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# The Effects of Digital Marketing Effectiveness and Price Perception on Online Purchase Decisions: The Mediating Role of Perceived Ease of Use under Exchange Rate Volatility

**Muksalmina Muksalmina [1,*], Salwa Hayati Hasan [1] and Ahmad Syahyana [1]**

[1] Department of Management, Faculty of Social Sciences and Education, Universitas Ubudiyah Indonesia, Banda Aceh 23114, Indonesia; muksalmina@uui.ac.id (M.M.); salwa@uui.ac.id (S.H.H.); ahmadsyahyana@uui.ac.id (A.S.)

* Correspondence: muksalmina@uui.ac.id

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**Abstract**

This study examines the effects of Digital Marketing Effectiveness and Price Perception on Online Purchase Decisions, with Perceived Ease of Use serving as a mediating variable under conditions of exchange rate volatility. A quantitative associative approach was employed using data collected from 99 online consumers in Banda Aceh City and Aceh Besar Regency, Indonesia. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that Digital Marketing Effectiveness and Price Perception positively and significantly influence Perceived Ease of Use. Perceived Ease of Use has the strongest positive effect on Online Purchase Decisions, indicating that consumers are more likely to complete online transactions when digital platforms are easy to learn, navigate, and operate. Price Perception also has a positive direct effect on Online Purchase Decisions, whereas Digital Marketing Effectiveness has a negative but significant direct effect. Furthermore, Perceived Ease of Use significantly mediates the relationships between Digital Marketing Effectiveness and Online Purchase Decisions and between Price Perception and Online Purchase Decisions. These findings extend the Technology Acceptance Model by highlighting the central role of Perceived Ease of Use in strengthening online consumer decision-making under conditions of economic uncertainty.

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## 1. Introduction

Rapid advances in information technology have fundamentally transformed business activities and consumer purchasing behavior worldwide. The widespread adoption of internet-based technologies has accelerated the growth of electronic commerce, enabling consumers to purchase products and services without geographical or temporal constraints [1, 2]. Compared with conventional shopping, online purchasing offers greater convenience, wider product availability, and more efficient transaction processes. Consequently, online shopping has become one of the preferred purchasing channels for consumers seeking convenient and cost-effective shopping experiences [3, 4].

The importance of online purchasing continues to increase alongside the rapid expansion of Indonesia's digital economy. According to the Indonesian Internet Service Providers Association, the number of internet users reached approximately 235 million, representing an internet penetration rate of 81.72% [5]. This rapid

growth has been accompanied by a significant expansion in e-commerce activities. Data from the Statistics Indonesia (BPS) indicate that Indonesia's e-commerce transaction value reached approximately IDR 487 trillion in 2024, while the Gross Merchandise Value (GMV) of the digital economy is projected to reach IDR 1,187 trillion in 2025 [6]. These figures demonstrate that online shopping has become one of the primary purchasing channels for Indonesian consumers, highlighting the growing importance of understanding the factors that influence online purchase decisions in the digital economy [7, 8].

The importance of online purchasing behavior has become more evident during periods of economic uncertainty, particularly when exchange rate volatility affects consumer spending patterns [9, 10]. Fluctuations in exchange rates, especially the appreciation of the United States dollar against local currencies, often increase transportation, distribution, and operational costs, which subsequently influence product prices [3]. Under these conditions, consumers tend to seek purchasing channels that minimize additional expenses and provide greater flexibility in comparing alternatives. Online shopping platforms facilitate price comparisons, reduce transportation costs, and allow consumers to complete transactions from their homes, making them an attractive option during periods of exchange rate instability [11].

In increasingly competitive digital markets, firms are required to develop effective strategies to attract and retain customers. One of the most important strategies is digital marketing effectiveness, which refers to the ability of digital marketing activities to deliver relevant information, increase consumer engagement, and influence purchasing behavior [12]. Through social media platforms, online advertising, search engine marketing, and e-commerce applications, businesses can communicate directly with target consumers and enhance product visibility [13]. Effective digital marketing enables consumers to obtain product information quickly and accurately, thereby increasing the likelihood of purchase decisions. Previous studies have consistently reported that effective digital marketing positively influences consumer attitudes and purchasing decisions in online environments [14].

Besides digital marketing effectiveness, price perception remains one of the most influential determinants of consumer purchase decisions [15]. Price perception reflects consumers' evaluations of whether a product's price is reasonable, affordable, and consistent with the benefits received. In online marketplaces, consumers can easily compare prices across different sellers and platforms, making price considerations increasingly important. During periods of exchange rate volatility, consumers become more sensitive to price changes and are more likely to choose purchasing alternatives that provide superior value. Taken together, these findings suggest that favorable price perceptions are expected to strengthen consumers' willingness to make online purchases [16].

Although digital marketing effectiveness and price perception are important determinants of online purchasing behavior, consumer decisions are also influenced by how easily digital platforms can be used [14]. The increasing complexity of digital technologies requires businesses to ensure that online shopping systems are simple, understandable, and convenient for users. Consumers who perceive online platforms as easy to navigate and operate are more likely to complete transactions and continue using digital purchasing channels [17]. Consequently, perceived ease of use has become an essential factor in understanding consumer acceptance of online shopping technologies [1].

The relationship between technology acceptance and user behavior is explained by the Technology Acceptance Model (TAM), developed by Davis (1989). TAM proposes that individuals' acceptance of a technology is primarily determined by their perceptions of usefulness and ease of use. Perceived ease of use refers to the degree to which an individual believes that using a particular system requires minimal effort, whereas perceived usefulness refers to the degree to which an individual believes that using the system enhances performance [18, 19]. According to TAM, technologies perceived as easy to use are more likely to be accepted and utilized by users because they reduce the effort required to accomplish desired tasks [2].

In the context of online shopping, effective digital marketing activities may help consumers understand platform features and purchasing procedures more easily, thereby enhancing perceived ease of use [3]. Likewise, favorable price perceptions may encourage consumers to engage more actively with online platforms, which can strengthen their perceptions of the simplicity and convenience of the purchasing process [20]. Taken together, these findings suggest that perceived ease of use may serve as an important mechanism through which digital marketing effectiveness and price perception influence online purchase decisions [21].

Previous studies have extensively examined the direct effects of digital marketing effectiveness and price perception on purchase decisions [22, 23]. However, limited attention has been given to the mediating role of

perceived ease of use in explaining these relationships, particularly during periods of exchange rate volatility. Most prior studies have focused on stable economic conditions, whereas fluctuations in exchange rates may alter consumers' evaluations of convenience, value, and purchasing efficiency [21, 24]. This situation indicates a research gap that warrants further investigation.

Based on the foregoing discussion, this study aims to analyze the effects of digital marketing effectiveness and price perception on online purchase decisions and to examine the mediating role of perceived ease of use during periods of exchange rate volatility. By integrating marketing and technology acceptance perspectives, this study is expected to contribute to the literature on consumer behavior and provide managerial insights for businesses seeking to strengthen their digital marketing strategies in uncertain economic environments.

## 2. Materials and Methods

### *2.1. Data Collection*

This study employed a quantitative research design using an associative approach to examine the relationships among Digital Marketing Effectiveness (DME), Price Perception (PP), Perceived Ease of Use (PEU), and Online Purchase Decisions (OPD). Data were collected from consumers with prior experience purchasing products through e-commerce platforms during periods of exchange rate volatility [25].

The target population consisted of online consumers residing in Banda Aceh City and Aceh Besar Regency. Based on data from the Central Bureau of Statistics, the total population was 761,614 people, comprising 267,736 residents of Banda Aceh City and 493,878 residents of Aceh Besar Regency. The sample size was determined using the Slovin formula with a 95% confidence level and a 10% margin of error, resulting in a minimum sample requirement of 99 respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software [26, 27].

Primary data were collected through a structured questionnaire using a five-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree [28]. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software.

### *2.2. Measurement of Variables*

DME was measured using four indicators reflecting consumers' perceptions of the effectiveness of digital marketing activities. These indicators include informativeness, entertainment value, personalization, and the interaction capability of digital marketing communications [9, 10].

PP was measured using four indicators representing consumers' evaluations of product prices in online transactions. These indicators include price affordability, price fairness, value for money, and price competitiveness compared with alternative products or sellers [3].

PEU was operationalized as a mediating variable and measured using six indicators adapted from the Technology Acceptance Model (TAM) developed by Davis (1989). These indicators include ease of learning, ease of understanding, ease of interaction, ease of becoming skillful, clarity of operation, and overall ease of using online purchasing platforms [2].

OPD was measured using four indicators reflecting consumers' purchasing behavior in online environments. These indicators include the realization of purchase intentions, preference for online purchasing, confidence in purchasing decisions, and willingness to repurchase through online channels [3].

### *2.3. Analytical Procedure and Study*

To ensure methodological rigor, this study followed a systematic analytical procedure commonly applied in SEM-PLS research. The process began with the development of a structured questionnaire based on established theoretical constructs related to DME, PP, PEU, and OPD. After data collection, the dataset was screened to identify incomplete responses and assess data suitability. Descriptive statistical analysis was then conducted to summarize respondent characteristics and provide an overview of the collected data [28, 29].

The measurement model (outer model) was then evaluated in terms of convergent validity, discriminant validity, Cronbach's alpha, composite reliability, and average variance extracted (AVE). After confirming the adequacy of the measurement model, the structural model (inner model) was assessed by examining path coefficients, the coefficient of determination, predictive relevance, and effect sizes. Hypothesis testing was conducted using bootstrapping procedures to obtain t-statistics and p-values [28, 30].

### *2.4. Structural Equation Modeling Partial Least Squares (SEM-PLS)*

Structural Equation Modeling Partial Least Squares (SEM-PLS) is a variance-based multivariate statistical technique that enables researchers to examine complex relationships among latent constructs simultaneously. SEM-PLS is particularly suitable for predictive studies,

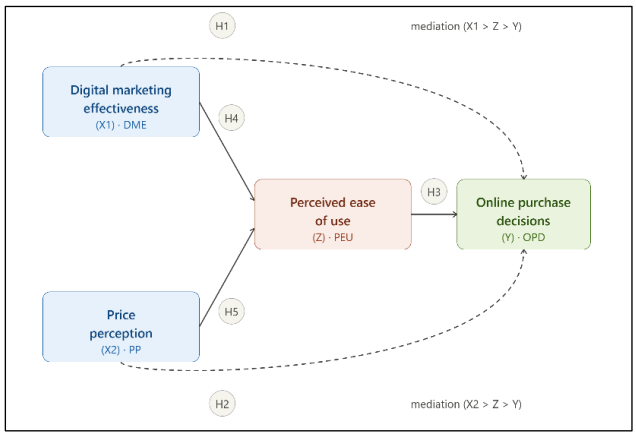



**Figure 1.** Conceptual framework.

**Table 1.** Descriptive statistics.

| Variable | Mean | Std. Dev. |
|---|---|---|
| DME → PEU | 0.850 | 0.032 |
| PP → PEU | 0.164 | 0.050 |
| PEU → OPD | 0.982 | 0.127 |
| DME → OPD | -0.273 | 0.116 |
| PP → OPD | 0.295 | 0.068 |

exploratory research, and models involving mediating variables because it does not require strict assumptions regarding data normality and can accommodate relatively small sample sizes [29].

In this study, SEM-PLS was employed to analyze the relationships among DME, PP, PEU, and OPD. This approach allows for the simultaneous assessment of both direct and indirect effects within a single analytical framework [28].

### *2.5. Structural Model Specification and Construct Equations*

The structural model was specified to examine the direct effects of DME and PP on OPD, as well as the mediating role of PEU. Based on the proposed conceptual framework, Equation 1 and 2 are the structural equations were formulated [28].

$$PEU_i = \beta_1 DME_i + \beta_2 PP_i + \zeta_{1i} \quad (1)$$

$$OPD_i = \beta_3 DME_i + \beta_4 PP_i + \beta_5 PEU_i + \zeta_{2i} \quad (2)$$

Where *PEU* denotes Perceived Ease of Use, *OPD* denotes Online Purchase Decisions, *DME* denotes Digital Marketing Effectiveness, *PP* denotes Price Perception, $\beta$ denotes the path coefficient, and $\zeta$ denotes the error term.

### *2.6. Conceptual Framework and Research Hypotheses*

Based on a review of the relevant literature and the proposed conceptual framework presented in Figure 1, this study proposes seven hypotheses. $H_1$ proposes that DME has a positive and significant effect on OPD. $H_2$ proposes that PP has a positive and significant effect on OPD. $H_3$ proposes that PEU has a positive and significant effect on OPD. $H_4$ proposes that DME has a positive and significant effect on PEU. $H_5$ proposes that PP has a positive and significant effect on PEU. $H_6$ proposes that PEU mediates the relationship between DME and OPD. $H_7$ proposes that PEU mediates the relationship between PP and OPD.

## 3. Results and Discussion

### *3.1. Descriptive Statistics*

Table 1 summarizes the descriptive statistics, including the path coefficients, means, and standard deviations, for the relationships among the variables examined in this study. DME shows a strong positive relationship with PEU, with a mean value of 0.850 and a standard deviation of 0.032, indicating a highly consistent distribution of respondents' perceptions regarding the effectiveness of digital marketing activities in facilitating online shopping. Similarly, PP demonstrates a positive association with PEU (mean = 0.164, SD = 0.050), suggesting that favorable price evaluations contribute to consumers' perceptions of the ease of using online purchasing platforms. PEU exhibits a very strong positive relationship with OPD (mean = 0.982, SD = 0.127), indicating that consumers who perceive online platforms as easy to use are more likely to make online purchasing decisions. Furthermore, PP shows a positive relationship with OPD (mean = 0.295, SD = 0.068), reflecting the importance of price considerations in influencing purchasing behavior. In contrast, DME demonstrates a negative relationship with OPD (mean = −0.273, SD = 0.116), suggesting that although digital marketing activities influence consumer perceptions, their direct effect on purchasing decisions may be weakened by other factors and may operate more effectively through PEU as a mediating variable.

### *3.2. Measurement Model Evaluation*

The measurement model demonstrated satisfactory convergent validity and construct reliability, as presented in Table 2. All constructs achieved Cronbach's alpha and composite reliability values above the recommended threshold of 0.70, along with average variance extracted (AVE) values above 0.50, thereby confirming that all constructs are valid and reliable.

Cronbach's alpha and composite reliability values exceeding 0.70 indicate satisfactory internal consistency reliability, while average variance extracted (AVE) values above 0.50 confirm adequate convergent validity for all constructs.

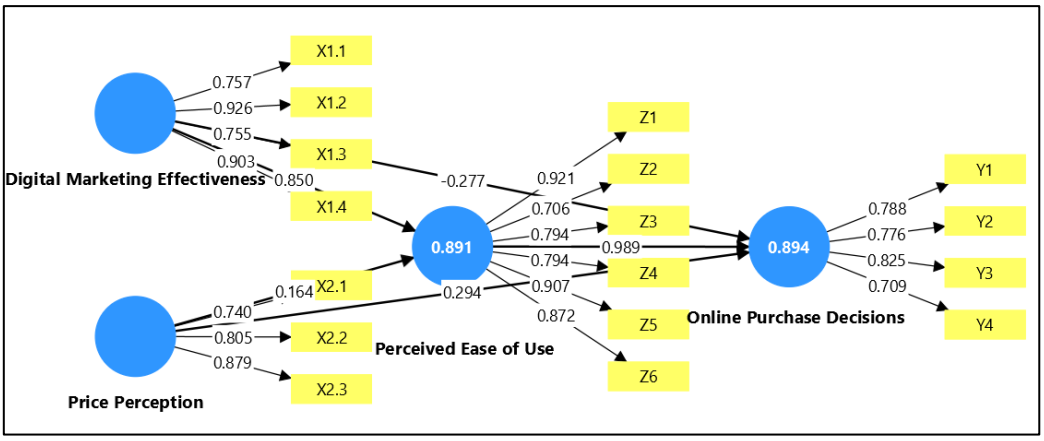



**Figure 2.** Cross loading.

**Table 2.** Convergent validity and composite reliability.

| Variable | Cronbach's Alpha | Composite Reliability | Average Variance Extracted |
|---|---|---|---|
| DME | 0.858 | 0.885 | 0.704 |
| PP | 0.782 | 0.799 | 0.601 |
| PEU | 0.912 | 0.918 | 0.699 |
| OPD | 0.739 | 0.774 | 0.656 |

**Table 3.** Results of Structural Equation Modeling (SEM) estimation.

| Variable | Standardized Coef. (O) | t-Stat. (\|O/STDEV\|) | P-value |
|---|---|---|---|
| DME → PEU | 0.850*** | 26.455 | 0.000 |
| PP → PEU | 0.164*** | 3.293 | 0.001 |
| PEU → OPD | 0.989*** | 7.767 | 0.000 |
| DME → OPD | -0.277** | 2.391 | 0.017 |
| PP → OPD | 0.294*** | 4.336 | 0.000 |
| DME → PEU → OPD | 0.841** | 2.285 | 0.022 |
| PP → PEU → OPD | 0.162*** | 3.786 | 0.000 |

Note: *** and ** indicate significance at the 1% and 5% levels, respectively.

The structural model was evaluated to examine the relationships among the latent variables using a bootstrapping procedure. In addition, the cross-loading results presented in Figure 2 indicate that each indicator loads more strongly on its respective construct than on the other constructs, thereby confirming discriminant validity. These findings strengthen the conclusion that the constructs of DME, PP, PEU, and OPD are empirically distinct, with no indication of indicator redundancy or substantial construct overlap.

*3.3. Structural Model Results*

Structural model analysis aims to examine the causal relationships among the latent variables formulated in the conceptual framework of this study. The results presented in Table 3 were obtained using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This analysis estimates the magnitude of both direct and indirect effects among DME, PP, PEU, and OPD. The statistical significance of these relationships was assessed using the bootstrapping procedure to obtain t-values and p-values for hypothesis testing and determine whether each proposed hypothesis is supported or rejected. In addition, the mediating effect of PEU was examined to assess its role in transmitting the effects of DME and PP on OPD.

The results presented in Table 3 indicate that all proposed direct relationships are statistically significant. However, the direction of the effects differs across variables. DME and PP positively influence PEU, while PEU and PP positively affect OPD. In contrast, DME exhibits a negative but statistically significant direct effect on OPD, suggesting that its influence may operate primarily through the mediating role of PEU rather than through a direct pathway.

DME has a positive and significant effect on PEU (β = 0.850, t = 26.455, p = 0.000), indicating that more effective digital marketing activities enhance consumers' perceptions of the ease of using online shopping platforms. Similarly, PP positively influences PEU (β = 0.164, t = 3.293, p = 0.001), indicating that favorable price evaluations enhance consumers' perceptions of the ease of using online purchasing platforms.

**Table 4.** Coefficient of determination ($R^2$).

| Model | $R^2$ | $R^2$ Adj. |
|---|---|---|
| PEU | 0.894 | 0.890 |
| OPD | 0.891 | 0.889 |

PEU exhibits a strong positive effect on OPD (β = 0.989, t = 7.767, p = 0.000), indicating that consumers who perceive online platforms as easy to use are more likely to make online purchase decisions. PP also has a positive and significant direct effect on OPD (β = 0.294, t = 4.336, p = 0.000), demonstrating that consumers' evaluations of product prices play an important role in influencing purchasing decisions. In contrast, DME shows a negative but significant direct effect on OPD (β = −0.277, t = 2.391, p = 0.017), indicating that the direct influence of DME on purchase decisions may be affected by other factors and operates differently from its indirect effect through PEU.

Among all direct relationships, the effect of PEU on OPD is the strongest, as indicated by the highest standardized coefficient (β = 0.989). These findings suggest that consumers' online purchase decisions are more strongly influenced by their perceived ease of using online platforms than by DME or PP alone.

The mediation analysis reveals that PEU serves as an important mechanism linking DME and PP to OPD. The indirect effect of DME on OPD through PEU is positive and significant (β = 0.841, t = 2.285, p = 0.022), indicating that effective digital marketing enhances purchase decisions by increasing consumers' perceptions of ease of use. Similarly, the indirect effect of PP on OPD through PEU is also positive and significant (β = 0.162, t = 3.786, p = 0.000), suggesting that favorable price perceptions strengthen online purchase decisions through improved perceptions of platform usability.

These findings indicate that PEU mediates the relationships between DME and OPD and between PP and OPD. The mediation results further demonstrate that PEU functions as a technology acceptance mechanism through which marketing effectiveness and price-related evaluations are translated into actual online purchase decisions, consistent with the Technology Acceptance Model (TAM).

### *3.4. Coefficient of Determination ($R^2$)*

The R-square ($R^2$) value reflects the extent to which the independent variables explain the variance in the dependent variables. As shown in Table 4, the results indicate substantial explanatory power of the structural model. The PEU model has an $R^2$ value of 0.894, indicating that 89.4% of PEU variance is explained by DME and PP. Meanwhile, the OPD model shows an $R^2$ value of 0.891, indicating that 89.1% of the variance in OPD is explained by the combined effects of DME, PP, and PEU. These findings demonstrate that the model has very strong explanatory power for both PEU and OPD. The results indicate that DME and PP substantially explain consumers' perceptions of ease of use, while the combined effects of DME, PP, and PEU provide a robust explanation of OPD under conditions of exchange rate volatility.

### *3.5. Discussion*

The findings of this study confirm that DME, PP, and PEU play significant roles in shaping OPD, both directly and indirectly. The results highlight that consumers' purchasing decisions in online environments are not solely influenced by marketing activities or price evaluations but are also strengthened by perceptions of the ease of using digital purchasing platforms. This finding supports the Technology Acceptance Model (TAM), which emphasizes that technology acceptance is largely determined by users' perceptions of ease of use and usefulness [2].

DME is found to have a positive and significant effect on PEU. This result indicates that effective digital marketing activities facilitate consumers' understanding of product information, platform features, and purchasing procedures, thereby enhancing their perceptions of ease when using online shopping platforms. Effective digital marketing communication enables consumers to access relevant information more quickly and efficiently, reducing the effort required to complete online transactions. This finding supports the Technology Acceptance Model (TAM), which suggests that external factors can enhance technology acceptance by reducing users' perceived complexity and increasing their confidence in using digital platforms. When marketing information is presented clearly, consistently, and interactively, consumers require less cognitive effort to search for information and complete transactions. This finding is consistent with Salem et al. [14], who reported that digital marketing significantly influences consumer attitudes and online shopping behavior by improving access to information and customer engagement. Similarly, Artanti et al. [24] found that social media marketing positively affects online purchasing behavior through PEU. The present study extends these findings by demonstrating that the effectiveness of digital marketing lies not only in promoting products but also in improving consumers' perceptions of platform usability, thereby facilitating technology acceptance in online shopping.

PP also exhibits a positive and significant effect on PEU. This finding suggests that consumers who perceive prices

as fair, affordable, and competitive are more likely to evaluate online shopping platforms as convenient and easy to use. Favorable price perceptions may reduce consumers' cognitive effort when evaluating alternatives, thereby simplifying the purchasing process. When consumers perceive prices as transparent and reasonable, they may spend less time comparing alternatives and experience greater confidence in completing online transactions. As a result, the purchasing process becomes more efficient, strengthening perceptions that the platform is easy to use. This finding is consistent with previous empirical evidence indicating that perceived value and price evaluations influence consumers' acceptance of digital purchasing systems and online transaction behavior [21, 22]. These findings reinforce the argument that economic considerations contribute not only to purchasing decisions but also to consumers' technology acceptance by enhancing perceived convenience during online transactions.

PEU emerges as the strongest predictor of OPD. This finding indicates that consumers are more likely to complete online purchases when they perceive e-commerce platforms as easy to learn, navigate, and operate. The result strongly supports the Technology Acceptance Model proposed by Davis, which argues that technologies perceived as easy to use are more likely to be accepted and utilized [2]. The very high standardized coefficient further suggests that technological convenience plays a more influential role than marketing exposure or price considerations in determining consumers' purchasing decisions. This indicates that, regardless of promotional strategies or pricing policies, consumers ultimately prioritize a seamless and uncomplicated purchasing experience. This finding is consistent with Islam et al. [23], who found that PEU significantly influences the adoption of digital payment systems and online services. Likewise, Artanti et al. [24] concluded that PEU plays a central role in encouraging online purchasing behavior. The present study therefore strengthens previous evidence by demonstrating that PEU functions as a primary driver of online purchase decisions under conditions of economic uncertainty.

PP is also found to have a positive and significant direct effect on OPD. This result suggests that consumers are more likely to make online purchases when they perceive prices as reasonable and offering good value for money. During periods of exchange rate volatility, consumers become increasingly sensitive to price changes and tend to seek cost-efficient purchasing alternatives. Online shopping platforms provide opportunities to compare prices quickly and identify the most attractive offers, thereby strengthening purchasing decisions. This finding indicates that consumers' purchasing decisions are not determined solely by the absolute price of products but also by their perceptions of price fairness and the value received relative to the cost incurred. This finding is consistent with Ahmad and Ijaz [22], who reported that perceived benefits and value considerations positively influence online shopping behavior. It also aligns with Handoyo [11], who emphasized the importance of economic evaluations in shaping consumer purchasing decisions within digital marketplaces. The results further suggest that maintaining transparent and competitive pricing strategies becomes increasingly important under conditions of exchange rate volatility, when consumers are more cautious in evaluating product value.

Interestingly, DME demonstrates a negative but significant direct effect on OPD. This finding suggests that highly intensive digital marketing activities do not always translate directly into purchasing decisions. One possible explanation is that excessive marketing exposure may create information overload, promotional fatigue, or skepticism among consumers. In such situations, consumers may become more selective and critical when evaluating marketing messages. Furthermore, the context of exchange rate volatility may alter consumers' decision-making priorities. Rather than responding primarily to promotional campaigns, consumers may place greater emphasis on price fairness, perceived value, and the ease of completing transactions. Consequently, promotional intensity alone may become less effective in stimulating purchase decisions under conditions of economic uncertainty. Another explanation is that digital marketing influences purchasing behavior indirectly through consumers' perceptions of platform usability rather than through direct persuasion. This finding differs from many previous studies reporting a positive direct relationship between digital marketing effectiveness and purchase decisions. The difference may be attributed to the economic context of this study, in which consumers may exhibit more rational and cautious purchasing behavior. Therefore, the effectiveness of digital marketing depends not only on promotional activities but also on its ability to enhance platform usability and improve consumers' overall shopping experience.

The mediation analysis reveals that PEU serves as an important mechanism linking DME and PP to OPD. The indirect effect of DME on OPD through PEU is positive and significant. This finding indicates that effective digital marketing enhances purchase decisions primarily by increasing consumers' perceptions that online platforms are easy to use. In other words, digital marketing

contributes to purchasing behavior when it facilitates technology acceptance and reduces transaction complexity. This result supports the Technology Acceptance Model, which proposes that external factors influence behavioral outcomes through users' perceptions of technology.

Similarly, the indirect effect of PP on OPD through PEU is positive and significant. This finding suggests that favorable price perceptions strengthen online purchasing decisions by improving consumers' evaluations of platform usability and transaction convenience. Consumers who perceive prices as fair and beneficial are more likely to engage positively with online platforms and experience fewer barriers during the purchasing process. Consequently, PEU functions as a key transmission mechanism through which economic evaluations are translated into actual purchasing decisions.

Overall, this study highlights that consumers' OPD are shaped not only by DME and PP but also by their perceptions of the ease of using online shopping platforms. PEU functions as a crucial technology acceptance mechanism that strengthens the effects of marketing and price-related factors on purchasing behavior. These findings provide empirical support for the Technology Acceptance Model and contribute to a better understanding of consumer decision-making under conditions of exchange rate volatility, where convenience, efficiency, and value become increasingly important considerations.

## 4. Conclusions, Implications and Limitations

This study examined the effects of DME and PP on OPD, with PEU serving as a mediating variable under conditions of exchange rate volatility. The findings demonstrate that both DME and PP positively and significantly influence PEU. Furthermore, PEU has the strongest positive effect on OPD, indicating that consumers are more likely to complete online transactions when digital platforms are easy to learn, navigate, and operate. PP also has a positive and significant direct effect on OPD, whereas DME exhibits a negative but significant direct effect. In addition, PEU significantly mediates the relationships between DME and OPD and between PP and OPD, confirming its central role in translating marketing effectiveness and price evaluations into actual purchasing behavior.

From a theoretical perspective, this study contributes to the Technology Acceptance Model (TAM) by confirming that PEU is not only a direct determinant of OPD but also an important mediating mechanism linking DME and PP to consumer purchasing behavior. The findings extend previous studies by demonstrating that technological convenience remains a dominant factor influencing OPD, particularly under conditions of economic uncertainty and exchange rate volatility. Moreover, the negative but significant direct effect of DME suggests that intensive promotional activities alone may not be sufficient to encourage purchasing decisions unless they also improve consumers' perceptions of platform usability.

From a practical perspective, the findings provide valuable implications for businesses, e-commerce platforms, and digital marketers. Companies should prioritize digital marketing strategies that enhance consumers' understanding of products and simplify the purchasing process rather than focusing solely on promotional intensity. Improving website and application usability through intuitive interfaces, simple navigation, and efficient transaction processes can strengthen consumers' perceptions of ease of use and ultimately increase purchase decisions. In addition, maintaining competitive, transparent, and fair pricing strategies is essential, particularly under conditions of exchange rate volatility, when consumers become more sensitive to product prices and value considerations.

This study has several limitations that should be acknowledged. First, the research was conducted only among online consumers in Banda Aceh and Aceh Besar, which may limit the generalizability of the findings to other regions. Second, the quantitative cross-sectional design does not fully capture changes in consumer behavior over time or provide deeper insights into consumers' psychological motivations. Taken together, these limitations suggest that future research should involve broader geographical coverage, larger and more diverse samples, and longitudinal or mixed-method approaches. Future studies may also incorporate additional variables, such as Perceived Usefulness, Trust, Consumer Satisfaction, Online Shopping Experience, Social Influence, and Perceived Risk, to provide a more comprehensive understanding of OPD in dynamic digital and economic environments.

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