

Analysis of the Influence of Perception of Usability, Perception of Convenience, and Security of Online Shopping on Purchase Decisions on the Shopee Marketplace (Case Study on Housewives and Adolescents RT 01/RW 02 Tlogoanyar)

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Article Info	ABSTRACT
Keywords: Usability Perception; Perception of Convenience; online shopping security; Purchase Decision; Shopee	This study aims to analyze the influence of the perception of usability, perception of convenience, and security of online shopping on purchase decisions on the Shopee marketplace. The study used an associative quantitative approach with the object of housewives and adolescents RT 01/RW 02 Tlogoanyar who had used Shopee. The research sample amounted to 81 respondents determined by purposive sampling technique. Data were collected through a Likert scale questionnaire and analyzed using SPSS version 25 through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests, simultaneous tests, determination coefficients, and dominant tests. The results showed that the perception of usability had a positive and significant effect on purchase decisions, while the perception of ease and security of online shopping had a positive but not partially significant effect. Simultaneously, the three independent variables have a positive and significant effect on purchasing decisions. The R-Square value of 0.332 indicates that 33.2% of the variation in purchasing decisions can be explained by the perception of usability, the perception of convenience, and the security of online shopping, while 66.8% is explained by other variables outside the study. The most dominant variable is usability perception.
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INTRODUCTION

The development of information technology has driven major changes in trading activities. The internet, which was originally used in a limited environment, is now the main means for people to obtain information, communicate, and make transactions. The APJII survey (2023) shows that the growth of internet users in Indonesia continues to increase, providing great opportunities for the development of e-commerce and marketplaces.

The phenomenon of online shopping is increasingly accepted by various age groups because it offers effectiveness, speed, and access that is not limited by space or time.

Consumers do not need to come directly to a physical store to get the products they need, but simply use an application on a smartphone. This condition makes the marketplace an important choice in people's digital consumption behavior.

According to Muhtarom and Azizah (2020), usability perception is an individual's belief that the use of a technology can increase effectiveness and provide benefits in completing certain activities. The higher the benefits that users feel about a digital system, the greater the tendency of users to accept and use it.

Shopee is one of the widely used marketplaces in Indonesia. Based on e-commerce visit data cited in the study, Shopee is listed as one of the marketplace sites with the largest number of visitors in 2023. Shopee provides various features such as product search, payment methods, free shipping vouchers, cashback, flash sales, customer reviews, and a rating system that can influence consumer decisions.

Although online shopping provides convenience, the purchase decision is not only determined by the existence of the application. Consumers still consider the perceived benefits, ease of use, and transaction security. The perception of usability shows the belief that the use of the marketplace provides real benefits, the perception of convenience is related to the ease of the system to learn and operate, while the security of online shopping is related to data protection, transaction assurance, and product suitability.

This research is important because marketplace users consist of groups with different characteristics, including housewives and adolescents. The two groups have different patterns of needs, digital literacy levels, and shopping experiences. Therefore, this study analyzes the influence of the perception of usability, perception of convenience, and security of online shopping on purchase decisions on the Shopee marketplace in the RT 01/RW 02 Tlogoanyar environment.

Literature Review

Marketing is the process of creating, distributing, promoting, and determining the value of a product or service to build a mutually beneficial exchange relationship between a company and consumers (Tjiptono & Diana, 2020). In the digital context, marketing is not only carried out through physical stores, but also through electronic platforms that allow consumers to quickly obtain product information and make transactions online.

Online shopping is the activity of buying and selling products or services through the internet. This activity allows consumers to search, compare, choose, pay and receive products without having to meet the seller in person. Marketplaces such as Shopee bring together sellers and buyers on one platform, so that transactions can be made easier and more practical.

Usability perception refers to consumers' belief that the use of a system provides benefits for their activities. In online shopping, the usefulness can be seen from the platform's ability to help consumers find products, speed up the purchase process, and provide benefits that suit their needs. The indicators used in this study include useful, useful, and effective (Putro & Haryanto, 2015).

The perception of ease indicates the belief that a system is easy to learn and does not require a lot of effort to use. Consumers tend to use applications if they feel that the features, appearance, and transaction process are easy to understand. Indicators of ease perception in this study include easy to learn, easy to skill in the use of information technology, and easy to operate (Simanullang et al., 2021).

The security of online shopping has to do with consumers' belief that the transactions, personal data, and products received can be protected. Security is an important aspect because digital transactions are carried out without a face-to-face meeting between the seller and the buyer. The safety indicators in this study include security guarantees, data confidentiality, and product conformity assurance (Raman, 2011).

Purchase decision is the process when consumers choose to buy a product after going through the stages of need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. In this study, purchasing decisions were measured through purchasing decisions due to preferred brands, suitability to needs, and recommendations of others (Kotler & Armstrong, 2008).

METHOD

This study uses a type of associative quantitative research because it aims to examine the relationship and influence of independent variables on dependent variables. The independent variables in this study were usability perception (X1), convenience perception (X2), and online shopping security (X3), while the dependent variable was purchase decision (Y).

The research population is housewives and adolescents of RT 01/RW 02 Tlogonyar who use the Shopee online shopping application. The sample totaled 81 respondents with purposive sampling technique. The respondents' criteria were that they had shopped at Shopee in the last six months and were willing to fill out a research questionnaire.

Primary data was obtained through the distribution of a questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree. Data were analyzed using SPSS version 25. The analysis stage includes validity test, reliability test, normality test, heteroscedasticity test, multiple linear regression analysis, t-test, F test, determination coefficient, and dominant test. The regression model used is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$.

RESULTS AND DISCUSSION

Respondent Characteristics

The study respondents were 81 people. Based on gender, female respondents were more dominant, namely 49 people or 60%, while male respondents amounted to 32 people or 40%. Based on age, the largest group is 18-25 years old as many as 35 people or 43%.

Table 1. Respondent Characteristics

Features	Category	Frequency	Percentage
Gender	Male	32	40%
Gender	Women	49	60%
Age	<18 years old	7	9%
Age	18-25 years old	35	43%
Age	26-33 years old	9	11%
Age	34-41 years old	10	12%
Age	>42 years old	20	25%

Variable Description

The descriptive results show that the perception of usability, the perception of convenience, and the purchase decision are in the very good category. Meanwhile, the security variable for online shopping is in the good category. These findings show that respondents generally consider Shopee to be a useful, easy-to-use, and safe marketplace for transactions.

Table 2. Descriptive Summary of Variables

Variabel	Mean	TCR	Category
Usability Perception (X1)	4,74	94,90%	Excellent
Perception of Ease (X2)	4,53	90,53%	Excellent
Online Shopping Security (X3)	3,63	72,51%	Good
Purchase Decision (Y)	4,38	87,57%	Excellent

Classical Instrument And Assumption Tests

The results of the validity test showed that all indicators had a calculated r value greater than the table r 0.2185, so that all items were declared valid. The results of the reliability test showed that the Cronbach Alpha value of each indicator was greater than 0.60, so that the instrument was declared reliable. The Kolmogorov-Smirnov normality test yields an Asymp value. The sig. is 0.200, greater than 0.05, so the data is normally distributed. The heteroscedasticity test produced a significance value of 0.207 for usability perception, 0.207 for convenience perception, and 0.321 for safety, so that there were no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis yielded the equation $Y = 4.621 + 0.404X_1 + 0.132X_2 + 0.165X_3$. The equation shows that all regression coefficients have a positive value. This means that increased perceptions of usability, ease of convenience, and security of online shopping tend to improve purchasing decisions, although the degree of significance differs in partial testing.

Table 3. Multiple Linear Regression Results

Variabel	B	Beta	t count	Say.	Remarks
Konstanta	4,621	-	3,087	0,003	-
Usability Perception (X1)	0,404	0,411	3,988	0,000	Signifikan

Variabel	B	Beta	t count	Say.	Remarks
Perception of Ease (X2)	0,132	0,186	1,741	0,086	Insignificant
Online Shopping Security (X3)	0,165	0,183	1,887	0,063	Insignificant

Table 4. Summary of Simultaneous Tests and Coefficient of Determination

Model Indicators	Value
R	0,577
R Square	0,332
Adjusted R Square	0,306
F count	12,778
Sig. F	0,000

Discussion

Usability perception has a positive and significant effect on purchase decisions. The calculated t-value of 3.988 is greater than the t of the table 1.991 and the significance value of 0.000 is smaller than 0.05. These findings show that the higher the benefits that consumers feel in using Shopee, the stronger the purchase decision. These benefits can be seen in the ease of obtaining products, the effectiveness of the purchase process, and the usefulness of marketplace features in helping consumers meet their needs.

The perception of convenience has a positive coefficient but does not have a significant effect on the purchase decision. The calculated t-value of 1.741 is smaller than the t of the table 1.991 and the significance value of 0.086 is greater than 0.05. These results indicate that the ease of use of the application has not yet been the main determinant of purchasing decisions in the study respondents. This can happen because Shopee is widely known and relatively easy to use, so convenience is considered a basic standard, not the main differentiating factor.

The security of online shopping also has a positive coefficient but is not partially significant. The calculated t value of 1.887 is smaller than the t of the table 1.991 and the significance value of 0.063 is greater than 0.05. These results suggest that the safety aspect remains important, but it has not yet been a factor that directly determines purchasing decisions in the study sample. Respondents are more likely to consider practical benefits, product needs, price, promotions, and shopping experience when deciding on a purchase.

Simultaneously, the perception of usability, the perception of convenience, and the safety of online shopping have a positive and significant effect on purchasing decisions. An F-value of 12.778 with a significance of 0.000 indicates that the three variables together are able to explain changes in purchasing decisions. Square's R value of 0.332 means that 33.2% of purchase decisions are influenced by these three variables, while the remaining 66.8% are influenced by other variables outside of the research model, such as price, promotions, customer reviews, store ratings, product quality, and trust.

The most dominant variable was usability perception with a B coefficient of 0.404 and standardized beta of 0.411. These findings confirm that the real benefits felt by consumers

are the most powerful factor in driving purchase decisions on the Shopee marketplace. Therefore, strengthening features that provide direct benefits to users is important for platforms and sellers.

CONCLUSION

Based on the results of the research, it can be concluded that the perception of usability has a positive and significant effect on purchase decisions on the Shopee marketplace. The perception of ease and security of online shopping has a positive but not partially significant effect on purchase decisions. Simultaneously, the perception of usability, the perception of convenience, and the safety of online shopping have a positive and significant effect on purchasing decisions.

The value of the determination coefficient of 0.332 showed that 33.2% of the variation in purchase decisions could be explained by the perception of usability, the perception of convenience, and the security of online shopping, while the remaining 66.8% were influenced by other variables that were not studied. The dominant variable in this study is the perception of usability, so that the practical benefits of Shopee are the most important factor in driving respondents' purchase decisions.

The practical implication of this study is that Shopee and business actors in the marketplace need to highlight the benefits of product and application features, maintain ease of use, and strengthen transaction security communication. The next study is suggested to add other variables such as price, promotion, online customer reviews, store ratings, trust, and product quality so that the research model can explain purchasing decisions more broadly.

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