

# Artikel Rini

*by Rini Lk*

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**Submission date:** 18-May-2023 07:20AM (UTC+0700)

**Submission ID:** 2095823955

**File name:** Scopus\_Rini\_-\_Draft\_Artikel.pdf (411.05K)

**Word count:** 13514

**Character count:** 76696

## **A Study on Factors Limiting Online Shopping Behaviour of Indonesian Consumers**

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### **Abstract**

The purpose of this study was to determine the effect of shopping convenience, reputation and service, shopping experience, product information, and safety on buying decisions in the Shopee Indonesia application. One's behavior in shopping is certainly inseparable from the influence of technology and social media. Humans tend to want to get something they want, through shopee here it provides various kinds of consumer needs. Shopee provides guarantees and guarantees for consumer safety. In addition, online shopping saves time and consumers can easily compare prices between stores. The population of this study is online customers who make purchases at shopee. The population of this study is online customers who make purchases at shopee. 300 respondents made up the study's sample size, which was determined using Isaac's buying and selling table. The data collection method uses a questionnaire distributed through Google Forms. Data measurement uses a Likert scale of one to five where 1 is for answers that strongly disagree and 5 for answers that strongly agree. Data

processing uses the SMART PLS3 application. The results of this study found that Shopping convenience, Reputation and service, Shopping experience, and Product safety and information have a positive and significant effect on Buying Decisions at Shopee Indonesia. The limitation of this research is that the independent variables that influence purchasing decisions are limited to four variables, namely shopping convenience, shopping experience, reputation and service and product safety and information where there are several other independent variables that can explain and possibly influence online shopping decisions; the research sample is only 300 respondents with a wide coverage so it cannot be used to generalize as a whole; In this study, the data generated was only from the questionnaire instrument which was based on the perception of the respondents' answers so that conclusions were drawn only based on the data collected through the use of a written questionnaire instrument without interviews and interviews. Many sellers are not only domestic, at shopee we can shop for foreign products, one of which is China.

## Introduction

Along with the development of technology in the era of globalization, human life has changed to become modern and easy, including shopping (Fitria, 2015; Mason et al., 2022). Online shopping makes it easy for customers because there is no time limit and a wider range to increase shopping satisfaction (Wu & Liao, 2021). Consumer shopping habits have changed from traditional to online (Daroch et al., 2021). Currently, technology is developing rapidly, especially in the field of business, many companies use online platforms to develop business, software, network marketing, sales, purchases, and many other services (Yoon et al., 2021) one of which is Shopee Indonesia. e-commerce growth is driven by customer perceived benefits (Arora & Aggarwal, 2018). On e-commerce websites, communication can be done in real time (Qiu, 2005). Sellers and consumers interact online through live video streaming (Zhang et al., 2020) and are motivated to purchase (Chen et al., 2020). Analyzing the motivations and assumptions held by consumers when making purchases both offline and online can significantly increase a company's success in the market (Bajdor, 2021).

According to (data statistic easy digital), in Indonesia, the number of internet users in 2022 was 204.7 million in January 2022 and as many as 191.4 million were social media users in January. Meanwhile, according to (dataindonesia.id), the number of world internet users reached 4.95 billion in January 2022. This number increased by 3.99% compared to the previous year of 4.67 billion people. A large number of internet users in Indonesia shows that many consumers are interested in shopping online (Daroch et al., 2021; Moon et al., 2021) because it is practical and the price is relatively cheaper (Xu et al., 2021). Things that can attract consumers' interest in online platforms are security, convenience, trust, and shopping experience (Achsa & Dewi, 2021). Online shopping has its convenience for consumers in addition to saving time, easy access, wide range, and various payment methods (Gupta et al., 2022; Wu & Liao, 2021). Mobile payments are much more convenient, One of the main benefits of electronic payment transactions is that they can be received and transferred within seconds (Ama et al., 2022). According to several studies, saving time, experience, trust, and website quality are the main factors in running an online business (Andhika Putra, 2020; Shahnaz & Wahyono, 2016).

With online shopping online retailers can easily create an interactive and fun shopping environment that can meet the emotional needs of consumers (Andhika Putra, 2020; Daroch et al., 2021; Iman et al., 2020; Santoso et al., 2019). Amazon, eBay,

Netflix, etc. are some popular shopping websites that provide offers to consumers to attract customers (Adib & Orji, 2021). This study (Cebi, 2013; Suryanto et al., 2017) states that Interaction in online shopping is to make the appearance of the website design look attractive, and easy to use and the clarity of product information conveyed can attract consumers' buying interest. In other words, the internet provides convenience and unlimited access services.

While online shopping has many advantages (Jilcott Pitts et al., 2020), some customers may feel distrustful and risk fraud (Westland, 2022). This study states that there is a strong relationship between consumer trust and loyalty, and most often the customer trusts the brand more than the retailer who sells the brand (Bilgihan, 2016; Chaturvedi et al., 2016). The level of consumer trust and loyalty in online purchases is also influenced by the effectiveness of delivery services, Timely and reliable delivery of products stimulates new online purchases (Amarjeet, 2023). In online shopping, of course, there is no direct face-to-face interaction between sellers and buyers so sellers and buyers cannot socialize, this fails to develop trust and makes consumers lose trust in the online world (Hansen et al., 2018; Liany Dewi, 2019). Internet media fosters new trade e-commerce, long-distance trading without limits and with broadly unlimited access and relatively low prices. The internet makes it easy for traders to make transactions, promotions, and online shops, although there are many conveniences for consumers there are also risks that consumers feel (Hadi et al., 2021; Liany Dewi, 2019).

This research, apart from being based on the above phenomena, is also based on Gap Research from previous studies as (Felycia & Genoveva, 2021a) in his research suggests that the convenience of shopping has a significant influence on purchasing decisions in traditional retail. Meanwhile, (Dwita Putri Sari et al., 2017) in his research stated that consumer convenience does not significantly influence consumer buying interest in buying decisions. (Wibowo et al., 2021a) in his research stated that experience had a significant effect on buying decisions whereas (Oscardo et al., 2021) found that experience did not significantly influence consumers on buying decisions. (Suryawardana & Yani, 2017) in his research explained that reputation and service quality had a positive and significant influence on consumer buying decisions, meanwhile according to (Ramadani, 2020) in his research stated that service quality did not significantly influence buying decisions. (Desky et al., 2022) in his research concluded that concluding that simultaneously perceptions of security, information quality, and trust affect buying decisions. Meanwhile, (Napitupulu & Supriyono, 2022) in his research stated that security does not have a significant effect on online buying decisions. The purpose of this study was to determine the effect of shopping convenience, reputation and service, shopping experience, product information, and safety on buying decisions in the Shopee Indonesia application.

## Literature Review

### Theory Planned Behavior

Ajzen's Theory Planned Behavior (TPB) is the theoretical basis for this study. TPB was first discovered and developed by Ajzen in 1991. TPB in buying decisions is influenced by the interest in consumer behavior in transactions (Ajzen, 1991; Miah et al., 2022). TPB states that the central factor of this theory is the intention to act which is influenced by attitudes, subjective norms, and behavioral control (Ajzen & Madden, 1986; Arora & Aggarwal, 2018; Aydin & Aydin, 2022). This theory asserts that people will think about the results of behavior and act on decisions to achieve the chosen outcome. This study analyzes the influence of Shopping convenience, Reputation and

service, Shopping experience, and Product safety and information on buying decisions at the Shopee.

Theory Planned Behavior (TPB) is a behavioral model used by other studies to understand a person's behavior, including buying behavior (Giampietri et al., 2018; Merminod et al., 2019; Santoso et al., n.d.). This theory can explain buying behavior that can be applied contextually (Awaluddin & Hamid, 2019; Piroth et al., 2020). Attitudes are driven by past knowledge and experience, then subjective norms become the basis of individual judgments which can be influenced by social interaction on buying decisions (Ambara Purusottama, 2021). TPB and buying decisions go hand in hand and are mutually beneficial, the TPB concept evolved through a series of modifications linking the idea (Nuttavuthisit & Thøgersen, 2017) has an influence on consumer behavior in making buying transactions.

### **Consumer behavior**

Consumers are end users of a product or service (Arora & Aggarwal, 2018; Daroch et al., 2021). In contrast, consumer behavior, as defined by Kotler and Keller (2016), is the process through which people, groups, and organizations select, acquire, employ, and position goods, services, concepts, or experiences in order to satisfy their needs (Ismail et al., 2020). Consumer behavior is a form of learning about a person, group, or organization in terms of choosing, buying, or using and evaluating products or services to meet needs as desired (Rizkiyah et al., 2021; Situmorang, 2021). So, it is necessary to understand consumer behavior which will contribute to the implementation of the marketing strategy implemented by the company (Mehrizi & Zahedi, 2013).

The development of technology has changed consumer behavior (Jose, 2017), one of which is digital payments, where previously using traditional payments is now a digital payment Ovo, Dana, Shopeepay or other (Ferrari, 2022; Moon et al., 2021). Technological developments through social media provide convenience to public services in economic transactions (Jose, 2017; Rifai et al., 2022). (Jose, 2017) defines Consumer behavior is defined as "the activities that people engage in when selecting, purchasing, and using products and services to satisfy needs and desires." Consumer behavior is the decision-making of people in spending their available resources, such as time, money, and effort, on consumption-related items. Such activities not only entail physical acts but also mental and emotional processes" in the journal (Silalahi & Chaniago, 2020).

Online consumer behavior is an activity made by people, groups, and organizations related to the decision-making process to get goods or services online that is influenced by the environment, according to some of the opinions of experts above. Due to the enormous changes in consumer behavior brought about by the internet, businesses that engage in e-commerce must be able to offer sales mechanisms and product or service information online (Mehrizi & Zahedi, 2013). The escalating use of digital innovations The growth of online transactions has been significantly influenced by electronic social media (Hansen et al., 2018).

### **Buying decision**

Buying decisions are consumer activities in deciding to choose one option to purchase being confronted by two or more alternatives (Bob Foster, 2017a; Supriyanto et al., 2021). Meanwhile, Kotler and Armstrong (2015) states that the buying decision is the purchase of a brand that is highly preferred, but there are two factors between purchase intention and buying decision in making a transaction or buying decision. (Pavlović-Höck, 2022) states that the buying decision is an action taken by consumers

to buy a product. The buying decision is a motivation that encourages consumers to make product transactions that are needed or desired (Sheikh Qazzafi, 2019).

Research (Sheikh Qazzafi, 2019) states that there are five stages in the decision-making process, namely problem recognition, information search, evaluation of alternatives, buying decisions, and post-purchase behavior, which consumers will think about before buying a product. Following are some of the results of previous research on decision indicator buying, shown in table 1 below:

**Table. 1 Buying Decision Variables and Measuring Indicators**

Variable	Indicator	Source
Buying decision	<ol style="list-style-type: none"> <li>Confidence in buying</li> <li>As you wish</li> <li>Desire to buy back</li> <li>Consideration of product quality</li> <li>Recommend to others</li> </ol>	(Supriyanto et al., 2021)
Buying decision	<ol style="list-style-type: none"> <li>The issue has a brief introduction.</li> <li>Information Search Exists</li> <li>A Different Evaluation</li> <li>Purchasing Choice</li> <li>Post-Purchase Conduct</li> </ol>	(Bob Foster, 2017b)
Buying decision	<ol style="list-style-type: none"> <li>Product Selection</li> <li>Brand Choice</li> <li>Reseller Choice</li> <li>Time of Purchase</li> <li>Purchase Amount</li> <li>Payment Methods</li> </ol>	(Tulangow et al., 2019)

Source (Supriyanto et al., 2021); (Bob Foster, 2017); (Tulangow et al., 2019)

### Shopping convenience

Shopping convenience is defined as the result of pleasure and happiness where the atmosphere of a comfortable place will influence shopping decisions. Shopping digitally can save time and make it easier to find merchants, offers, and goods (Advent et al., 2022; Raman, 2019). According to Chen in Adnan, shopping convenience shows flexible shopping practices on the internet and the effort that consumers expend in the buying process. Meanwhile, (Arora & Aggarwal, 2018; Wani & Malik, 2013) describes shopping convenience as the convenience felt by consumers when they can shop at any time from various locations without having to visit a store.

Convenience is one of the main factors for consumers in online shopping. Shopping from home provides convenience to consumers because it reduces time, and travel costs and makes payments easy (Akroush & Al-Debei, 2015; Jiang et al., 2013). In addition, when shopping through online mode, prices are easy to compare between one shop and another (Aziz & Wahid, 2018; Martin et al., 2015). The following are some results from previous studies which describe indicators of the shopping convenience variable, shown in table 3.

**Table 2 Shopping Convenience Variables and Measurement Dimensions**

Variable	Dimensions	Source
Shopping Convenience	1. Access convenience 2. The convenience of information search 3. Transaction convenience.	(Kin & Farida, 2016)
Shopping Convenience	1. Convenience in transactions 2. Interesting site 3. Ease of transaction 4. Pleasure	(W. S. Dewi et al., 2016)

Source : (W. S. Dewi et al., 2016; Kin & Farida, 2016)(W. S. Dewi et al., 2016)

Shopping convenience has a positive impact on buying decisions in online purchases. Where, if the convenience of shopping has a positive impact, consumers will feel happy and interested in being loyal to the products of the company. Easy access, flexible, efficient, and can be done from home. (Jadhav & Khanna, 2016) His research stated that the main factors that influence online shopping are availability, minimum prices, promotions, comparisons, services provided, user's home, time, attractive website appearance, and selected variations. Good convenience is the main key to keeping consumers loyal. This is in line with research conducted by (Aini, 2021; Felycia & Genoveva, 2021b), which states that convenience influences consumer purchasing decisions so that if the price, service, variety of goods, and convenience factors are better, they can trigger consumer perception and increase consumer purchasing decisions for shopping. Based on the elaboration, the hypothesis proposed is as follows:

*H1: Good shopping convenience will affect the increase in buying decisions on online shopping sites.*

### Shopping Experience

The shopping experience is an important factor in determining consumer interest in repurchasing a product on an online buying and selling site. A shopping experience is something that has been done and felt that can influence a person's behavior (Amoako et al., 2021; Daroch et al., 2021). According to (Ylilehto et al., 2021) Consumer shopping experience influences technology. Experience in online shopping is an important factor in buying and selling online, the more consumers shop online, the more competent they are with trusted sellers (Bawack et al., 2021; Lipkin & Heinonen, 2022; Wiyati et al., 2019). With the shopping experience that consumers have, it can reduce uncertainty or worry in online shopping (Dabrynin & Zhang, 2019). Based on the elaboration of previous research which describes the Shopping Experience variable, it is shown in table 3. According to some experiences, it can be measured using the following dimensions:

**Table 3. Shopping Experience Variables and Measurement Dimensions**

Variable	Dimensions	Source
Shopping Experience	1. Online shopping experience 2. Have self-assurance when shopping online 3. Experience safety	(Ariyono et al., 2022a)

Shopping Experience	when purchasing online	
	4. The belief that the website is user-friendly	
	1. Website design	(Ferrinadewi & Murtadho, 2022b)
	2. Order conformity or fulfillment	
	3. Customer service	
	4. Security in payment methods	

Source: (Ariyono et al., 2022b; Ferrinadewi & Murtadho, 2022a)

The experience of consumers has a positive impact on purchase intention so it influences buying decisions. Consumer experience can shape consumer satisfaction. The more shopping experience you have, the more fraud you can minimize. The shopping experience can also be a consumer's decision to be loyal to the product that has been purchased. The better the online shopping experience obtained; the more satisfied consumers will be. This is in line with research conducted by (Olsson et al., 2022; Srivastava & Kaul, 2014; Yuniarty & Abbas, 2018) which states that consumer shopping experience influences purchasing decisions. Based on the elaboration of shopping experience variables, the hypothesis proposed is as below:

*H2: A good shopping experience will influence an increase in buying decisions.*

**Reputation and Service**

Company reputation is an important part of making decisions such as transaction decisions, buying company products or services, subscriptions, or recommending products to others (Herwin & Abadi, 2018; Kim & Lennon, 2013). According to Kotler (2005), Reputation is a capability outside the company that can increase the strength of the goods produced by the company. Meanwhile, according to Moorman & Miner (1997) Reputation is a company's success that can be achieved maximally, the company focuses on demonstrating its core competencies to make customers believe in the company's expertise which is reflected in the company's knowledge and experience in running a business (Jasin et al., 2021). Social media is important in building reputation (Jacobs & Liebrecht, 2022).

In addition to the company's reputation, it must also pay attention to the quality of the services provided because service quality can dominate consumer buying interest in consumer transaction decisions. According to (Wulandari, 2020) states that quality is a characteristic model in a product or service whose quality has influence and has its ability to meet consumer satisfaction. Meanwhile, (andika & Raymond, 2021; Jacobs & Liebrecht, 2022) in his research concluded that service quality is an action created by sellers to consumers to improve the services provided so that consumers can feel comfort, satisfaction, friendliness, and others in the purchase transaction process. Good reputation and service can increase consumer attractiveness. The following are some results from previous studies that describe the variable reputation and service, shown in Table 4

**Table 4. Reputation and Service Variables and Their Measurement Dimensions**

Variable	Dimensions	Source
Reputation and Service	1. Availability of required facilities and services 2. Trust in service	(Oktav & Sukresna, 2018a)



Reputation and Service	3. Service Satisfaction
	4. Overall
	5. Encouragement to use again because of the services provided
	1. tangibles or empirical data (andika & Raymond, 2021)
	2. expertise, dependability, or both
	3. Whether responsive or responsive
	4. Certainty, or certainty and assurance
	5. Empathy

Source: (andika & Raymond, 2021; Oktav & Sukresna, 2018a)

(Naini et al., 2022) A good reputation will prevent consumers from switching to competing companies to increase the company's profitability. Good service can give a positive impression so that it will form consumer satisfaction, pleasure, and convenience for transactions and choose to be loyal to the products and services provided. Reputation and service provided have a positive impact on buying decisions (Suryawardana & Yani, 2017). This is in line with research conducted by (Chasanah & Fauzan, 2021; Riswandi, 2019) which shows that reputation and service quality affect purchasing decisions. Based on the description of the reputation and service variables, the hypothesis proposed is as follows:

*H3: Good reputation and service will affect customer satisfaction and can increase buying decisions*

**Product safety and information**

Security is defined as the ability of online company websites to protect consumer information and financial transaction data to avoid data theft (Iskandar & Nasution, 2019). Meanwhile, according to (Prasetyo, 2018) security is the core of most internet transactions and one of the key factors for transactions is via the web. (Hansen et al., 2018; Popo Suryana, 2021a) in his research stated that shopping safety has a dominant influence on consumer buying decisions will consider the risks faced, both functional risk, financial risk, and social risk.

Information is the result of data management that benefits the recipient of the information (Agnitia LEstari et al., 2021; Iman et al., 2020). Meanwhile, according to (Oghazi et al., 2021; Wardoyo & Andini, 2017) information is data that is processed into a form that is useful for making decisions. Product information is a detail of product quality (Han et al., 2022). Product attribute information includes product specifications, namely dimensions of size, color, materials, technology, and product basic prices (Wardoyo & Andini, 2017). Product information must be presented up to date according to trends and accurate because many are looking for products according to trends so product information must be packaged properly (Prasetyo, 2018; Wardoyo & Andini, 2017). Based on the elaboration of previous research which describes the safety variables and product information, shown in table 5.

**Table 5. Security Variables & Product Information and Measurement**

Variable	Dimensions	Source
Product Safety and Information	1. Clarity of contact person, 2. The procedure for	(Nisak & Lubis, 2016)

Product Information	Safety	and	ordering goods 3. Payment method 1. The product information given has been described as what the buyer wants, 2. Up-to-date information 3. Accurate information.	(Romla & Ratnawati, 2018)
Product Information	Safety	and	1. Confidentiality 2. Integrity 3. Availability 4. Use of legitimacy	(Popo Suryana, 2021b)

Source : (Nisak & Lubis, 2016; Popo Suryana, 2021a; Romla & Ratnawati, 2018)

Product safety and information have a positive impact on buying decisions. Security guarantees are crucial for increasing consumer confidence and easing their worries about fraud, theft, or abuse of their personal information. When the satisfaction guarantee level is acceptable and meets consumer expectations, consumers will be willing to provide personal information and buy with a sense of security.

In addition, product information also plays an important role in decision making where the information provided must be up to date. The higher the quality of the information provided in online transactions, the higher the consumer's buying interest. This is in line with previous research (Lisdiana, 2021; Popo Suryana, 2021a; Prasetyani et al., 2019) which states that security and product information has a significant effect on buying decisions. Based on this elaboration, the hypothesis proposed is as follows:  
*H4: The higher the security and product information, the higher the consumer's buying interest in making online transactions*

**Methods Research**

The population and sample in this study are customers or consumers who shop on Shopee e-commerce social media in Indonesia. Sample data were collected through a non-probability sampling method in the form of accidental sampling, namely respondents based on coincidence, such as accidentally meeting and respondents who were suitable to be sources of information, so they could be used as samples in this study. The number of samples in this study amounted to 300 consumers who had shopped at Shopee from all over Indonesia.

The data collection method uses online questionnaires using Google Forms. This study uses 4 variables that are measured on a linear scale with five points, starting from one to strongly disagree to five to strongly agree. All items were reported and responded to by the respondents themselves honestly and without coercion. The four variables were adapted into a questionnaire with statement items according to the indicators for each variable and by using language that was clear and easily understood by the respondents. Following are some of the indicators used in the distribution of questionnaires that have been carried out by adopting several previous studies, shown in the following table:

**Table 6. Appendix**

No	Variable	Indicator	Source
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1	<b>Shopping Convenience</b>	<ol style="list-style-type: none"> <li>1. Convenience in transactions</li> <li>2. Interesting site</li> <li>3. Ease of transaction</li> <li>4. Ease of access</li> <li>5. Fun</li> </ol>	(Kin & Farida, 2016; Maharta et al., 2019)
2	<b>Reputation and Service</b>	<ol style="list-style-type: none"> <li>1. Availability of facilities and services provided</li> <li>2. Overall Service Satisfaction</li> <li>3. Responsiveness or responsiveness</li> <li>4. Trust in service</li> </ol>	(andika & Raymond, 2021; Oktav & Sukresna, 2018)
3	<b>Shopping Experience</b>	<ol style="list-style-type: none"> <li>1. Online shopping experience</li> <li>2. When purchasing online, feel competent</li> <li>3. Consider the website to be user-friendly</li> <li>4. Order or fulfillment conformity</li> </ol>	(Ariyono et al., 2022a; Ferrinadewi & Murtadho, 2022b)
4	<b>Product safety and information</b>	<ol style="list-style-type: none"> <li>1. Clarity of contact information</li> <li>2. The procedure for ordering goods</li> <li>3. Product information is clear, easy to understand, and according to the wishes of the buyer</li> <li>4. Accurate information</li> </ol>	(Nisak & Lubis, 2016; Romla & Ratnawati, 2018)
5	<b>Buying decision</b>	<ol style="list-style-type: none"> <li>1. Recommend to others</li> <li>2. Desire to buy back</li> <li>3. There is an introduction to the problem</li> <li>4. There is a search for information</li> </ol>	(Bob Foster, 2017; Supriyanto et al., 2021; Tulangow et al., 2019)

Evaluation of alternative assessments  
Prepared by the authors (2023).

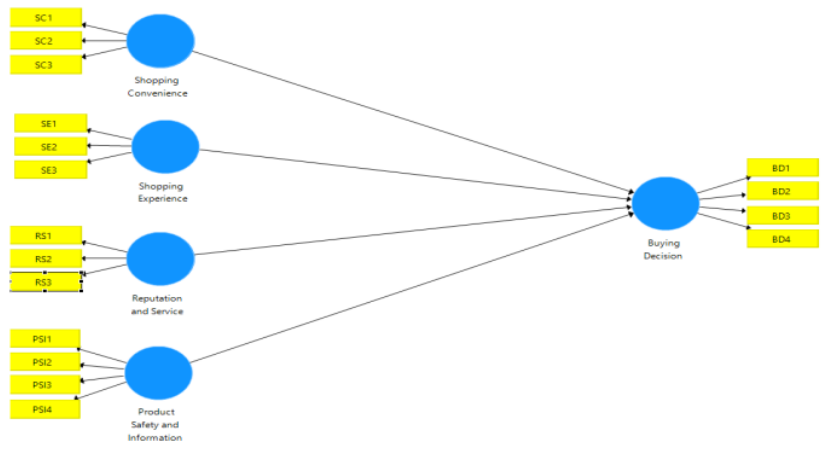


Figure 1. Research Framework Model  
Prepared by the authors (2023).

The method used in the research data analysis activities carried out is using the Structural Equation Modeling (SEM) analysis tool from the Smart PLS 3 software package for modeling and testing research hypotheses. Structural Equation Modeling (SEM) is a technique for testing and predicting causal relationships using a combination of statistical data and qualitative causal assumptions. The reason for using SEM tools for research conducted is that SEM can simultaneously test a series of relationships between relatively complex constructs and can confirm the dimensions of concepts, factors, and its ability to measure relationships theoretically.

## Findings

The research data analysis technique uses SMART PLS3 software, this model is a set of statistical techniques for testing a relatively complicated circuit.

**Table 7. Profile of Respondents**

Element	Frequency	(%)
<b>Ages</b>		
a. 15 s/d 20 years	69 respondents	23%
b. 21 s/d 25 years	215 respondents	71.7%
c. 26 s/d 30 years	13 respondents	4.3%
d. 31 Years and over	3 respondents	1%
<b>Gender</b>		
a. The male	79 respondents	26.3%
b. The female	221 respondents	73.3%
<b>Jobs</b>		
a. Students	11 respondents	3.7%
b. College students	203 respondents	67.7%
c. Private sector employee	67 respondents	22.3%
d. Self-employed	16 respondents	5.3%
e. ASN	3 respondents	1%
<b>Income</b>		
a. Rp. 1,000,000	162 respondents	54%
b. Rp. 1.000.000 – Rp. 3.000.000	96 respondents	32%
c. Rp. 3.000.000 – Rp. 4.500.000	20 respondents	6.7%
d. Rp. 4.500.000 and above	22 respondents	7.3%
<b>Purchase Amount</b>		
a. 1 time	27 respondents	9%
b. 3 times	66 respondents	22%
c. 5 times	16 respondents	5.3%
d. 5 times more	191 respondents	63.7%

Prepared by the authors (2023).

From the table above, we get some respondent data which has become our criteria. The research data include: (1). Most of the 71.7% are aged between 21 to 25 years followed by respondents aged under 20 years 23% and adults over 31 years very little only 1%. This shows that the average teenage consumer is still an active and productive age, so it is expected to be able to have a higher appeal compared to other age consumers who are no longer active on social media to make purchasing decisions for products in the marketplace. In addition, at this age consumers are still focused on education or work that are not disturbed by the hustle and bustle of family life so they are expected to be able to have a big impact in making online purchases due to

technological developments that are easily accessible and more efficient. (2). Respondent's gender was 73.3% filled by female customers compared to 26.3% male.

This is because a lot of online shopping is in demand by women who are easily tempted by advertisements or trends that they follow on social media, women have more detailed personalities, are conscientious, picky, neat and compare prices, and are impulsive in acting so they sometimes buy something which is not needed but what is interesting, unique can trigger a buying decision (3). Respondents who participated in this study were 67.7% of students, and some of them were private and government employees. This states that online shopping is favored by students (4). According to the results, most of the 54% of people who earn in the range of Rp. 1,000,000 per month who shop on e-commerce websites. (5). The majority of them have shopped through online sites and had positive and negative experiences, while 27.3% of people have shopped 3-5 times and 63.7% have made more than 5 purchases on online sites through marketplaces. Very few people 9% shop only once. This means that many consumers are experienced in doing online shopping and choose repeat orders on online sites.

From the results of data processing using the Smart PLS3 application, the following results are obtained, Validity test results

**Table 8 Fornell-Larcker Criterion**

	BD	PSI	RS	SC	SE
BD	0.821				
PSI	0.584	0.831			
RS	0.092	0.317	0.780		
SC	0.612	0.618	0.205	0.836	
SE	0.715	0.548	0.166	0.628	0.862

Prepared by the authors (2023).

The results of the discriminant validity test with the Smart PLS3 application that I use, the results show that the relationship of all variables is valid with a positive number. It can be seen in table 4.1 above that with a standard deviation of 0.05, the overall value is not negative or below 0.05. So, I can continue with the questionnaire data that I have and process it to find the results of the influence of Shopping convenience, Reputation, Service, Shopping experience and product safety, and information variables on the online Buying Decision variable throughout Indonesia. Shopping convenience has a validity value of 0.612 with a standard deviation of 0.05 for buying decisions which has a positive and quite high influence on buying decisions (Asyifa & Rahayu, 2019) which means shopping easily and comfortably is fun.

People prefer to shop online rather than visit shops directly to buy the things they want. While the shopping experience variable on buying decisions has a positive value (Indriyani & Suri, 2020; Putta & Saluy, 2019). This means that a positive shopping experience and comments or recommendations from other people will have an impact on the decision to make a purchase (Rahmadhani & Prihatini, 2019). Experience in online shopping is an important consideration of consumer perceptions when shopping based on their expectations of service or knowledge and past experiences with online stores in the hope of getting convenience and comfort in conducting online shopping transactions. Meanwhile, the discriminant validity results for reputation and service are 0.092 with a standard deviation of 0.05 which has a positive value. This

means that the data results are valid and acceptable because reputation and service have a direct and significant effect on purchasing decisions (Ekawaty et al., 2020; Pinaraswati & Amri, 2021; Pradipta, 2013) This means, a person will buy a product after comparing prices with other stores and those who provide guarantees or guarantees against the product to be purchased. In making purchases, the information provided must be up to date or booming to attract consumers' buying interest by the needs of the information obtained. Security and product information has a positive and significant effect on buying decisions (Prasetyani et al., 2019; Romla & Ratnawati, 2018). Consumers will be happy to make online transactions if they feel safe and free from danger and data confidentiality is maintained (Prilano et al., 2020).

**Table 9 Mean, STDEV, T-Values, P-Values**

	Original Sample (O)	Sample Average (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
Product Safety and Information -> Buying Decision	0.238	0.226	0.06	4.182	<b>0.000</b>	Accepted
Reputation and Service -> Buying Decision	-0.101	-0.07	0.05	2.043	<b>0.042</b>	Accepted
Shopping Convenience -> Buying Decision	0.179	0.187	0.07	2.740	<b>0.006</b>	Accepted
Shopping Experience -> Buying Decision	0.49	0.482	0.06	8.134	<b>0.000</b>	Accepted

Prepared by the authors (2023).

Shopping convenience has a substantial effect of 2.74 on the STDEV outcomes, according to the data test results with the Smart PLS program.

The foundation of decision-making: The hypothesis is accepted if the probability (P) value is less than 0.05 and rejected if the probability (P) value is more than 0.05. The outcomes of hypothesis testing are as follows, based on Table 4.2: (1) Buying Decision - Product Safety and Information, the P value is 0.000 0.05, as can be observed. Since this number is far lower than 0.05, the hypothesis is accepted. Therefore, it can be stated that security and product information have a favorable and considerable impact on purchasing decisions. (2) Purchasing Choice - Reputation and Service, the P value of 0.042 0.05 is seen. Since this number is far lower than 0.05, the hypothesis is accepted.

Therefore, it can be said that service and reputation have a favorable and considerable impact on purchasing decisions. (3) Purchasing Decision - Shopping Convenience: The P value is 0.006 0.05, as can be observed. Since this number is far lower than 0.05, the hypothesis is accepted. Therefore, it can be stated that shopping convenience has a favorable and considerable impact on purchasing decisions. (4) Buying Decision - Shopping Experience, the P value is 0.000 0.05, as can be observed.

Since this number is far lower than 0.05, the hypothesis is accepted. Consequently, it is possible. be drawn the conclusion that shopping experiences have a favorable and significant impact on purchasing decisions.

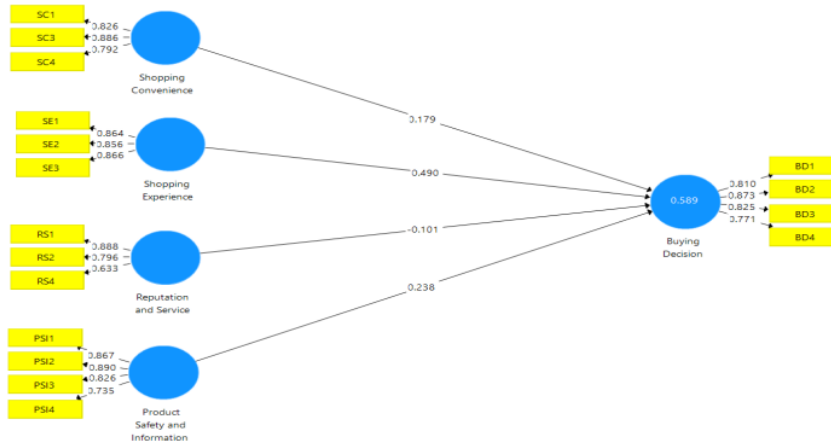


Figure 2. Result of Model Prepared by the authors (2023).

### Discussion of The Findings

#### The influence of shopping convenience on buying decisions

The results of the research that has been done found that shopping convenience has a significant influence on buying decisions. This is because we have entered the digital era so all aspects of activities including shopping are carried out online through e-commerce through digital developments. The better the shopping platform owned by the company; it will have an impact on increasing buying decisions. Some people are happy and more comfortable doing online shopping because it is easy to access, this is because there are no crowds in the shopping process and there is no need to queue to pay when making a purchase transaction. Shopping convenience allocates us to save more time, have ease of payment without crowds, in shopping, more other activities, and rely on e-commerce to shop (Kumar & Kashyap, 2018). As service providers, we must pay attention to the convenience of access, search, evaluation, transactions, and convenience of ownership or post-purchase (Duarte et al., 2018). Where, convenience when shopping online is influenced by the purchase process that can be done easily, free access, payment methods, and applications are easy to understand and navigate, and can find the product you want quickly (Duarte et al., 2018; Hernikawati, 2021; Widijoko, 2018). So that this is the main factor for people choosing transactions in e-commerce (Rakhmawati et al., 2021). In addition, digital developments are transforming traditional shopping into online (Hernikawati, 2021; Rakhmawati et al., 2021; Tan & Brahmana, 2019; Yoon et al., 2021) Due to the above phenomena, online shopping provides many benefits such as practicality, efficiency, flexibility, various choices, affordable prices, lots of promos discounts and cashback, payment methods which are easier than transferring to several bank accounts, using a credit card, payment voucher or Shopeepaylater (Berliana et al., 2022; Kara, 2016; Taan, 2021).

Based on the assumption *Theory Planned Behavior* (TPB) which states that buying decisions are made because of positive feelings from someone, one of which is a sense

of comfort in making transactions (Dang Vu & Nielsen, 2022; N. P. R. A. Dewi & Ardani, 2016; Putra et al., 2016). One form of creating convenience at the Shopee company is managing application features to the fullest. If the company is less able to manage features, web design will affect the ease and attractiveness of consumer buying interest. The provision of application services that are less proficient in the use and skills of technology will also affect consumer purchasing decisions. The findings of this study are in line with research conducted by (Felycia & Genoveva, 2021b; Hasanah, 2018; Mahkota, 2014; Widijoko, 2018; Yolanda, 2013) which revealed that good shopping convenience has a significant effect on buying decisions. This study also contradicts the results of research conducted by (Dwita Putri Sari et al., 2017) which revealed that shopping convenience does not significantly influence buying decisions.

### **Effect of shopping experience on buying decisions**

The results of the research that has been done found that the shopping experience has a significant influence on buying decisions. This is because when we shop online, we will know more about the platform used. As well as getting easy access, ease of transactions, facilities, and application features which are taken into consideration when making purchases online at Shopee. The shopping experience fosters good knowledge and competence in choosing an online shopping platform at Shopee. A good shopping experience will influence the seller's next buying decision at Shopee. This is in line with what was stated Liang & Huang (1998) if consumers who have a higher experience tend to shop continuously (Kristiawan et al., 2021). In addition, the suitability of orders in making online purchases is a benchmark for making repeat purchases based on post-purchase experience. If they find a non-conformance of the goods ordered, consumers are less likely to repurchase because they feel it is not by expectations or cancel the order.

Based on TPB which states that buying decisions are made because of the ease or difficulty of a person using the Shopee application to make transactions (Giampietri et al., 2018; Hermawan, 2017). In addition, experience also encourages a person's behavioral intention to make a purchase transaction (Kalifa et al., 2020; Maharani et al., 2022). Where a good experience will create an intention to repurchase products at shopee. If someone has a bad experience, it will affect the seller's performance in the shopee, thus influencing the buying decision. This is in line with research conducted by (Alwafi et al., 2016; Djaharuddin et al., 2022; Vibowo et al., 2021b; Yuniarty & Abbas, 2018) which states that good experience has a positive and significant effect on buying decisions. This research is also in line with (Oscardo et al., 2021) so which states that the shopping experience does not have a significant influence on buying decisions.

### **The influence of reputation and service on buying decisions**

The results of the research that has been done found that reputation and services provided when shopping have a significant influence on buying decisions. This shows that in making purchase transactions online, choosing a good reputation can be created by increasing consumer confidence in the Shopee application. One of them is by selling quality products, stock availability, and having sellers who prioritize honesty and responsibility in selling. ShopeeMall or Star Seller is a selected shop from Shopee which has a good reputation (Muzamzamah & Prasetyo, 2022). In addition, service quality is an advantage in efforts to fulfill needs and desires that create trust and shape consumer satisfaction, such as the availability of admin services, Shopee customer service is responsive in handling consumer complaints. Seller reputation and service quality have an impact on the Speed Level in the consumer buying decision-making



ccess at shopee (Aparicio et al., 2021; Nurakhmawati et al., 2022; Riswandi, 2019). This is in line with research conducted by (Chasanah & Fauzan, 2021; Riswandi, 2019; Suryawardana & Yani, 2017) which states that reputation and good service have a significant effect on buying decisions. This also contradicts research conducted by (Ramadani, 2020) which states that reputation and service do not significantly influence buying decisions.

### Effect of security and product information on buying decisions

The results of the research that has been done found that security and product information have a significant influence on buying decisions. This is because when we are going to carry out a transaction, of course, we are looking for clarity on the source of information presented inaccurate and actual details or up to date according to consumer expectations and has high-security guarantees such as product guarantees, maintaining the confidentiality of consumer privacy. Before making a transaction, some people prefer to see customer reviews and product ratings (Auliya et al., 2017; Ichsan M, Jumhur ,HH, 2018; Latief & Ayustira, 2019). In addition, security during online transactions is a way to avoid technology-based fraud (Lisdiana, 2021; Prasetyani et al., 2019). When the level of security guarantees (*security*) is acceptable and fulfilled in accordance with consumer expectations, then the consumer would be willing to disclose information personal and buy by feeling safe. The higher the quality of information and security guarantees, the higher the interest of online buyers to make transactions. This is in line with research conducted by (Anandita & Saputra, 2015; Dyatmika, 2018; Lisdiana, 2021; Prasetyani et al., 2019) which states that the security and quality of product information have a positive and significant effect on buying decisions. This study also contradicts (Napitupulu & Supriyono, 2022; Isabiila et al., 2018) which states that security and product information have no significant effect on buying decisions.

### Conclusions

The main objective of this research is to determine the effect of shopping convenience, reputation and service, shopping experience, and product and information security on online purchasing decisions at Shopee Indonesia. From the results of the research conducted, it is known that the influence of Shopping Convenience, Reputation and Service, Shopping Experience, and Safety and Product Information has a positive and significant effect on Purchasing Decisions. For future research, further research can be done by focusing on more specific target respondents and adding independent variables to get more precise and clear results. Suggestions for shopee companies are expected to focus on improving the performance of the shopee application such as increasing platform features, navigation systems, and files that are too large so that it makes it slow when wanting to access the application and make purchase transactions.

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