

Analysis Of The Factors That Influence The Decision To Use The Shopee Application For Online Shopping Transactions

Firmansyah¹, Garbada Boris Setyawan², Alfin Muslikhun³

Universitas Pandanaran, Indonesia¹

Universitas Karya Husada, Indonesia²

Institut Teknologi Statistika dan Bisnis Muhammadiyah Semarang, Indonesia³

Correspondent: alfin.muslikhun@itesa.ac.id³

Received : Desember 05, 2024

Accepted : Desember 14, 2024

Published : February 26, 2025

Citation: Firmansyah., Setyawan, G. B., & Muslikhun, A. (2025). Analysis Of The Factors That Influence The Decision To Use The Shopee Application For Online Shopping Transactions. *Commercium : Journal of Business and Management*, 3(1), 31-40. <https://doi.org/10.61978/commercium.v3i1>

ABSTRACT: This research tries to solve problems about the decision to use the Shopee application. This research reviews why students use the Shopee application for online transactions. Factors of ease, security, and trust influence the decision to use Shopee. This research is included in descriptive quantitative where the population is 5th and 7th semester students who use Shopee in management study programs on the ITESA Muhammadiyah Semarang campus, Karya Husada University, and Pandanaran University. Random sampling determined the sample, and 100 respondents were obtained. Data processing using SPSS v.25. The results of this study state that the three variables influence the decision to use Shopee. This research implies that the decision to use Shopee is very appropriate because it is easy to use, safe when transacting, and has high trust. As the marketplace leader in Indonesia, many students certainly use Shopee as their first choice.

Keywords: Simplicity, Security, Trust, Decision To Use, Shopee



This is an open-access article under the CC-BY 4.0 license

INTRODUCTION

Advances in digital technology have created major transformations in consumer behavior, especially in shopping patterns. Online shopping applications are one form of innovation in e-commerce that is very popular among the public, including among students. As part of the technology-savvy young generation, students tend to utilize online shopping applications to meet their daily needs. One application students widely use is Shopee, known for its various conveniences, attractive promotions, and features that support an efficient shopping experience (Ngo et al., 2024; Wulandari & Rauf, 2022).

Analysis Of The Factors That Influence The Decision To Use The Shopee Application For Online Shopping Transactions

Firmansyah, Setyawan, Muslikhun

Rank ①	Website ①	Category ①	Rank Change ①
1	 shopee.co.id	Ecommerce & Shopping > Marketplace	=
2	 tokopedia.com	Ecommerce & Shopping > Marketplace	=
3	 blibli.com	Ecommerce & Shopping > Marketplace	=
4	 lazada.co.id	Ecommerce & Shopping > Marketplace	=
5	 orami.co.id	Ecommerce & Shopping > Marketplace	=

Figure 1. Top 5 Marketplace in Indonesia, 2024

Based on a survey by (Similarweb, 2024), within five years (2020-2024) among all marketplaces in Indonesia, Shopee is ranked first with 235.9 million visitors, followed by Tokopedia with 100.3 million visitors and Lazada with 24.15 million visitors. This proves that many people use the Shopee app to make online transactions. The decision to use Shopee touches everyone, especially in education. Many students use the Shopee application to make online transactions. Students' decisions to use the Shopee application are influenced by several important factors, such as ease of use, level of transaction security, and trust in the platform. Ease of use is important in the user experience (Meiryani et al., 2021; Supiyandi et al., 2022). An easy-to-use application with an intuitive interface and easily accessible features will increase user comfort when shopping. As a generation familiar with technology, students tend to choose applications that offer convenience and efficiency in every process. Something like this has been researched by (Nainggolan et al., 2023), who found that ease of use influences the increasing decision to use e-commerce applications. For this reason, it can be said that ease of use is very tangent to the decision to use applications in e-commerce (Mardhia & Normawati, 2018; Purwaningdyah et al., 2021).

Besides convenience, security is also crucial in application usage decisions. Security issues such as personal data protection and payment guarantees greatly affect consumer confidence in online transactions. Students, who generally have limited experience in finance and online transactions, tend to be more cautious and consider the security aspects before making purchases through applications such as Shopee. For security, Shopee is considered safe for students. The security provided by Shopee is guaranteed, and it can be seen whether Shopee is the market leader in Indonesia for the marketplace category. Strong support for this statement is through research from (Alfaris, 2023) in their study, which discusses how data security in transactions will increase the decision of the application user. Users will feel comfortable because their data is safe.

Trust in online shopping applications is another important factor that influences consumer decisions. According to (Kotler & Keller, 2016), consumer trust is built from perceptions of a platform's reputation, security, and quality of service. The Shopee application must develop and maintain its users' trust by providing a consistent shopping experience, policy transparency, and good after-sales service. Research from (Mawardi & Prabowo, 2023) also discusses this where marketplaces that maintain trust, the decision to use the application will increase (Nurkhin et al., 2023).

Shopee is a very well-known marketplace in Indonesia. According to a survey from (Social & Hootsuite, 2023), Shopee is one of the most popular e-commerce platforms among young Indonesian users. Many people use the Shopee application because it is easy to use, has a high level of security, and has high public trust, so many people use the Shopee application to make online transactions. This background emphasizes the importance of convenience, security, and trust in shaping college students' Shopee app usage decisions, linking these issues to college students' demographic characteristics and online shopping trends. This study explains how convenience, security, and trust variables influence college students' decision to use the Shopee application. This study aims to determine how much influence the three variables have in influencing students' decisions to use Shopee (Aisyah & Sesunan, 2023).

The Effect of Ease on the Decision to Use the Shopee Application

The Shopee application is indeed very easy to use; from the initial installation, registration, and login, it is very easy to use. So, it is unsurprising that many people use the Shopee application. This convenience can be felt in various aspects offered in the application. Users can also enjoy the many features and facilities provided. For this reason, it can be said that Shopee's ease of use can increase usage decisions. This has also been researched by (Erwan & Setiawan, 2023) who found that increasing the decision to use an application can be influenced by ease of use. Based on the results of previous research and the description above, a hypothesis can be formulated as follows:

H1 : Ease to use has a significant positive effect on the decision to use the Shopee application.

The Effect of Security on the Decision to Use the Shopee Application

Security in online transactions is a top priority in the marketplace because it refers to a person's identity. The Shopee marketplace has provided good security features in transactions and user and seller data. The very high level of security makes many users. For this reason, it will be able to intersect with usage decisions. If a marketplace application is very safe in transactions, it will be able to increase the use of the application. This has also been proven by (Alfani & Ariani, 2023) in their research, which discusses how data security in transactions will increase user decisions for these applications. Users will feel comfortable because their data is safe. Based on the results of the arguments and descriptions of previous research, a hypothesis can be formulated as follows:

H2 : Security has a significant positive effect on the decision to use the Shopee application.

The Effect of Trust on the Decision to Use the Shopee Application

Trust, in this case, is how a marketplace application maintains trust and responsibility. Responsibility, in this case, from use, transaction, delivery, and goods until they remain intact as when ordering. In addition, high responsibility if there is fraud or follow-up in service. The Shopee marketplace maintains high trust from its users where there is almost very little transaction fraud. They are immediately responsible in action and verbally if there is a mistake. This will make consumers feel comfortable and trust to use Shopee in transactions. Research from (Safariah et al., 2023) also discusses this, where Marketplaces that maintain trust in the decision to use the application will increase. For this reason, a hypothesis can be formulated based on arguments and previous research as follows:

H3 : Trust has a significant positive effect on the decision to use the Shopee application.

Frame of mind

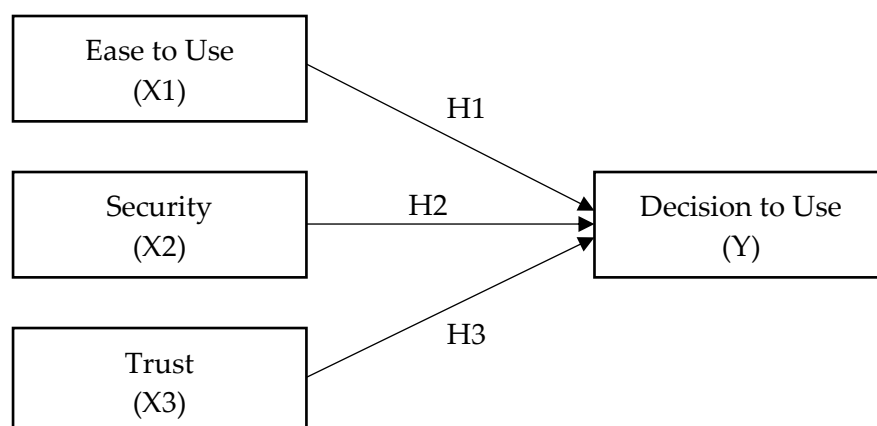


Figure 2. Research framework, 2024

METHOD

This quantitative descriptive research type explains and describes an idea through summarized data that forms a discussion so that it can be presented in an argument (Sugiyono, 2022). The population in this study were all 5th and 7th semester students of management programs at ITESA Muhammadiyah Semarang Campus, Karya Husada University, and Pandanaran University. The selection of this research object is based on the researcher's workplace. While the sample was selected using purposive sampling and obtained a sample of 100 students (respondents). Data collection methods through interviews and distribution of questionnaires. This questionnaire is measured using a Likert scale. The data collected will be processed using SPSS v.25 application for data processing. Data analysis tools in this study use data instrument tests, model feasibility tests and hypothesis testing (Ghozali, 2021).

RESULT AND DISCUSSION

General Description of Respondents

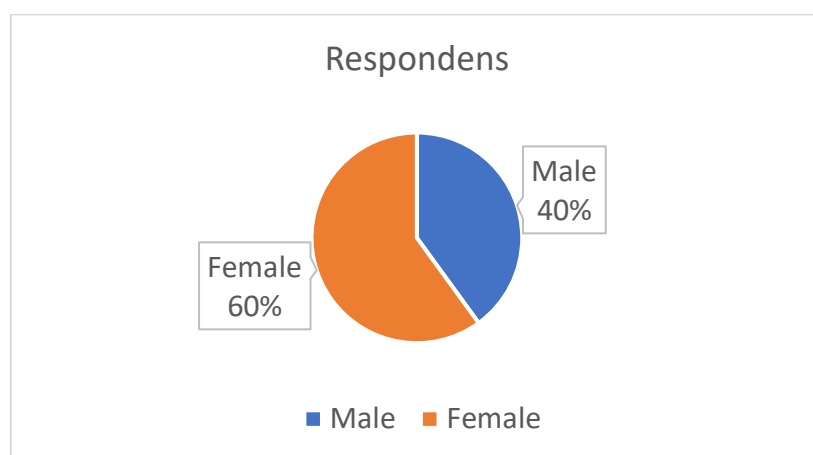


Figure 3. Respondents in the study

Based on the research that has been carried out, it can be discussed that all respondents who have filled out the questionnaire are 100 people, 60 of whom (60%) are female and 40 of whom (40%) are male. The average age of the respondents is 21, totaling 65.

Data Analysis Result

Data Instrument Test

The data obtained from the questionnaire can be processed by testing the data instrument. The validity test in this study states that all the r counts in each question item in the variable used have a value greater than the r table = 0.146. These results indicate that the indicators on each variable in the study are declared valid. Meanwhile, the reliability test shows that all variables used have an alpha coefficient value greater than 0.70, so it can be stated that all variables in this study are declared reliable.

Model Feasibility Test

The model feasibility test in this study consists of the F Test and the Coefficient of Determination Test, which can be seen in the data processing results as follows:

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1640.670	4	786.885	186.936	.000 ^a
Residual	487.912	96	5.9182		
Total	2128.582	100			

Source: Processed primary data, 2024

Based on the table above, it can be said that all the variables used (convenience, security, and trust) simultaneously have a positive and significant influence in increasing the decision to use the Shopee application. This can be seen in the F table value (186.936), greater than the F count (2.46). In addition, in testing the coefficient of determination, the results obtained where the adjusted R² value is 0.850, which means that the variables of convenience, security, and trust influence the

decision to use the Shopee application by 85%. for the remaining 15% is the result of the influence of other variables not used in this study.

Hypothesis Test

These results reflect the questionnaire data that has been processed in such a way. The results of hypothesis testing in this study can be described in the following table:

		Standardized Coefficients	t	Sig.
Model		Beta		
1	(Constant)		3.875	.549
	Ease to Use (X1)	.329	2.513	.001
	Security (X2)	.315	2.381	.003
	Trust (X3)	.301	2.039	.006

Source: Processed primary data, 2024

1. The results of testing the ease of use variable on the decision to use the Shopee application show the value of $t \text{ count} = 2.513 > t \text{ table} = 1.660$, with a significance of $0.001 < 0.05$. So, it can be said that the ease of use of the Shopee application will increase the decision to use the Shopee application. (H1 accepted).
2. The results of testing the security variable on the decision to use the Shopee application show the value of $t \text{ count} = 2.381 > t \text{ table} = 1.660$, with a significance of $0.003 < 0.05$. So, it can be said that high security in the Shopee application will increase the decision to use the Shopee application. (H2 accepted).
3. The results of testing the trust variable on the decision to use the Shopee application show the value of $t \text{ count} = 2.039 > t \text{ table} = 1.660$, with a significance of $0.006 < 0.05$. So, it can be said that the trust that Shopee always maintains can increase usage decisions in the Shopee application. (H3 accepted).

Ease of use has a significant positive effect on the decision to use the Shopee application.

Based on the research results, it can be explained that convenience has a significant positive effect on the decision to use the Shopee application. It can be interpreted that the ease of use promised by the Shopee application will increase the decision to use the Shopee application because users enjoy the ease of use when opening, using, purchasing, and operating the application. This is also consistent with the research of (Aulia, 2023), who found that increasing the decision to use an application can be influenced by ease of use. Previous research that discusses the effect of convenience on usage decisions is a benchmark in this study.

The results of this study can be related to everyday life; many 5th and 7th semester students use the Shopee application because, according to them, it is very easy to use. They have been using the Shopee application since they first went to college. They find it very easy to use Shopee at any time because it is integrated with mobile banking on their smartphones, which results in easy transactions. Referring to the research findings of (Akbar, 2023), the ease felt in the Shopee application is not only in the operation of the application. But it includes everything like giving

reviews, making complaints, getting coupons, returning products, etc. The procedures for using Shopee are also easy to understand and very well served. For this reason, many students use the Shopee application because of its ease of use, easy integration with mobile banking, and easy monitoring and operation.

Students also use this convenience to trade on Shopee by opening online stores, resellers, drop shippers, and Shopee affiliates. Shopee also makes it easy to upload videos and make transactions when live streaming. Many features are offered, and they are easy to use. So, the study's results, which state that the ease of use of Shopee can impact students' decisions to use Shopee, are very precise and accurate in life.

Security has a significant positive effect on the decision to use the Shopee application.

Based on the results of hypothesis testing, security has a significant positive effect on the decision to use the Shopee application. Thus, it can be explained that the higher the security level of the Shopee application, the higher the usage decisions. This is also the same as research by (Pralytha et al., 2023) in their study which discusses that data security in transactions will increase the decision of the application user. Users will feel comfortable because their data is safe.

The Shopee application has a very strong security system. This security system ensures that user data is not used for crimes (Choirudin et al., 2023). With this high level of security, many Shopee users are among the public. Students like the Shopee application because of the very high level of security. Their personal data, accounts, transactions, and databases are well protected. Students who create personal and seller accounts have security in transactions. Shopee can have many users. In addition, Shopee also provides comfort in transactions such as fraud Shopee is very low because Shopee can take firm action if there is seller fraud. If there is seller fraud, the threat of the store being permanently closed to deal with the law awaits them. So many Shopee users feel comfortable with this.

Research shows that many people buy and sell online on Shopee because they can trust them (Rizky et al., 2023). This is proven by the fact that many young people use Shopee. Students like the Shopee application because the guarantee of goods and funds is completely safe. Shopee also provides warnings so that perpetrators who try to commit fraud on Shopee will be dealt with directly by the police. So, it can be said that Shopee is the first choice, and it is certain that Shopee is the main pioneer in the marketplace.

Trust has a significant positive effect on the decision to use the Shopee application

Based on the results of the hypothesis testing in this study, it can be said that trust has a positive and significant effect on the decision to use the Shopee application. This can be interpreted that Shopee's trust will increase the decision to use the application. This is in line with research by (Hafizah, 2023), who also discusses where the marketplace that maintains trust decides to use the application.

Based on the states, Shopee is the first ranked marketplace in Indonesia and is visited frequently. From this, it can be concluded that Shopee's level of public trust is very high (Hayati & Mutaqin, 2023). Many students use Shopee because they have a very high level of trust in Shopee. This trust

is evident in every element that exists in Shopee. If there is a failed purchase, their money is returned. If there is a complaint with strong evidence, Shopee follows up immediately. This makes students more confident in using the Shopee application. Students can also check the track record from the beginning of the purchase to the arrival of the goods through the delivery track and who the courier is. If the goods have not arrived at their destination, they can also contact the courier, so the application process is well integrated.

Merchants on Shopee also often conduct live streaming to increase buyer confidence. Students are more likely to shop during live-streaming sessions because live-streaming stores can ensure the trustworthiness of their products. They can see the product directly, ask questions, and check out. This can certainly increase trust in the Shopee application.

CONCLUSION

1. Testing the effect of convenience on the decision to use the Shopee application resulted in findings that convenience positively affects the decision to use the Shopee application. It can be interpreted that the easier it is to use the Shopee application used by students, the more the decision to use the Shopee application for online shopping transactions will increase.
2. Testing the effect of security on the decision to use the Shopee application resulted in findings that security positively affects the decision to use the Shopee application. Thus, it can be interpreted that the safer the application is, the more students will decide to use it for online shopping transactions.
3. Testing the effect of trust on the decision to use the Shopee application resulted in the finding that trust positively affects the decision to use the Shopee application. Thus, it can be interpreted that the higher the level of user confidence in using the Shopee application, the more the decision to use the Shopee application to transact online shopping will increase.
4. The results of testing the coefficient of determination state that convenience, security, and trust influence 85% of decisions to use the Shopee application. The remaining 15% are influenced by other factors that are not mentioned.

Suggestions

1. Future research should test factors outside these three variables because the decision to use the Shopee application is not only determined by convenience, security, and trust.
2. Indonesia's marketplaces are varied and have their own characteristics. For this reason, further research is suggested to investigate other marketplace objects, which can be used as material to compare the reasons consumers choose to use online shopping applications.

REFERENCE

- Aisyah, M., & Sesunan, Y. S. (2023). Decision making on the use of a shariah-based e-wallet by Indonesian consumers. *International Journal of Data and Network Science*, 7(4), 1739–1752. <https://doi.org/10.5267/j.ijdns.2023.7.017>
- Akbar, R. (2023). The Effect of Convenience, Security, Risk and Promotion on the Decision to Use Shopee Paylater in Solo Raya. *Journal of Economic and Accounting Research*, 1(3), 213–235.
- Alfani, R. S., & Ariani, K. R. (2023). The Effect of Perceived Benefits, Perceived Ease, Risk and Trust on Decisions to Use Electronic Money (QRIS. *Edunomika Scientific Journal*, 8, 1.
- Alfaris, M. (2023). The Effect of Perceived Benefits, Perceived Ease, and Perceived Security on Decisions to Use Digital Payment Applications (E-wallets. *Journal of Samudra Accounting Students (JMAS)*, 4(1), 67–74.
- Aulia, T. (2023). The Effect of Trust, Ease of Use and Price on Purchasing Decisions at E-Commerce Shopee in Bandar Lampung. *Journal of Strategy of Management and Accounting Through Research and Technology (SMART)*, 2(2), 58–69.
- Choirudin, M., Irwanto, N. Y., Nanda, A., Putra, R. S., & Riyandito, M. R. (2023). The Effect of Convenience, Security, and Trust on Decisions to Use the Tokopedia Application. *Journal of Applied Management Science*, 4(5), 738–744.
- Erwan, E. S., & Setiawan, E. (2023). The Effect of Ease of Use and Sales Promotion on Decisions to Use E-wallet Funds for Students in Yogyakarta City. *Journal of Aerospace Management*, 16(1), 129–140.
- Ghozali, I. (2021). *Multivariate analysis applications with the IBM SPSS 25 program* (10th ed.). Diponegoro University Publishing Agency.
- Hafizah, R. N. H. (2023). The Effect of Trust, Ease of Use, and Knowledge on Decisions to Use Electronic Money Services (Qris) for UIN Raden Fatah Palembang students. *Adl Islamic Economic: Journal of Islamic Economic Studies*, 4(2), 134–151.
- Hayati, N., & Mutaqin, J. (2023). The Effect of Price, Consumer Trust, and Usage Optimization on Consumer Purchasing Decisions during the Covid 19 Pandemic through the Tokopedia Marketplace in Cimahi City. *Jurnal Lentera Bisnis*, 12(2), 231–244.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (13th ed.). Erlangga.
- Mardhia, M. M., & Normawati, D. (2018). Marketplace seller recommender with user-based multi criteria decision making. *Proceeding of 2018 12th International Conference on Telecommunication Systems, Services, and Applications, TSSA 2018*. <https://doi.org/10.1109/TSSA.2018.8708794>
- Mawardi, T. F. R., & Prabowo, B. (2023). The Effect of Perceived Benefits, Perceptions of Ease, and Trust on Decisions to Use the DANA E-Wallet Application (Study on FISIP UPN “Veteran. East Java Students). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 3733–3741.

- Meiryani, M., Juwita, A., Agustini, A., Siauwijaya, R., & Adriana, M. (2021). The influence of COVID-19 pandemic on E-commerce transactions on shopee indonesia. *ACM International Conference Proceeding Series*, 35–42. <https://doi.org/10.1145/3481127.3481198>
- Nainggolan, L. P. S. I., Abdullah, M. A. F., & Perkasa, D. H. (2023). The Effect of Service Quality, Ease of Use and Perception of Safety on the Decision to Use GoTransit (Case Study of Tanah Abang Station. *Musytari: Balance Sheet of Management, Accounting, and Economics*, 1(5), 21–30.
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15). <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Nurkhin, A., Mukhibad, H., & Daud, N. M. (2023). Determinants of halal food purchase decisions for Go Food and Shopee Food users. *Innovative Marketing*, 19(1), 113–125. [https://doi.org/10.21511/im.19\(1\).2023.10](https://doi.org/10.21511/im.19(1).2023.10)
- Pralytha, S. Y., Sidanti, H., & Setiawan, H. (2023). The Influence of Lifestyle, Ease of Use, and Transaction Security on Decisions to Use E-Wallet Dana (Case Study on the People of Madiun City. In *SIMBA: Management, Business, and Accounting Innovation Seminar* (p. 5).
- Purwaningdyah, S. W. S., Haerunnisa, N. F., Hairunnisa, S. N., Wardhani, N. S., Larasati, C., Siahaan, Y. P., & Sinaga, O. (2021). The Influence of Perceived Usefulness, Perceived Ease of Use, Perceived Risk in the Shopee Application on Consumer Decisions in Online Shopping During the Covid-19 Pandemic. *Review of International Geographical Education Online*, 11(5), 1065–1072. <https://doi.org/10.48047/rigeo.11.05.102>
- Rizky, M., Hayati, I., & Ruzky, U. D. (2023). The Effect of Service Security on the Decision to Use Islamic Bank QRIS for Students of the Faculty of Islamic Religion UMSU. *Krigan: Journal of Management and Sharia Business*, 1(1), 95–109.
- Safariah, S. T., Ferils, M., & Arsyad, M. (2023). The Effect of Consumer Trust and Service Quality on Decisions to Use Goods Delivery Services at PT Pos Indonesia Kalukku Branch. *SEIKO: Journal of Management & Business*, 6(2).
- Similarweb. (2024). *Marketplace Indonesia*. <https://www.similarweb.com/>
- Social, W. A., & Hootsuite. (2023). *Global Overview Report*. <https://wearesocial.com>
- Sugiyono. (2022). *Quantitative. Qualitative Research Methods*. Alfabeta.
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. *CommIT Journal*, 16(1), 9–18. <https://doi.org/10.21512/commit.v16i1.7583>
- Wulandari, I., & Rauf, A. (2022). Analysis of Social Media Marketing and Product Review on the Marketplace Shopee on Purchase Decisions. *Review of Integrative Business and Economics Research*, 11(1), 274–284. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85166095492&partnerID=40&md5=13d6ddf80d71aa0d56f1f3a7080d6855>