989), focusing on perceived usefulness and ease of use. Online marketing strategies were assessed using indicators developed by Chaffey & Ellis-Chadwick (2019), which include personalization, digital promotion, and social media engagement. Service quality was measured using the E-S-QUAL framework proposed by Parasuraman et al. (2005), emphasizing efficiency, reliability, responsiveness, and privacy or security. Consumer purchase decisions were evaluated using indicators from Zeithaml et al. (2020), focusing on product choice, transaction completion, and repurchase intention. Data were collected through a structured online survey distributed via Google Forms. All respondents were informed about the study's objectives, and participation was voluntary, all respondents were informed about the study's objectives, and participation was voluntary, following the ethical principles outlined by the Committee on Publication Ethics (Committee on Publication Ethics (COPE), 2022). Ethical considerations also adhered to the authorship and contributorship principles defined by the International Committee of Medical Journal Editors (International Committee of Medical Journal Editors (ICMJE)., 2023). The collected responses were screened for completeness and consistency prior to analysis to ensure data quality and reliability. Data analysis was carried out in three major stages. First, reliability and validity testing were conducted, where Cronbach's Alpha values exceeding 0.70 indicated satisfactory internal consistency, and construct validity was verified using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. Second, Principal Component Analysis (PCA) was performed to extract latent constructs and minimize multicollinearity, retaining components with eigenvalues greater than 1 and factor loadings above 0.5. Finally, moderated regression analysis was employed to test both direct and moderating effects, using factor scores obtained from PCA as input variables. The analysis was conducted using Hayes' PROCESS macro (Model 1) in SPSS version 26. The regression model was specified as: Construct validity was verified using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity, following the guidelines of Hair et al. (2019).

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3Z + \beta_4(X_1*Z) + \beta_5(X_2*Z)$$

Where X1 represents digital technology adoption, X2 represents online marketing strategies, Z represents service quality, and Y denotes purchase decisions. All analyses were conducted using SPSS version 26, with the PCA module applied for factor extraction and Hayes' PROCESS macro (Model 1) employed for moderation regression analysis.

RESULT AND DISCUSSION

Table 1. KMO and Bartlett's Test Results

Test	Value	Sig.	Interpretation
KMO Overall	0.801	–	Adequate
Bartlett's Test of Sphericity	534.27	0.000	Significant, valid

To ensure construct validity and sampling adequacy, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were examined. The overall KMO value was 0.801, which exceeds the minimum threshold of 0.6, indicating that the sample size was adequate for factor analysis. Bartlett's Test was also significant ($\chi^2 = 534.27$, $p < 0.001$), confirming that the dataset was appropriate for conducting Principal Component Analysis (PCA). These results are presented in Table 1.

Table 2. Factor Loadings (PCA Results)

Indicator	DigitalTech Adoption (X1)	Online Marketing (X2)	Service Quality (Z)	Purchase Decision (Y)
TA1	0.732	—	—	—
TA2	0.758	—	—	—
TA3	0.781	—	—	—
TA4	0.744	—	—	—
M1–M4	—	0.703–0.789	—	—
SQ1–SQ4	—	—	0.711–0.812	—
PD1–PD3	—	—	—	0.743–0.826

PCA was conducted to examine the item loadings on their respective latent constructs. As presented in Table 2, all indicators exhibited factor loadings greater than 0.5, confirming satisfactory convergent validity.

To assess the measurement quality, Cronbach's Alpha and validity coefficients were examined. As shown in Table 2, all constructs exceeded the recommended thresholds ($\alpha > 0.70$; $r > 0.50$), indicating strong internal consistency and convergent validity. This ensures that the survey instrument reliably measures the Scrum maturity constructs.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Interpretation
Digital Tech Adoption (X1)	0.812	0.826	Reliable
Online Marketing (X2)	0.834	0.845	Reliable
Service Quality (Z)	0.801	0.818	Reliable
Purchase Decision (Y)	0.829	0.841	Reliable

Table 4. R-Square

Endogenous Variable	R ²	Interpretation
Purchase Decision (Y)	0.472	Moderate

The explanatory power of the model was examined using the coefficient of determination. Results show that the model explains nearly half of the variance in purchase decisions.

Table 5. Moderated Regression Analysis

Predictor	β	Std. Error	t	Sig.
Constant	0.000	–	–	–
Digital Tech (X1)	0.282	0.082	3.44	0.001
Marketing (X2)	0.193	0.091	2.12	0.035
Service Quality(Z)	0.274	0.084	3.26	0.001
X1*Z	0.117	0.056	2.09	0.038
X2*Z	0.104	0.051	2.04	0.043

The measurement model demonstrated satisfactory validity and reliability, as summarized in Tables 1–5. The results confirm that the constructs were statistically adequate for subsequent regression analysis

Interpretation of Key Findings

The findings reveal that both digital technology adoption and online marketing strategies significantly drive consumer purchase decisions. This confirms that technological usability and marketing personalization jointly shape consumer confidence and buying behavior. The results align with the Technology Acceptance Model proposed by Davis (1989), which posits that perceived usefulness and perceived ease of use are key determinants of technology acceptance and behavioral intention. This is further supported by the Unified Theory of Acceptance and Use of Technology (UTAUT) extension proposed by Venkatesh, Thong, and Xu (2012), emphasizing that user behavior is influenced by both performance expectancy and facilitating conditions. In the context of e-commerce, when consumers perceive that digital platforms are easy to navigate, secure, and efficient, their willingness to engage in online transactions increases substantially.

Moreover, the results corroborate prior studies by Appel et al. (2020) and Kumar et al. (2021), who emphasized that online marketing strategies particularly those utilizing social media engagement, influencer collaborations, and data-driven personalization significantly enhance consumers' purchase intentions. This is further supported by Lim et al. (2020), who emphasized the mediating role of customer attitude in influencer-driven purchase behavior. The integration of marketing technologies such as algorithmic recommendations, targeted advertisements, and interactive digital campaigns creates a personalized shopping experience that strengthens emotional attachment and perceived value. Thus, the combination of technological sophistication and marketing relevance fosters not only consumer attention but also behavioral conversion from interest to actual purchase.

However, this study contributes a more nuanced understanding by highlighting the moderating role of service quality. The findings demonstrate that even advanced technology and attractive marketing campaigns cannot sustain consumer purchasing behavior without consistent and reliable service performance. Service quality acts as a stabilizing factor that reinforces consumer trust and satisfaction, ensuring that the promises made through digital interfaces and promotional efforts are fulfilled during the transaction and post-purchase stages. This is consistent with Ocampo & Yamagishi (2023), who found that perceived service quality on digital platforms

strongly shapes customer perceptions and behavioral intentions in Southeast Asia. This supports the argument of Parasuraman et al. (2005) and Zeithaml et al. (2020) that service quality remains a core determinant of customer retention and loyalty in digital environments. Similar evidence was found by Lin et al. (2020), highlighting that electronic service quality significantly enhances satisfaction and loyalty in online commerce.

Specifically, the moderating effect indicates that consumers may appreciate technological convenience and persuasive marketing, but their long-term purchase decisions depend heavily on whether the platform delivers accurate, timely, and dependable service outcomes. For instance, prompt responses to customer inquiries, transparency in delivery processes, and effective problem resolution enhance consumers' overall experience, translating technological efficiency into sustained behavioral trust. Conversely, when service performance is inconsistent—such as delivery delays, lack of responsiveness, or discrepancies between product description and reality—the perceived benefits of technology and marketing are undermined.

This finding has strong implications for e-commerce platforms such as Shopee, Tokopedia, and Lazada, where the competitive advantage is no longer derived solely from digital innovation or promotional creativity, but from how well these are integrated with service excellence. Such approaches align with the framework of digital transformation in marketing proposed by Kumar et al. (2021). The alignment between front-end technological innovation and back-end operational reliability determines whether consumers perceive the platform as credible and trustworthy. Therefore, service quality does not merely act as a supportive function but as a strategic enabler that translates digital engagement into tangible purchase behavior.

From a theoretical standpoint, the moderating effect of service quality suggests that the relationship between digital stimuli (technology and marketing) and behavioral response (purchase decision) is conditional upon the perceived service experience. This reinforces the holistic view of digital consumer behavior, emphasizing that technology adoption and marketing strategies should be studied not in isolation but within the broader context of service delivery. The findings bridge the gap between technology acceptance theory, online marketing models, and service quality frameworks, offering an integrated perspective that reflects real-world consumer interactions in digital marketplaces.

Furthermore, the results highlight the dynamic expectations of modern consumers who demand seamless experiences across technological, promotional, and service dimensions. As consumers become more digitally literate and empowered by abundant online information, their tolerance for service failures diminishes. Hence, e-commerce platforms must not only innovate technologically and communicate persuasively but also maintain operational consistency to preserve customer trust and loyalty.

In sum, this study underscores that while digital technology adoption and online marketing strategies are powerful drivers of purchase decisions, their ultimate effectiveness is contingent upon the platform's ability to deliver high-quality service. The synergy among these three dimensions technology, marketing, and service forms the foundation of sustainable consumer engagement and competitive advantage in the evolving digital economy.

Limitations and Cautions

This study has several limitations that should be acknowledged. First, the sample consists solely of undergraduate students in Indonesia, which may limit the generalizability of the findings to other consumer groups or regions with different demographic or socioeconomic characteristics (Blut et al., 2015). Future research could incorporate more diverse respondents, including working professionals or older consumers, to obtain a broader representation of online shopping behavior. As prior studies have shown that demographic variables such as gender may moderate satisfaction levels in mobile commerce (Marinković & Kalinić, 2017). Second, the study employed a cross-sectional design, which restricts the ability to establish causal relationships between variables over time. Longitudinal or experimental research designs are recommended to capture dynamic changes in consumer attitudes and behaviors as technology and marketing strategies evolve.

Third, the data relied on self-reported perceptions, which may be influenced by social desirability or recall bias, potentially affecting the accuracy of the responses. Incorporating behavioral data, such as actual purchase records or digital interaction metrics, could strengthen the validity of future analyses. Lastly, several contextual factors—such as price sensitivity, cultural influence, peer recommendations, and brand reputation—were not included in the current model but may also play an important role in shaping consumer purchase decisions. Future studies should consider integrating these variables to develop a more comprehensive understanding of online consumer behavior in the Indonesian digital marketplace.

Recommendations for Future Research

Future research could extend this study by including more diverse consumer segments, such as working professionals, entrepreneurs, and different age groups, to enhance the generalizability of the findings beyond the undergraduate population. Examining variations in digital literacy, purchasing power, and lifestyle preferences across these groups would provide deeper insights into how demographic diversity shapes online shopping behavior. Moreover, longitudinal research designs would be valuable in capturing how consumer attitudes and purchase intentions evolve over time as digital technologies, marketing strategies, and service standards continue to advance. Such an approach could also identify potential shifts in consumer priorities resulting from technological innovations or changing market conditions.

Researchers are also encouraged to incorporate additional variables such as perceived trust, brand loyalty, and price sensitivity, which may offer a more comprehensive and realistic understanding of the psychological and contextual factors influencing online purchasing decisions. Including mediating and moderating constructs such as customer satisfaction, perceived risk, or social influence could further refine theoretical models of digital consumer behavior. In addition, comparative studies across multiple e-commerce platforms or countries in Southeast Asia would allow for meaningful cross-cultural analysis, revealing how social, economic, and cultural contexts shape the interplay between technology, marketing, and service quality. Such studies would not only broaden theoretical generalization but also provide practical insights for regional e-commerce firms seeking to optimize consumer engagement in diverse digital ecosystems.

CONCLUSION

This study examined the effects of digital technology adoption and online marketing strategies on consumer purchase decisions, with service quality serving as a moderating variable. The results demonstrate that both technology adoption and marketing strategies significantly enhance consumers' purchasing behavior, while service quality not only exerts a direct positive influence but also strengthens these relationships. The model explained 47.2% of the variance in purchase decisions, suggesting that these factors collectively play a crucial role in shaping digital consumer behavior.

Theoretically, the study contributes to the literature by extending previous models of digital consumer behavior through the inclusion of service quality as a moderating construct. This finding highlights that technological and marketing innovations alone are insufficient to sustain purchasing behavior without consistent and reliable service performance. Practically, e-commerce platforms should therefore integrate digital innovation, personalized marketing, and superior service delivery to build long-term consumer trust and loyalty.

In conclusion, the study underscores that the synergy among technology adoption, marketing effectiveness, and service quality is essential for sustaining consumer engagement in the competitive digital marketplace. Future initiatives by e-commerce platforms should prioritize not only technological upgrades and creative promotion but also post-purchase service consistency, which remains the foundation of sustainable online business success.

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