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THE INFLUENCE OF CUSTOMER EXPERIENCE, USER EXPERIENCE, AND SWITCHING BARRIER ON PURCHASE INTEREST IN THE SHOPEEFOOD APPLICATION IN SOUTH JAKARTA

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ABSTRACT

This research aims to determine the influence of the relationship between customer experience, user experience and switching barrier variables on purchasing interest in shoppefood applications in South Jakarta. This research is a quantitative descriptive analysis research. The data source for this research uses primary data in the form of a questionnaire. This research data was given to 100 respondents aged 15-55 years and who have used the ShopeeFood application at least once who live in South Jakarta. In taking samples for this research, a purposive sampling technique was used. The data analysis technique used is multiple linear regression and hypothesis testing using t-statistics processed in SPSS 25 to test the regression coefficient. Of the 100 research subjects, most of the research subjects were dominated by women (79%) and most of their jobs were students (79%). There is a significant relationship between the customer experience variable and purchase intention with the calculated t value (8.924) being greater than the t table (1.984). There is no relationship between the user experience variable and purchasing interest with a calculated t value (-0.524) which is smaller than the t table (1.984) and the switching barrier variable with purchasing interest with a calculated t value (0.792) which is smaller than the t table (1.984). Based on partial research results, it can be concluded that customer experience has a positive and significant effect on purchasing interest. However, there is no relationship between user experience and switching barriers on purchasing interest.

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1. INTRODUCTION

In the development of digital technology in Indonesia there has been a fairly rapid increase. Where in 2017 the number of people using the internet reached 143.26 million people (54.68%) of the entire population of Indonesia (APJII, 2017). The number of people using the internet creates competition between business people so they can become winners in this competition, especially in the e-commerce sector. Based on Global Web Index data, Indonesia is one of the countries with the highest level of technological and business development in 2019. There are 90% of those who use the internet in Indonesia, on average aged 16-64 years, have carried out transactions to buy goods and services online (CNNIndonesia, 2020).

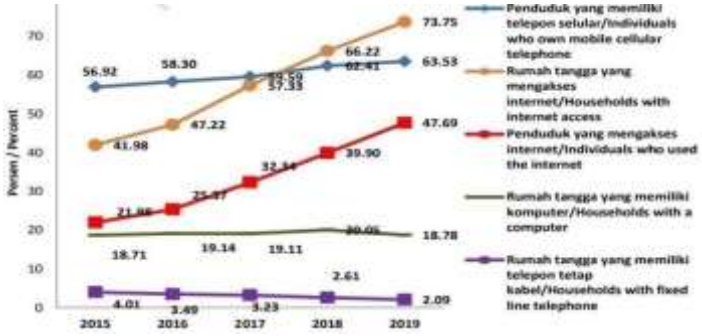

Figure 1 Development of digital technology in Indonesia

Based on Figure 1, it shows that the development of digital technology in Indonesia in using the internet is the fastest for households, up to 73.75%. The increase in internet use among the population occurred from 2015 to 2019 which can be seen from the increase in the percentage of the population using the internet in 2015, namely 21.98% to 47.69% in 2019. (BPS, 2020). The massive use of technology today has also brought about changes in people's lifestyles and lifestyles, especially in meeting basic needs, clothing, food and shelter. Online food delivery transportation is the prima donna in the e-commerce sector today. This field uses the benefits of applications as an ordering medium to make it easier for consumers to fulfill online food delivery orders. For example, the Shopee company is a provider of online food delivery transportation services.

Online food delivery applications are now widely used by various levels of society. Service performance and ease of access make this application increasingly widely used. Shopee is one of the companies that takes advantage of existing technological advances in the online marketplace sector. (EcommerceIQ, 2017). In 2017, up to 80 million applications were downloaded on this platform, of which there were more than 40 million sellers and more than 180 million active items. In the 4th quarter of 2017, Shopee reported a gross trading value (GMV) of US$1.6 billion, an increase of 206%. Shopee had a total GMV value in 2018 of US$2.7 billion, an increase of 153% in 2017.

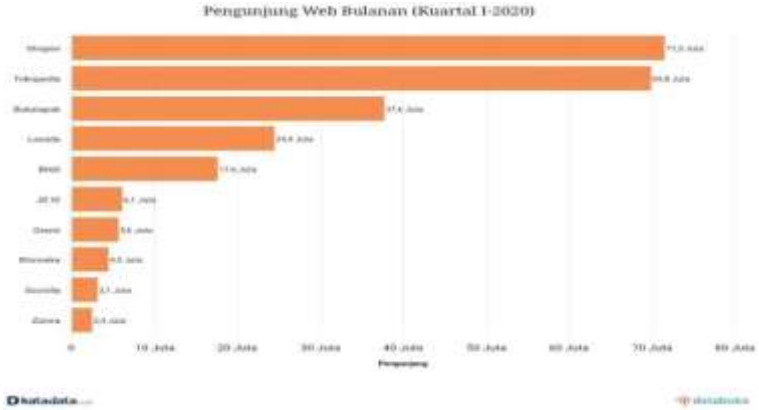

Figure 2 Monthly Shopee web application visitors.

Based on figure 2, in the 1st quarter of April 2020, visitors to the Shopee web application in one month could reach 71.5 million. Also in this quarter, Shopee Indonesia started promoting a feature that sells ready-to-eat food on the Shopee platform. Shopee Food is a program that has received more than 500 food sellers in the Jakarta area. At the start of ShopeeFood, the food buying and selling feature was limited to purchasing frozen food, soft drinks, various cakes and processed foods only. At first, the ShopeeFood feature began to develop into food and beverage ordering services by collaborating with various food and beverage industries (Vania, O & Simbolon, R., 2020).

Customer experience is the sensation that customers get or insight into the results of several levels of interaction where there are various parts made by the service provider. There is an experience where all of life is involved and can be invested in products, used to improve services or create these experiences.

Schmitt (1999) grouped customer experience components into five indicators which can be used to measure consumer experience, including sense, feel, think, act and relate. Sense, which refers to the senses that humans have as a tool for experiencing the goods and services offered. Feel, namely the feeling that comes from ideas, pleasure and reputation for customer service. Think, namely an experience that demands intelligence where the aim is to create a cognitive experience and problem solver where consumers are involved in a creative way. Act, which is designed to create a consumer experience that has a connection to the body in a physical way. Relate, namely the existence of relationships with other people, other social groups (work, lifestyle) or broader social identities.

To ensure consumer satisfaction when using goods or services, the ease of interaction between consumers and services is also assessed using the user experience variable. User Experience is the perception and response of users in using goods, systems or services (ISO 9421-210). Where competition between companies that provide services is getting tighter, each company is required to have a strategy to attract consumers for its goods. Good representation can be formed from good experiences. Switching barriers is a strategy that can attract customers' interest in continuing to use the company's services.

Jones, et al., (2000), explains switching barriers, namely all factors that cause difficulties or costs for customers when moving to another service provider. This switching barrier is a factor that influences customers' decisions to continue using the service provider that has been their previous choice and not move to another service provider. Customers will be reluctant to switch to other goods if customer satisfaction is met and the switching barrier is high and will buy with sustainable frequency in the long term. Jones et al. (2000) explained that barriers to moving include moving costs, the allure of alternatives, and interpersonal relationships. In this research, the switching barrier variable will be measured in terms of switching costs, alternative attractiveness, and interpersonal relationships.

This type of research also refers to Annisa et al's research entitled Analysis of the Influence of Customer Experience, User Experience, and Switching Barriers on Repurchase Intention (Study of Go-Jek consumers in Purwokerto City). The results show that there is a significant and positive influence from the influence of Customer Experience, User Experience, and Switching Barriers on Repurchase Intention (Study of Go-Jek consumers in Purwokerto City).

Similar research was also conducted by Prabowo et al entitled User Experience Perceptions of the Online Food Delivery Application (Madhang.id Application User Study). The results show that the user experience variable has a significant and positive influence on the Online Food Delivery Application (Madhang.id Application User Study). This research aims to see the influence of Customer Experience, User Experience, and Switching Barrier on Purchase Interest in the ShopeeFood Application in South Jakarta.

2. METHOD

This research is quantitative, which will look at the relationship between customer experience, user experience and switching barrier variables on purchasing interest among ShopeeFood application users in South Jakarta. Data collection was carried out using a questionnaire containing a list of questions. In taking samples for this research, a purposive sampling technique was used. The data analysis technique used is multiple linear regression and hypothesis testing using t-statistics processed in SPSS 25 to test the regression coefficient. Of the 100 research subjects, most of the research subjects were dominated by women (79%) and most of their jobs were students (79%)

3. RESULTS AND DISCUSSION

General description

Sampling in this research was carried out in South Jakarta. This analytical research aims to see the influence of customer experience, user experience, and switching barrier variables on the purchasing interest of ShopeeFood application users. In this study, primary data sources were used, with data taken directly from the research subjects. The research subjects were ShopeeFood application service users in South Jakarta with a total sample size of 100 respondents. This research took the form of a survey of ShopeeFood consumers in South Jakarta using a questionnaire distributed via an online form, then the results of data collection were processed and analyzed using SPSS version 25.

Company profile

Shopee is an application that connects sellers and buyers through one platform. PT Shopee International is a subsidiary of the SEA Group. In 2015, Shopee launched for the first time in Singapore, then from there Shopee expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Shopee entered Indonesia at the end of May 2015 and carried out operations at the end of June 2015. Shopee Indonesia is located at Jl. General Sudirman, RT/RW 05/03, Senayan, Kebayoran Baru, South Jakarta, Jakarta 1290.

Shopee offers various goods from fashion to daily necessities. Shopee has an electronic money or digital wallet payment feature called ShopeePay. In April 2020, Shopee Indonesia started a promotion selling ready-to-eat food under the program name \ShopeeFood and already has more than 500 food sellers in Jakarta. Initially ShopeeFood was still collaborating with Grab and Gojek in its food pick-up and delivery services, but now ShopeeFood is starting to recruit driver partners on November 25 2020, which is also an opportunity to create employment opportunities. Then on May 3 2021, ShopeeFood has expanded its regional reach in Jabodetabek (Bogor, Depok, Tanggerang and Bekasi).

ShopeeFood is a new entrant to rivals Grabfood and GoFood which have been in the world of food delivery services for a long time since 2015 - 2016. ShopeeFood uses targeted sales promotion, by increasing postage discount vouchers and food discounts, so that now ShopeeFood is popular with many people. In August – September 2021 ShopeeFood has expanded its regional reach in Semarang, Malang,

Solo, Yogyakarta, Bali, Medan, Makassar, Palembang, Manado, Karawang, Bandung, Tasikmalaya, and to other cities in Indonesia.

Research result

Respondent Characteristics

Table 1 Characteristics of Respondents

Indicator	Amount (Person)	Percentage (%) n=100
Gender		
Male Female	21 79	2 1 7 9
Current Employment		
Student/StudentsCivil Servants Private Employees Other	7 9 2 1 4 5	7 9 2 1 4 5
How many times have you used the application?		
2 times 3-6 times 7-10 times >10 times	33 31 10 26	3 3 3 1 1 0 2 6

Table 1 Characteristics of Respondents (Continued)

Indicator	Amount (Person)	Percentage (%) n=100
How long have you been using the application		
<3 months 3-7 months 8-12 months >12 months	42 33 11 14	42 33 11 14
How often to order applications		
1-5 times per week 6-10 times per week >10 times per week	84 14 2	84 14 2
Have you ever experienced problems when using the application?		
Yes No	17 83	17 83

Source: Data processed from questionnaire results, 2021

Based on Table 4.1, it can be seen that the sample of ShopeeFood application users in South Jakarta is quite varied. The gender frequency distribution is dominated by the female gender, consisting of 79 respondents (79%), while the male gender is 17 respondents (17%). The frequency distribution of respondents' work is in the majority group of students consisting of 79 respondents (79%), followed by the private sector employee group with 14 respondents (14%) and other groups with 5 respondents (5%), while the fewest are in the group civil servants, namely 2 respondents (2%).

The frequency distribution of respondents who use the application is dominated by use twice, namely found in 33 respondents (33%), followed by use 3 - 6 times as many as 31 respondents (31%), then more than 10 times there are 26 respondents (26%), while as many as 10 respondents (10%) only used the application 7 – 10 times. The frequency distribution regarding how long to use the application

was found to be the longest in 42 respondents (42%), namely for less than 3 months, followed by 33 respondents (33%) with use for 3 -7 months, then 14 respondents (14%) with use for less of 12 months, while at least 11 respondents (11%) used the application for 8 -12 months. The frequency distribution of how often to order using the application is dominated by 1 - 5 times per week, namely 84 respondents (84%), followed by 6 - 10 times per week, 14 respondents (14%), and the least, namely less than 10 times per week. week in 2 respondents (2%). The frequency distribution of having experienced problems when using the application was dominated by 83 respondents (83%) who admitted that they had never experienced problems when using the application, while 17 respondents (17%) admitted that they had experienced problems.

Instrument Test Analysis Results

Validity Testing

Table 2 Validity Test Results

Variable	Items	r count	r table	Information
Customer Experience(X1)	X1.1	0.918	0.1946	Valid
	X1.2	,0933	0.1946	Valid
	X1.3	0.859	0.1946	Valid
	X1.4	0.920	0.1946	Valid
	X1.5	0.925	0.1946	Valid
	X1.6	0.920	0.1946	Valid
	X1.7	0.905	0.1946	Valid
	X1.8	0.961	0.1946	Valid
	X1.9	0.930	0.1946	Valid
	X1.10	0.909	0.1946	Valid
	X1.11	0.948	0.1946	Valid
	X1.12	0.950	0.1946	Valid
	X1.13	0.843	0.1946	Valid
	X1.14	0.885	0.1946	Valid
	X1.15	0.919	0.1946	Valid
	X1.16	0.909	0.1946	Valid
	X1.17	0.734	0.1946	Valid
	X1.18	0.896	0.1946	Valid
	X1.19	0.928	0.1946	Valid
	X1.20	0.928	0.1946	Valid

Source: Data processed from questionnaire results, 2021

Table 2 Validity Test Results (Continued)

Variable	Items	r count	r table	Information
User Experience(X2)	X2.1	0.954	0.1946	Valid
	X2.2	0.920	0.1946	Valid
	X2.3	0.951	0.1946	Valid
	X2.4	0.945	0.1946	Valid
	X2.5	0.895	0.1946	Valid
	X2.6	0.862	0.1946	Valid
	X2.7	0.957	0.1946	Valid
	X2.8	0.845	0.1946	Valid
	X2.9	0.955	0.1946	Valid
	X2.10	0.938	0.1946	Valid
	X2.11	0.908	0.1946	Valid
	X2.12	0.913	0.1946	Valid
	X2.13	0.946	0.1946	Valid
	X2.14	0.896	0.1946	Valid
	X2.15	0.941	0.1946	Valid
	X2.16	0.957	0.1946	Valid
Switching Barriers(X3)	X3.1	0.883	0.1946	Valid
	X3.2	0.912	0.1946	Valid
	X3.3	0.925	0.1946	Valid

X3.4	0.865	0.1946	Valid
X3.5	0.962	0.1946	Valid
X3.6	0.929	0.1946	Valid
X3.7	0.921	0.1946	Valid
X3.8	0.931	0.1946	Valid
X3.9	0.932	0.1946	Valid
X3.10	0.956	0.1946	Valid
X3.11	0.941	0.1946	Valid
X3.12	0.919	0.1946	Valid

Source: Data processed from questionnaire results, 2021

Table 2 Validity Test Results (Continued)

Variable	Items	r count	r table	Information
Purchase Interest (Y)	Y1.1	0.934	0.1946	Valid
	Y1.2	0.949	0.1946	Valid
	Y1.3	0.954	0.1946	Valid
	Y1.4	0.852	0.1946	Valid
	Y1.5	0.883	0.1946	Valid
	Y1.6	0.928	0.1946	Valid
	Y1.7	0.946	0.1946	Valid
	Y1.8	0.929	0.1946	Valid

Source: Data processed from questionnaire results, 2021

From table 2 you can see how big the coefficient isThe correlation of all statements includes 20 statements of the Customer Experience variable (X1), 16 statements of the User Experience variable (X2), 12 statements of the Switching Barrier variable (X3). The Purchase Interest variable (Y) consists of 8 statement items. The results of the correlation coefficient calculations (rxy) all have rcount > rtable (0.1946). From that it can be concluded that all statements are valid. So that all statements in the research questionnaire have the appropriateness to be a tool for measuring research data.

Reliability Testing

Reliability testing is carried out on questions that are categorized as valid. The test treatment is carried out by testing the tool only once. Then analysis was carried out using the Cronbach's alpha method. Where the questionnaire is declared reliable if the reliability coefficient has a value of > 0.6. The results of the reliability test obtained in table 4.2 are:

Table 3 Reliability Test Results

Variable	Cronbach's	r-Critical	Information
Customer Experience (X1)	0.911	0.600	Reliable
User Experience (X2)	0.989	0.600	Reliable
Switching Barrier (X3)	0.984	0.600	Reliable
Purchase Interest (Y)	0.974	0.600	Reliable

Source: SPSS version 25 data processing results

From the results of table 3 Reliability Testabove the statement in the questionnaire for each variable studied is > 0.60. The results show that the statements in the questionnaire are reliable in measuring variables.

Results of Classical Assumption Test Analysis

The Classical Assumption Test is one of the requirements before multiple regression analysis, this test treatment must be fulfilled so that there is no bias in the estimated parameters and regression coefficients. The classic assumption tests are the normality test, multicollinearity test, autocorrelation test and heteroscedasticity test. The results could look like the following:

Normality test

In this research, the data normality test uses the Kolmogorov-Smirnov (KS) test, which shows the sig of the residual results and the data approach (points) on the diagonal axis of the graph. The results look like the following table.

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters, b	Mean		.0000000
	Std. Deviation		2.45749064
Most Extreme Differences Absolute			.103
	Positive		,097
	Negative		-.103
Statistical Tests			.103
Asymp. Sig. (2-tailed)			.011c
Monte Carlo Sig. (2-tailed)	Sig.		,228d
	99% Confidence Intervals	Lower Bound	,217
		Upper Bound	,239

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors SignificanceCorrections.
d. Based on 10000 sampled tables with starting seed 2000000. Source: SPSS version 25 data processing results

Based on the results in table 4, it was found that the significance value of Kolmogorov > alpha was 0.228 > 0.05, meaning that the data in this study had a normal distribution or no extreme data was found.

Multicollinearity Test

This test is carried out to determine whether there are 2 or more independent variables that are linearly correlated with each other. In detecting symptoms of multicollinearity in this study, it can be seen in the tolerance value or Variance Infation Factor (VIF) value. The tolerance limit is > 0.10 and the VIF limit is <10.00 so that it can be concluded that there is no multicollinearity in the independent variables. The results of the multicollinearity test are shown in Table 4.5, namely:

Table 5 Multicollinearity Test Results

Coefficientsa

		Collinearity Statistics	
Model		**Tolerance**	**VIF**
1	Customer Experience	.137	7,304
	User Experience	.106	9,414
	Switching Barriers	,158	6,321

a. Dependent Variable: Purchase Interest
Source: SPSS version 25 data processing results

Based on the data ontable, you can see the Variance Inflation Factor (VIF) value of the Customer Experience variable (X1), the User Experience variable (X2), the Switching Barrier variable (X3) and the VIF value of each independent variable <10 so that it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

Heteroscedasticity testThe aim is to test whether in the regression model there is inequality of variance in the residuals between observations. To determine heteroscedasticity, you can use the Glejser test. Decisions are taken based on if the sig value is ≥ 0.05 so it can be concluded that heteroscedasticity does not occur, but if the sig value is ≤ 0.05 then heteroscedasticity occurs. Following are the results of the heteroscedasticity test:

Table 6 Heteroscedasticity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardi zed Coefficie nts	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,296	,479		4,796	,000		
	Customers Experience	.021	.033	,318	,649	,518	,042	23.849
	Users Experience	-.061	,045	-.707	-1,336	,185	,036	27.814
	Switching Barriers	,030	,047	,262	,651	,517	,062	16.086

a. Dependent Variable: Abs_RES

Source: SPSS version 25 data processing results

Based on the table data, it can be seen that the t-test significance value for each Customer Experience variable (X1), User Experience Variable (X2), and Switching Barrier Variable (X3) is > (0.05). So it can be concluded that there is no heteroscedasticity in the regression model.

Autocorrelation Test

The autocorrelation test is to find out whether correlation occurs in periods t and (t - I). A good correlation model is a regression that is free from autocorrelation or does not occur. Following are the results of the autocorrelation test:

Table 7 Autocorrelation Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.972a	,946	,944	2,496	2,238

a. Predictors:(Constant), Switching Barrier, Customer Experience, User Experience

b. Dependent Variable: Purchase Interest

Source: SPSS version 25 data processing results

Based on the table data, the DW value is 2,238, the comparison uses a significant value of 5%, the number of samples (n) = 100, and the number of independent variables is 3 (K=3), so that the DW table will get a value of (dl) 1,613 and (du) 1,736. The DW value (d) is 2.238 > (du) which is 1.736. Because the DW value > (du) 1.736, it can be concluded that there is no autocorrelation.

Results of Multiple Linear Regression Analysis

After testing the classic assumptions, the next step is to carry out a multiple linear regression test with the aim of measuring the influence of Customer Experience (X1), User Experience (X2), and Switching Barrier (X3) on Purchase Interest (Y). The results of multiple linear regression testing are as follows:

Table 8 Test Results of multiple linear regression analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,276	,673		1,894	,061
	Customer Experience	,382	,046	,964	8,294	,000
	User Experience	-.033	,064	-.066	-.524	,601
	Switching Barriers	,052	,066	,076	,792	,431

b. Dependent Variable: Purchase Interest

Source: SPSS version 25 data processing results

Based on the table data, the values used are the values in column B (Coefficient). The standard multiple linear regression equation is that the results obtained are:

Y= 0.964 X1– -0.066 X2+ 0.076 X3+ e

So, the interpretation is:

1. The customer experience variable coefficient is 0.964, meaning that every time there is an increase in the customer experience variable, purchasing interest increases by 96.4% or conversely, every time the customer experience variable decreases by 1, purchasing interest decreases by 96.4%.
2. The user experience variable coefficient is -0.066, meaning that every time there is an increase in the user experience variable, purchasing interest decreases by 6.6% or vice versa, every time the user experience variable decreases by 1, purchasing interest increases by 6.6%.
3. The switching barrier variable coefficient of 0.076 means that every time there is an increase in the switching barrier variable, purchasing interest increases by 7.6% or conversely, every time the switching barrier variable decreases by 1, purchasing interest increases by 7.6%.

Based on this explanation, it can be concluded that customer experience, user experience, and switching barriers influence purchasing interest.

Model Test

Determination Coefficient Test (R2)

The coefficient of determination (R2) is used to see the percentage change in the dependent variable (Y) due to the independent variable (X). Where the goal is to calculate how much influence the independent variable has on the dependent variable. The higher the R2 value, the greater the proportion of the total variation in the dependent variable that can be explained from the independent variable. Following are the results of the coefficient of determination test:

Table 9 Coefficient of Determination Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972a	,946	,944	2,496

a. Predictors: (Constant),Switching Barriers, Customer Experience, User Experience

Source: SPSS version 25 data processing results

Based on the data in the table, the coefficient of determination or adjusted R2 is 0.944, which shows that 94.4% of the purchase interest variable can be explained from changes in the customer experience, user experience and switching barrier variables, while 5.6% (100% - 0.944%) can explained by other variables which are not included in the regression model.

F test

The simultaneous test is used to measure the influence of independent variables simultaneously on the dependent variable, which uses probability values (sig). The criteria for simultaneous testing in this research are if Fcount < Ftable so that there is no joint influence between the independent variables on the dependent variable, then if Fcount > Ftable there is a joint influence between the independent variables on the dependent variable. Following are the results of the F test.

Table 10 F Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10396.113	3	3465.371	556,419	,000b
	Residual	597,887	96	6,228		
	Total	10994,000	99			

b. Dependent Variable: Purchase Interest

c. Predictors: (Constant),Switching Barriers, Customer Experience, User Experience

Source: SPSS version 25 data processing results

Based on the table data above, Column F has a calculated F value of 556,419, then in the F table with the formula f table = (k ; nk) = (3 ; 100-3) = (3 ; 97) then the f table is 2.70. So Fcount > Ftable (556.419 > 2.70), it can be concluded that the variables customer experience (X1), user experience (X2), and switching barrier (X3) together have a significant effect on the purchase interest variable (Y). on the ShopeeFood application in South Jakarta.

Hypothesis testing

t test

This test was used to see whether the regression model in customer experience, user experience, and switching barrier had a positive and significant influence on purchasing interest in the ShopeeFood application in South Jakarta. Following are the results of the t test:

Table 11 t test results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,276	,673		1,894	,061
	Customer Experience	,382	,046	,964	8,294	,000
	User Experience	-.033	,064	-.066	-.524	,601
	Switching Barriers	,052	,066	,076	,792	,431

a. Dependent Variable: Purchase Interest

Source: SPSS version 25 data processing results

Based on the data in the table, the test of the t test results on customer experience, user experience, and switching barrier on purchase intention was partially carried out using the t test. Following are the results of the t test output in the table above:

a. T test on customer experience (X1)
The t test on the customer experience variable obtained tcount 8.294 where sig t 0.000. Tcount > t table (8.294 > 1.984), so that the partial customer experience variable has a significant influence on purchase interest on the Shopeefood application.

b. T test on user experience (X2)
The t test on the user experience variable obtained tcount -0.524 where sig t is 0.601. Tcount < ttable (-0.524 < 1.984), so that the partial user experience variable has no influence on the purchase interest variable in the ShopeeFood application.

c. T test on switching barrier (X3)\
The t test on the switching barrier variable obtained tcount 0.792 where sig t 0.431. tcount < ttable (0.792 < 1.984), so that the partial switching barrier variable has no influence on the purchase interest variable in the ShopeeFood application.

Discussion of Research Results

The Influence of Customer Experience on Purchase Interest

Based on the results, research analysis can show that the customer experience variable has a significant influence on the purchase interest variable (Sig.T 0.00 < 0.05) on the ShopeeFood application in South Jakarta. With this, it can be seen that consumers are satisfied with ShopeeFood service providers who provide positive experiences. Consumers can fulfill their needs easily because of ShopeeFood with its modern service offering system.

As research by Anisa et al (2019) explains, customer experience has a significant influence on purchasing interest where consumers have experiences that make them happy when using services, so that consumers have an interest in using these services (Anisa et al, 2019). This is reinforced by research by Livia et al (2017) which states that customer experience has an influence on consumer buying interest. Customer experience is a source of competitive advantage for companies which can be used for the long term (Livia et al, 2017).

The Influence of User Experience on Purchase Interest

Based on the results of the research analysis, the t-test shows that the user experience value is obtained by tcount < ttable so that the user experience variable has no influence on the purchase interest variable. Therefore, it can be seen that user experience is not yet a factor in purchasing interest because consumers feel unimpressed with the use of the ShopeeFood application, where user experience is the user's experience with the goods or services they use. Such as research by Marlita et al (2017) on satisfaction with purchasing cellular operators, where the partial user experience variable with the social dimension does not have a significant influence on satisfaction (Yulianti, et al, 2017).

There is a difference in Dwi et al's (2020) research on the Madhang.id online food delivery service application, where the user experience variable has a significant influence on purchase intention. This research states that user experience is one of the approaches to the Madhang.id application becoming a fairly good food delivery service application, where this approach analyzes the use of one dimensional element that has a high value, namely the desirability section, where this element has a relationship to The design starts with content, colors, icons and symbols when using the application services (Prabowo, et al, 2020).

The Effect of Switching Barriers on Purchase Intention

Based on the results of the research analysis using the t-test, it is clear that the switching barrier value can be calculated < t table so that the switching barrier variable has no influence on purchasing interest. Therefore, it can be seen that the switching barrier has not been a factor that influences respondents' purchasing interest in this research, where consumers should have a tendency to be interested in buying because they are happy with the experience and benefits obtained from using previous services so that consumers do not want to move from one product to another. other.

Like Aulia et al.'s (2019) research on the Go-Jek application, where switching barriers do not have a significant influence on purchasing interest, because the research states that it is felt that the Go-Jek application does not create enough barriers that make consumers not want to switch (Anisa et al, 2019). This research is unlike research by Dhiah et al (2015) which explains that switching barriers have a positive and partially significant influence, where the switching barrier variable is influenced by three dimensions, namely switching costs, interpersonal relationships and the attractiveness of alternatives (Wulandari, 2015).

Research Limitations

Based on the researcher's experience, the results of this research have limitations, namely first the number of respondents, which is only 100 respondents, is certainly still lacking in describing the original conditions. Second, in the process of returning data, the information provided by respondents from questionnaires which is distributed via Google Form sometimes does not show the actual opinions of respondents because each respondent's understanding and assumptions are different.

4. CONCLUSION

Based on the results which have been obtained in the discussion regarding the influence of customer experience, user experience, and switching barrier variables on purchasing interest in the ShopeeFood application in South Jakarta which were analyzed using the results of a questionnaire distributed to 100 respondents with 56 questions covering all variables and the data was processed using SPSS version 25, so that conclusions can be drawn, namely: Customer Experience. Based on the results of the t test, it is concluded that the customer experience variable has a positive and significant effect on purchase interest on the ShopeeFood application in South Jakarta. Which shows that using the ShopeeFood application service provides a memorable experience for consumers when purchasing online food delivery orders. This means that the better the experience given from the ShopeeFood application, the higher the interest in purchasing. User Experience Based on the results of the t test, it was concluded that the user experience variable had no effect on purchase interest on the ShopeeFood application in South Jakarta. This shows that the use of the Shopeefood application has not been felt to be useful for users so that the user experience variable does not increase purchasing interest. Switching Barrier Based on the results of the t test, it was concluded that the switching barrier variable had no effect on purchase interest on the ShopeeFood application in South Jakarta. This shows that it is felt that the ShopeeFood application has not created obstacles that prevent consumers from switching to other applications. Consumers' tendency to buy is not because it is difficult to switch to other applications, but because consumers like the goods and experiences offered by Shopeefood. Therefore, consumers may switch to other application providers because consumers feel they will not feel any loss or loss of benefits. Based on the research results obtained, there are suggestions that researchers can convey, namely: It is hoped that future researchers can work on using more samples and a wider coverage area so that they can represent application users in general. It is hoped that other researchers can carry out further research which analyzes each element of each independent variable so that they can find out the influence of each element of each independent variable on purchasing interest. It is hoped that the results of this research can be a benchmark and useful in evaluating and developing company management in improving quality and purchasing interest.

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