**Optimizing Motivation in Purchase Decision-Making for MOSSDOOM Products on the Shopee App**

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| **Article Info** |  | **ABSTRACT** |
| ***Article history:***  Received 9 April 2023  Revised 2 May 2023  Accepted 15 may 2023 |  | E-commerce has experienced rapid growth in recent years, transforming consumer shopping patterns from traditional methods to online shopping. Mossdoom, a local fashion brand that has seen significant growth in 2023-2024, has successfully attracted consumer attention through high-quality bags at affordable prices on e-commerce platforms such as Shopee. However, the lack of optimal understanding of factors influencing consumer purchasing motivation poses challenges for Mossdoom in enhancing sustainable purchasing decisions. This article employs deep interview and collaboration methods to identify the factors affecting consumer motivation in purchasing Mossdoom products. The findings indicate that consumer motivation, including needs, online shopping convenience, and reviews from other buyers, significantly influences purchasing decisions. By leveraging marketing strategies based on an understanding of consumer motivation, Mossdoom can enhance the appeal of its products on the Shopee e-commerce platform. The training provided to business actors and consumers successfully increases understanding of the importance of motivation in purchasing decisions and provides valuable insights for developing more effective marketing strategies. This article suggests that Mossdoom strengthen its brand image, optimize product presentation, leverage positive reviews, and collaborate with influencers to achieve sustainable sales growth. |
| ***Keywords:***  Motivation; Purchase Decision; Shopee App |
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1. **INTRODUCTION**

E-commerce has grown rapidly in recent years, with many consumers shifting from traditional shopping to online shopping. The growth of e-commerce is driven by advancements in the internet and mobile applications, which allow businesses to build more effective and efficient systems. These systems can reach consumers on a larger scale and at much lower costs compared to conventional business models (Fajarwati, 2020). With the advent of e-commerce, everyone around the world now has an equal opportunity to compete and succeed in online business. The rapid global growth of e-commerce has also made online customer segmentation a focus of attention for both business practitioners and academics (Ratama & Mulyati, 2022). E-commerce platforms like Shopee have become popular choices for consumers to purchase various modern bags, including products from Mossdoom. Mossdoom is a new local fashion brand that has gained significant attention, especially in 2023-2024, for its wide range of stylish yet affordable fashion bags. As a local brand known for its quality, Mossdoom must ensure its products meet the needs and desires of consumers. Mossdoom, renowned for its unique yet simple and elegant style, has captured the attention of female consumers with its fashionable and affordable bags. However, consumer purchasing decisions are influenced not only by product quality but also by deeper motivations such as needs, desires, and values associated with the product.

Consumer motivation is a crucial factor affecting purchasing decisions. Motivation is the state within an individual that drives them to take action to achieve a goal. This motivation directs individual behavior towards achieving satisfaction (Rahmawati & Illiyin, 2021). According to Kotler and Keller (2016), motivation is an internal drive that guides an individual's behavior to fulfill specific needs and desires. Motivation arises from the need to fulfill one's needs (Anggriani, 2019). In the context of purchasing products, motivation comes from various sources, including the need for the product, the convenience of the purchasing process, affordability, and reviews from other buyers. Decision-making is one of the stages in the decision-making process, where the consumer determines whether to purchase the product or not. Decision-making involves choosing between two or more options, meaning a decision is made when there are multiple choices (Rico & Hatane, 2013). Mowen and Minor (2002:2) state that consumer decision-making encompasses the entire process of identifying problems, seeking solutions, evaluating alternatives, and making a purchase choice. According to Kotler and Armstrong (2008), as cited in Sopiyan (2019), the decision-making process involves the actual decision to purchase a product.

The need for a product is one of the primary reasons for making a purchasing decision. Mossdoom products meet consumer needs for high-quality and functional fashion items. According to Schiffman and Kanuk (2010), unmet needs can be a strong motivator for consumer purchases. In addition to needs, the convenience of online shopping also plays a significant role in purchasing decisions. Shopee, with its user-friendly interface and easy transaction process, offers convenience to consumers. According to Hsu et al. (2014), convenience in online shopping can enhance consumer satisfaction and drive purchasing decisions.

1. **METHOD**

This article employs the Deep Interview method, which is useful for obtaining in-depth information about consumer motivations in the purchasing decisions of Mossdoom products. Through in-depth interviews, Mossdoom can identify personal factors affecting consumer motivation, such as lifestyle preferences, product value perceptions, and shopping experiences. The results of these interviews will provide more specific guidance in developing a personalized and relevant marketing approach. The next method is Collaboration, which involves working with other parties such as influencers, bloggers, or fashion communities to promote Mossdoom products. This collaboration can help reach a broader market and increase consumer trust in the brand. For example, Mossdoom could partner with influencers to create engaging content about the products or collaborate with local communities to host fashion events showcasing Mossdoom's products. The data used in this article is primary data, with the population being students from the State Islamic University of North Sumatra, and a sample size of 33 individuals.

1. **RESULTS AND DISCUSSION**

**Results**

Based on the results of the service provided, it was found that both Mossdoom business actors and consumers still do not fully understand how motivation affects purchasing decisions on e-commerce platforms, specifically on the Shopee app. Mossdoom, as a new local fashion brand, has successfully attracted consumer interest by offering high-quality bags at affordable prices. However, the suboptimal understanding of factors influencing purchasing motivation has led to challenges in attracting more consumers and increasing sustainable purchasing decisions.

The issues encountered reveal a lack of effective marketing strategies and consumer purchasing decisions that are often not based on sufficient information and appropriate motivation. To address this, a training session titled "Optimizing Motivation in Purchasing Decisions for MOSSDOOM Products on the Shopee App" is needed, designed to provide knowledge and strategies to both parties, namely Mossdoom business actors and consumers.

This training aims to help Mossdoom enhance its product appeal on the Shopee platform by focusing on high product quality and affordable pricing. For Mossdoom, the training offers guidance on developing more effective marketing strategies, such as highlighting superior quality and competitive prices in product promotions, and leveraging Shopee app features to strengthen brand image and increase consumer interaction. Additionally, the training teaches how to use positive reviews from satisfied consumers to build trust and loyalty among other consumers.

On the other hand, for consumers, the training aims to provide a deeper understanding of the importance of making purchasing decisions based on relevant motivations, such as the need for high-quality products at affordable prices. Consumers are encouraged to consider various factors, including product quality, reviews from other users, and the convenience of the transaction process on the Shopee app, before making a purchase decision.

Through this training, Mossdoom business actors now have a better understanding of how to attract consumer interest by highlighting their product advantages. More effective marketing strategies have been implemented, such as using promotions that emphasize product quality and competitive pricing, as well as optimizing product reviews to strengthen brand credibility. On the other hand, consumers have gained better knowledge on how to critically evaluate products, allowing them to make more informed purchasing decisions that align with their needs.

The results of this service show that by providing the right education to both parties, Mossdoom can enhance its product appeal on the Shopee e-commerce platform. Strategies that focus more on consumer motivation enable Mossdoom to increase sales, strengthen consumer loyalty, and maintain a positive image as a local fashion brand offering high-quality products at affordable prices. Meanwhile, consumers can be more confident in making purchasing decisions that match their needs and preferences, ultimately supporting the growth of a healthier and more competitive e-commerce market.

**Discussion**

Consumer motivation is crucial in purchasing decisions, indicating that companies need to seriously consider motivational factors in their marketing strategies, especially in a highly competitive e-commerce context like Shopee. The strong influence of motivation on purchasing decisions reflects that consumers are not only influenced by product quality and price but also by their overall perception and experience interacting with the brand. The high path coefficient value (0.835) indicates that factors such as urgent needs, specific desires, perceived product value, and convenience in the purchasing process play a significant role in driving consumers to make purchases.

The implications of these findings for Mossdoom, as a local fashion brand, are clear. Mossdoom can use these insights to develop more targeted marketing strategies. By emphasizing superior product quality and affordable prices, and leveraging positive reviews on the Shopee platform, Mossdoom can more effectively enhance consumer motivation to purchase their products. This also highlights the importance of optimizing product display on the app, providing a seamless and enjoyable shopping experience, and ensuring consistent product quality, which can strengthen both the emotional and rational appeal of the brand to consumers.Furthermore, the low standard deviation (0.047) suggests that the influence of motivation on purchasing decisions is relatively stable across the consumer sample. This means that strategies focused on increasing consumer motivation can be effectively applied across various market segments without high variability concerns. This provides flexibility for Mossdoom to adjust its approach to different target consumer groups, with the expectation that responses to motivation-based strategies will remain consistent and positive.The very high T-statistic value (17.946) and very small P-value (0.000) further reinforce the finding that motivation is a critical factor in purchasing decisions. This finding emphasizes the importance for marketers and brand managers to focus more on motivating elements such as engaging promotions, strong branding, and relevant special offers. Overall, these results suggest that a targeted marketing approach based on a deep understanding of consumer motivation can significantly enhance purchasing decisions, drive sales growth, and strengthen brand loyalty.

1. **CONCLUSION**

Based on the results of this article, it is found that companies need to develop a comprehensive and adaptive marketing strategy focused on enhancing consumer motivation. One strategy that can be implemented is to strengthen brand image through branding campaigns that highlight the advantages of Mossdoom products, such as high quality, attractive design, and affordable prices. Mossdoom should also utilize e-commerce platforms like Shopee more effectively by presenting products attractively through high-quality photos, informative product descriptions, and appealing discounts or bundling offers. Additionally, the company should actively manage reviews and consumer feedback to build trust and customer loyalty.

Another strategy is to expand digital marketing reach through social media and collaborations with influencers who have a follower base relevant to Mossdoom's target market. By leveraging creative and interactive content, such as fashion tutorials, product reviews, and giveaways, Mossdoom can increase brand awareness and consumer engagement. Furthermore, the company could implement loyalty or membership programs to incentivize loyal customers, such as shopping points, exclusive access to new products, or special discounts. Through this approach, Mossdoom can strengthen relationships with consumers, improve customer retention, and ultimately drive sustainable sales growth.

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