



Research Paper

Determinants of Online Purchase Decisions on the Perception of Ease of Use of the Shopee Application In Merangin Regency

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ABSTRACT

This research aims to determine the influence of perceived ease of use of the Shopee application on online purchasing decisions among users in Merangin Regency. The sample size in this study was 110 respondents drawn using a purposive sampling technique by distributing a questionnaire containing 22 statement items. The data analysis method used is simple linear regression. Based on the results of data processing, the results obtained show that purchasing decisions on the shopee application are determined by ease of use. The easier the application is to use by users or consumers, the higher the purchasing decision will be, because not all users or consumers have high knowledge of technology. The advice given to Shopee is to maintain and continue to improve the ease of use features contained in the Shopee application.

Keywords: *Perceived Ease of Use, Online Purchasing Decisions.*

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I. Introduction

In the past, the internet was only used to search for data, but now the internet can even be used to do business and run a business (Istianingsih et al., 2020). Enterprises or businesses that use the internet and electronic media are known as e-commerce (Electronic commerce). e-commerce is the activity of buying and selling goods or services through an information network called the internet (Furkonudin et al., 2016).

The decision to make a purchase is a person's behavior or action in making a decision in the form of selecting a product in terms of type and quantity (Wardoyo & Andini, 2017). Buyers will usually consider many things such as ease of making purchases, quality of information obtained, price, security in making transactions, comfort in using the site, risks that may occur in making purchases and other factors. The ease consumers have in making online purchases greatly influences their desire to transact online (Istanti, 2017).

Based on the Google Play Store survey, we get a picture of the phenomenon that Shopee is a marketplace application with the largest number of users, namely more than 100 million, of course it will provide various conveniences and the best quality, but whether these expectations are in accordance with what is felt by its users. It cannot be denied that various kinds of considerations may arise in consumers' minds when making online purchases. One of the considerations is regarding the ease of the application system used. There are various possible problems such as not understanding how to use and how to purchase online.

Researchers also found several previous studies regarding convenience and purchasing decisions, including Wardoyo and Andini 2017, Fitri et al. 2020, Rafidah and Djawoto 2017, Lontaan 2016, Wijaya and Kempa 2018, Ardiyanto et al. 2015. Some of the results of previous research apparently show research gaps in the convenience variable between one study and another due to different subjects and population characteristics and being carried out in various marketplaces. For this reason, researchers intend to apply this research to the Shopee application. Based on the pre-survey and the description of data and relevant research results above, the researcher intends to conduct research to find out whether the perception of convenience is an influence in making online purchases with the Shopee application.

Based on the background description above, a problem formulation emerges as to whether there is an influence between the perception of ease of use of the Shopee application on online purchasing decisions among users in Merangin Regency.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1.1. Online Shopping

Online Shopping or online shopping is a process of purchasing goods or services from a seller without having to meet face to face between the seller and the buyer because the goods being sold are listed on the internet. Payment procedures in online shopping applications are very diverse, including COD/Cash On Delivery procedures (Sari, 2015). COD is a payment method used when the goods purchased or ordered have arrived at the buyer. The seller can show the goods and if the buyer is interested, the buyer can make payment directly or in cash. Apart from face to face contact between the seller and the buyer, COD can also be carried out by a courier or expedition service with the buyer. This COD is carried out if the delivery area or destination address is still reachable by the seller (Wardoyo & Andini, 2017) (Rahayu & Djawoto, 2017).

2.1.2. Online Purchase Decisions

Online purchasing decisions (Online Purchase) is a selection process with a combination of knowledge and evaluating alternative behavior and choosing one that is related to personal character, service, website quality, attitude when purchasing, intention to buy online and decision making (Permatasari, 2015). In the decision-making process there are many influencing factors, so that in making decisions a lot of consideration is needed. An online shop, internet shop, web shop, e-store and web store can be analogous to the physical purchase of a product or service, such as in a retail store or shopping center (Rahayu & Djawoto, 2017). Every consumer has a different way of purchasing a product.

Online Purchasing Decision Indicators

According to Kotler and Keller, the indicators for online purchasing decisions are as follows (Rafidah & Djawoto, 2017):

- 1) Recognition of needs
- 2) Information search
- 3) Evaluation of alternatives
- 4) Buying decision
- 5) Post-purchase behavior

2.1.3. Perceived Ease of Use

According to Davis, perceived ease of use is the user's level of confidence in an effort to use a system (Joan & Sitinjak, 2019). Perceived ease of use is the extent to which a person believes that using a technology can be free from effort (Wahyuningsih & Widiastuti, 2015). Ease of using the system is one thing that is worth considering when making online purchases. Convenience will be felt if someone can understand and easily use a system or technology. This convenience factor is related to how operational the online transactions are and also related to how easy it is to use. Convenience will provide encouragement for user behavior, where the easier a system is to use, the higher a person's desire to use the system.

Indicators of Perceived Ease of Use

According to Davis, there are several indicators of perceived convenience, including the following (Joan & Sitinjak, 2019):

- 1) Easy to learn, meaning the system used can be quickly learned and easy to remember how to operate.
- 2) Controllable, meaning that the system used can be controlled according to what the user wants and needs.
- 3) Clear and understandable, meaning that the instructions for a system used are clear and can be understood by the user.
- 4) Flexible, meaning that the interaction between the user and the system is flexible so that it can be done anytime and anywhere.
- 5) Easy to become proficient, meaning that the system used is easy to access so that users will become proficient when they use the system frequently.
- 6) Easy to use, meaning the system is easy to use and easy for users to operate.

2.1.4. The Relationship between Perceived Ease of Use and Purchasing Decisions

Perception of convenience can influence behavior where the higher a person's belief in convenience, the higher the use of technology(Wahyuningtyas& Widiastuti, 2015). The influence of perceived ease of use has been described and carried out in previous research by Wardoyo & Andini in 2017, stating that there are several factors that influence online purchasing decisions, including the convenience factor which has a positive and significant influence. Wijaya & Kempa's research in 2018 showed that the results of one of the independent variables, namely convenience, had a positive and significant influence on purchasing decisions. Research conducted by Fitri et. al., 2020 also shows that the convenience variable has a significant effect on the purchasing decision variable.

H1: There is influenceBetween the perception of ease of use of the Shopee application on online purchasing decisions among users in Merangin Regency

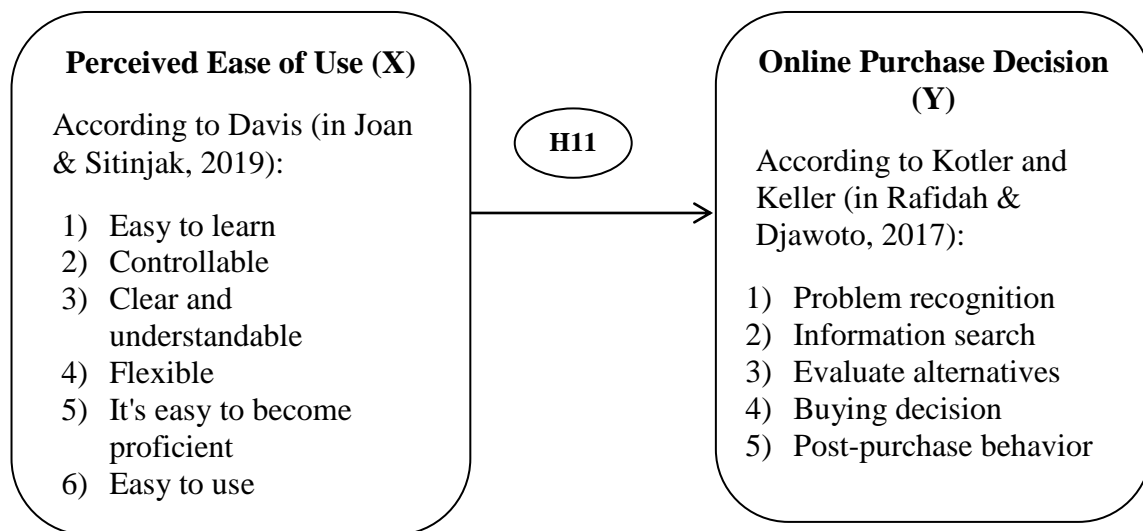


Figure 2.1. Framework of thinking

III. RESEARCH METHODS

3.1. Research methods

This research uses research methods with a quantitative approach. Quantitative research is research that is used to collect data from a population or sample using measuring instruments and statistical data analysis to test hypotheses that have been determined by the researcher.(Sugiyono, 2018). Based on the level of explanation, this research is research with a causal associative approach, namely research used to understand cause-and-effect relationships, where the independent variable is the cause and the dependent variable is the variable that is influenced.(Prathama & Sahetapy, 2019).

3.2 Operational Definition of Variables

Table 3.1. Operational Definition of Variables

Variable	Variable Definition	Indicator
Perceived Ease of Use (Joan & Sitinjak, 2019)	Perceived ease of use is the user's level of confidence in an effort to use a system.	1. Easy to learn 2. Controllable 3. Clear and understandable 4. Flexible

		5. Easy to become proficient/skilled
		6. Easy to use
Online Purchase Decisions (Rafidah & Djawoto, 2017)	Purchasing decisions are the stage in making purchasing decisions where consumers actually buy.	1. Recognition of needs 2. Information search 3. Evaluate alternatives 4. Buying decision 5. Post-purchase behavior

Source : (Joan & Sitinjak, 2019), (Rafidah & Djawoto, 2017)

3.2. Population

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics which are studied by researchers and then draw conclusions. (Sugiyono, 2018). Based on several of these definitions, it can be concluded that the population is the entire object element as a data source with certain characteristics in a study. The population in this research is the unknown number of Shoppe Application Users in Merangin Regency.

3.3. Sample

The sample is a portion of the population chosen by the researcher to represent the population (Sugiyono, 2018). In this study, the size of the population elements and the probability of the elements being selected as subjects are unknown, so the sampling technique in this study uses a non-probability sampling method, namely a sampling technique where the researcher does not provide the same chance or opportunity for each member/element of the population to be determined. be a sample (Sugiyono, 2018). The sampling technique is purposive sampling, where samples are taken based on certain characteristics or considerations that have been determined by the researcher in accordance with the research objectives and problems. (Abdurrahman & Muhidin, 2011).

In this research, researchers used calculations developed by experts as a basic reference for determining the sample size of the population. According to Hair et al. To determine the research sample size depending on the number of indicators/question items using the following formula (Finthariasari et al., 2020):

$$n = (5 \text{ to } 10) \times k$$

information :

n = Sample size

k = Indicator/number of question items

Based on the formula above, namely 5-10 times the number of indicators/instrument items, so that the theory can be fulfilled, in this study there are 22 question items, so the sample size is $5 \times 22 = 110$ people.

IV. RESEARCH RESULTS AND DISCUSSION

Shopee is a leading e-commerce platform in Southeast Asia and Taiwan. Shopee was first launched in 2015 to provide an easy, safe and fast online shopping experience through strong payment and fulfillment support. Shopee believes that online shopping should be easy and enjoyable to access. This is the vision that is aspired to on the Shopee platform every day.

A. Characteristics of Respondents Based on Gender

The results of the questionnaire distribution for respondent characteristics based on the respondent's gender can be seen in the following table.

Table 4.1 Characteristics of Respondents Based on Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MAN	37	33.6	33.6	33.6
Valid WOMAN	73	66.4	66.4	100.0
Total	110	100.0	100.0	

Source: SPSS data processing results version 25, 2021.

In the table above, there were 37 male respondents or 33.6% and 73 female respondents or 66.4%. From the results of distributing the questionnaire, it can be seen that female respondents have a higher frequency than male respondents and this is consistent with the fact that in general women prefer to carry out online shopping activities compared to men.

Instrument Test Results

From the results of the Validity and Reliability testing of the Purchasing Decision and Perception of Convenience variables, it was declared valid and reliable.

C. Hypothesis Test Results

Partial test results using the SPSS version 25 program can be seen in the following table.

Table 4.2 Partial Test (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1	(Constant)	19,281	3,298		5,847
	Perceived Ease of Use	,456	,059	,595	7,697

a. Dependent Variable: Online Purchasing Decisions

Source: SPSS data processing results version 20, 2021.

So the tcount value is greater than ttable, namely $7.697 > 1.98217$ so that H1 is accepted, namely the hypothesis which states that there is an influence between the perception of ease of use of the Shopee application on online purchasing decisions for Users in Merangin Regency.

D. Simple Linear Regression Model

Simple linear regression analysis in this research uses the SPSS version 20 program, the test results of simple linear regression analysis can be seen in the following table.

$$Y = \alpha + \beta X + e \dots\dots\dots 1$$

$$Y = 19.281 + 0.456X + e \dots\dots\dots 2$$

E. Coefficient of Determination Test Results (R2)

The coefficient of determination value on R Square is 0.354, which means that the ability of the independent variable (X) to explain the dependent variable (Y) is 35.4% and the remaining 64.6% is explained by other factors not discussed in this research.

V. Discussion

Perception of ease of use has an influence on online purchasing decisions with the Shopee application for users in Merangin Regency based on research results which show that $tcount > ttable$. The level of achievement of respondents stated that respondents felt the ease of use of the Shopee application both in searching for products, operations and in making purchase transactions through the Shopee application. With the TCR category in the online purchasing decision variable being very good, it can be concluded that many respondents make purchasing decisions because they feel happy with online purchases on the Shopee application. This is in accordance with the phenomenon that occurs when the large number of users of the Shopee application makes Shopee the online shopping application with the highest number of top downloads and active users.

Several analysis and test results carried out by researchers show that perceived ease of use has a significant influence on online purchasing decisions with the Shopee application. This research is in line with and supports previous research including research conducted by Ardyanto, et.al in 2015, Wardoyo&Andini in 2017, as well as research from Rafidah&Djawoto in 2017 which stated that there was a positive and significant relationship between perceived ease of use. on online purchasing decisions. This means that the perception of ease in using the Shopee application will encourage consumers to make online purchasing decisions. The higher the level of convenience of an application, the greater the consumer's decision to make a purchase.

VI. Conclusion

The research results show that there is an influence between the perception of ease of use of the Shopee application on online purchasing decisions for users in Merangin Regency. This is because the variable perception of ease of use obtained from the analysis of $tcount > ttable$, namely or a sig value < 0.05 , so it can be said that H1 is accepted. This means that the independent variable, namely perceived ease of use, has a significant effect on the dependent variable, namely online purchasing decisions.

VII. Suggestion

Based on the limitations and weaknesses of this research, the researchers put forward several suggestions that can be considered as follows.

- a. Shopee companies should maintain the various convenience features in the Shopee application so that consumers continue to have the desire to make online purchasing decisions with the Shopee application.
- b. For further research, it is hoped that we can add references and expand the scope of research and add research variables such as trust, security and quality of information so that more relevant results are obtained.

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