

THE INFLUENCE OF PERCEIVED EASE OF USE ON ONLINE PURCHASING DECISIONS ON E-COMMERCE SHOPEE IN SOLOKANJERUK DISTRICT, BANDUNG REGENCY

Sugiharto Fadillah¹, Nisa Septiani², Nisa Raudatul Janah³

^{1,2,3}Management Study Program, STIE Gema Widya Bangsa, Bandung, Indonesia
¹sugihartof11@gmail.com, ²septianisa4343@gmail.com, ³nisaraudhatul@gmail.com

ABSTRACT

The Shopee E-Commerce application is an online buying and selling site and is one of the e-commerce sites currently developing in Indonesia, including in the Solokanjeruk District area. Even though online shopping has numerous benefits, the complexity of using the website itself, in this case an online shopping site, can be something that can confuse users. So, this research aims to determine the influence of Perceived Ease of Use on online purchasing decisions at Shopee E-Commerce in Solokanjeruk District, Bandung Regency. Knowing the ease of use of Shopee will increase sales at the Shopee marketplace. The method used in this research is quantitative using associative descriptive research. With a population of Shopee application users in Solokanjeruk District of 16,254 people. The sampling technique used was probability sampling with simple random sampling and using the Slovin formula to obtain a sample of 100 respondents. The research results show that Perceived Ease of Use has a significant influence on online purchasing decisions at Shopee E-Commerce in Solokanjeruk District, Bandung Regency. From these results it can be concluded that the null hypothesis is rejected, and the alternative hypothesis is accepted so that "Perceived Ease of Use has a significant influence on online purchasing decisions in E-Commerce in Solokanjeruk District, Bandung Regency".

Keywords: perceived ease of use; purchase decision; e-commerce

INTRODUCTION

Internet in e-commerce makes it easier for people to shop. So that consumers no longer need to go to shopping centers such as malls, supermarkets, and others to shop. However, simply by using gadgets consumers can shop by visiting various websites which are often referred to as E-Commerce. According to David Baum, 'E-Commerce is a dynamic set of technologies, applications and

business processes that connect companies, consumers and certain communities through electronic transactions and trade in goods, services and information conducted electronically (Mufarizzaturrizkiyah et.al., 2020: 17).

The existence of e-commerce has changed consumer shopping patterns from conventional to online through various online buying and selling sites in Indonesia. With the rise of e-

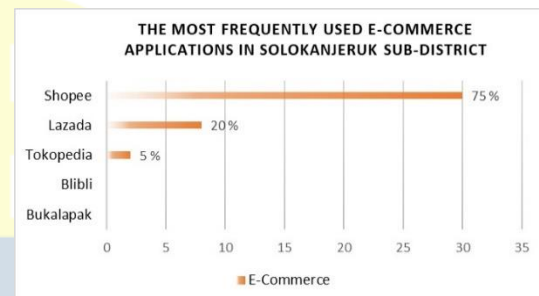
commerce in Indonesia and even in the world, consumers still choose an online buying and selling site that is easy and fast for users to understand and use.

Perception of convenience is the extent to which a person believes that using a technology can be freed from the effort that has an impact on one's behavior, namely the higher a person's perception of the ease of using a system, the higher the level of purchasing decisions using information technology (Lestarie et al., 2020:197).

Shopee is a platform specifically designed to provide an online shopping experience that provides convenience and security for customers who want to find the desired product. Shopee aims to continue to advance and develop into the first-choice e-commerce in Indonesia. Shopee also has a wide selection of product categories, ranging from clothing, electronics, health, beauty, and others and even Shopee also provides online food ordering. The convenience and security provided by the Shopee application is one of the reasons people in Solokanjeruk District use it when purchasing products or services online.

No exception is the community in Solokanjeruk District, Bandung Regency with a population of 86.79 thousand people with a vulnerable age

between 15-64 years, namely 59,496 thousand people. Which can be ascertained at that age has a smartphone that can be used one of them to buy products or services online. The following e-commerce survey data is most often used to buy products online in Solokanjeruk District.



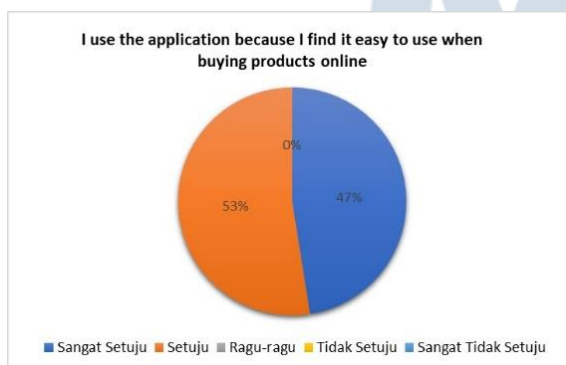
Source: Data Processed, 2023

Figure 1. Data results is most often used to buy products online in Solokanjeruk District

Based on the data above, it shows that Shopee is an E-Commerce with an e-commerce application that is most often used to buy products or services online in Solokanjeruk District, Bandung Regency in 2023. This data is taken based on the results of a survey of 40 people who have time to fill out the questionnaire that has been made. The number of users can show the ease of managing applications to make sales on the shoppe marketplace.

Where the Shopee application reaches 75% with the highest number of e-commerce applications that are most often used, followed by the Lazada application with the second position at 20% and the Tokopedia application which is in the third position at 5%. This data can show that the purchasing opportunities at Shopee are greater than other marketplaces, because of the convenience that consumers feel in the purchasing process through Shopee.

The following is survey data about people in Solokanjeruk District in using e-commerce applications:



Source: Data Processed, 2023

Figure 2. Data results about people in Solokanjeruk District in using e-commerce applications.

Based on this graph, it is explained that most people choose to agree that the application they choose with the Shopee application occupies the first position most often used where

they find it easy to use when buying products or services online. The ease of use of a website will be considered by consumers before making transactions or shopping for products online. Although online shopping has numerous benefits, the complexity of using the website itself, which in this case is an online shopping site, can be something that can be confusing for its users.

As is the case with the Shopee platform, it presents various conveniences for everyone who uses it. For example, users can find items easily in the search field by simply typing the desired item or entering a picture of the item being searched. Shopee also provides various payment methods that make it easy for its users.

However, it does not rule out the possibility that the choice of products and services displayed on the platform will cause difficulties in selecting products and services because there are so many choices displayed, thus influencing purchasing decisions.

Previous research that has been conducted as material for comparison and study, has been conducted by (Salsabila et al., 2021) with the title The Effect of Perceptions of Risk,

Benefits and Ease of Use on Online Purchasing Decisions on the Shopee Application (Case Study on UST Active Students) the results of the study concluded that based on the results the ease of use variable has a significant effect on the purchasing decision variable.

Meanwhile, according to research conducted by (Dewi and Nina, 2019) with the title The Effect of Ease, Security and Purchase Experience on Online Purchasing Decisions Using the Shopee Application (Case Study of Students of the Faculty of Economics, Maarif Hasyim Latif University Sidoarjo) the results of his research state that partially the convenience variable has a negative and insignificant effect on purchasing decisions.

Then in research conducted by (Suryani et.al., 2022) with the title The Effect of Electronic Word Of Mouth, Ease of Use of Technology, Benefits and Trust on Purchasing Decisions at Marketplace Shopee, the results of the t test in this study indicate that the variable ease of use of technology gets the result that the ease of use of technology in the Shopee marketplace

does not result in or decrease purchasing decisions by consumers.

So according to (Suryani, et al., 2022:51) argue that 'the reason the variable ease of use of technology does not have a positive and significant effect on purchasing decisions on the Shope marketplace, researchers suspect that the convenience of the Shopee marketplace with other platforms such as Zalora, Tokopedia, Bukalapak and so on does not have a striking difference both from ease of payment, use and others so that it does not affect their purchasing decisions in using the Shopee marketplace.

IMPLEMENTATION METHOD

The research method used in this study is quantitative. In quantitative methods, this research uses the Survey method. By level in quantitative research, this research uses descriptive and associative problem formulations. type of analysis method used.

This method is also called a confirmative method so that the author wants to find the relationship between the independent variable, namely Perceived Ease of Use on Purchasing Decisions as the dependent variable.

The variables in this study are the Independent / free variable (X), namely Perceived Ease of Use (perceived ease of use) and the Dependent / dependent variable (Y) is the purchase decision.

The population in this study are people or residents who live in Solokanjeruk District who always or have ever purchased products or services online through the Shopee e-commerce application. With the number of Shopee application users in Solokanjeruk District, namely 16.254 users out of 86.79 thousand total population in Solokanjeruk District.

The type of sampling used in this study is simple random sampling. It is said to be simple (simple) because sampling from the population is done randomly without regard to the strata in the population. This is done when members of the population are considered homogeneous. (Sugiyono, 2022:129).

RESULT AND DISCUSSION

The results of research on the relationship/influence of the Perceived Ease of Use variable (X) on the Purchasing Decision variable (Y). The proof consists of Correlation

Coefficient Analysis, Regression Analysis, Determination Coefficient Analysis and Hypothesis Testing.

These analyzes and tests are as follows:

Table 1. Results of Correlation Coefficient Analysis, Regression Analysis, Determination Coefficient Analysis and Hypothesis Testing

Correlations		Perceive d Ease of Use	Purchasing Decision
Perceived Ease of Use	Pearson Correlation Sig. (2- tailed) N	1 100	,579** 100
Purchasing Decision	Pearson Correlation Sig. (2- tailed) N	,579** 100	1 100

Source: Data Processed, 2023

From this table, the results of the correlation coefficient analysis using Pearson product moment are obtained with a value of 0.579 which means that the Correlation Coefficient Analysis of Perceived Ease of Use on Online Purchasing Decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency is in the interval between 0.40 - 0.599. So that the level of relationship is moderate or strong enough.

The results of the regression analysis in this study are as follows:

Table 2. Results of regression analysis

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error Beta		
1	(Constant)	19,538	2,963	6,595	,000
	Perceived Ease of Use	,507	,072	,579	7,021 ,000

From this table, the results of the regression coefficient analysis using simple linear regression are $Y = 19.538 + [0.507] \cdot X$ which explains that the value 19.538 is a constant price (Purchase Decision Value if Perceived Ease of Use = 0) and 0.507 is a regression analysis that shows an increase in Perceived Ease of Use. So, it can be concluded that for every additional 1 value of Perceived Ease of Use, the Purchasing Decision value increases by 0.507.

The results of the coefficient of determination analysis in this study are as follows:

Table 3. Determined Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 ^a	,335	,328	4,70840

From this table, the determined test result is 0.335. So, it can be concluded that the effect of the Perceived Ease of Use (X) variable on the Purchasing Decision (Y) variable is 33.5%, while 66.5% is influenced by other variables not examined.

The results of the t test in this study are as follows:

Table 4. Results Of the T Test

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error Beta		
1	(Constant)	19,538	2,963	6,595	,000
	Perceived Ease of Use	,507	,072	,579	7,021 ,000

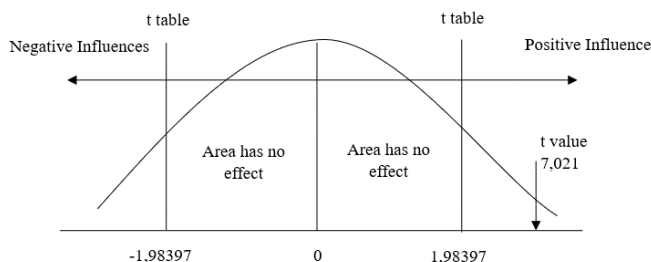
From this table above, the t test result is 7.021. According to (Sugiyono, 2019:230) the basis for making the t test decision is by means of the calculated t value compared to the t table, as follows:

If $t \text{ value} < t \text{ table}$, then the null hypothesis is accepted.

If $t \text{ value} > t \text{ table}$, then the null hypothesis is rejected.

Because the calculated t value is $7.021 > t \text{ table}$ which has a value of 1.98397 . So, it can be concluded that the null hypothesis is rejected, and the alternative hypothesis is accepted so that "Perceived Ease of Use has a significant influence on Online Purchasing Decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency".

Then to determine the direction of the t test results, it is obtained from the curve drawing as follows:



Source: Data Processed, 2023

Figure 3. Curve of the T test

Based on the curve above, it is known that the t value of 7.021 is in the positive influence area, so it can be concluded that "There is a positive influence on the Perceived Ease of Use variable (X) on the Purchasing Decision variable (Y)".

Based on the research results that have been described above regarding

variable X (Perceived Ease of Use) and variable Y (Purchase Decision), it explains that variable X (Perceived Ease of Use) on E-Commerce Shopee in Solokanjeruk District, Bandung Regency, the results of all respondents' responses get a value of $5,145$ (85.75%). Where these results when described in the form of a continuum line approach the direction Agree that the Shopee application is easy to use by people in Solokanjeruk District when they want to purchase products or services online. This is in line with the theory used in this study, where the perceived ease of use as a level of a person has the belief that the use of information technology can reduce a person's effort in doing something and all indicators in variable X are in the Shopee application.

Then in variable Y (Purchase Decision) online at E-Commerce Shopee in Solokanjeruk District, Bandung Regency, the results of all respondents' responses received a value of $4,930$ (82.17%). Where these results when described in the form of a continuum line approach the direction of Agree, that people in Solokanjeruk District have a good attitude in making decisions to purchase products or

services online in the Shopee application. This is in line with the theory used in this study, where the purchase decision is to buy the most preferred brand but there are two factors that are between purchasing decisions, one of which is attitude or perception such as the perceived ease of use possessed by people in Solokanjeruk District on the Shopee application so that they decide to buy products online in the Shopee application.

So that Perceived Ease of Use has an influence on online purchasing decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency. This is evidenced by the results of the correlation test value of 0.579 which has a Moderate or Strong enough relationship level. Although it is different from the research conducted by Suryani et.al., (2022) that the ease of use of technology on the Shopee marketplace does not result in or decrease in purchasing decisions by consumers.

Then the determination test results get a value of 0.335 or have an influence of variable X on variable Y of 33.5% while 66.5% is influenced by other variables not examined in this

study. And the t test results obtained a value of 7.021 which when compared to the t table of 1.984 the t value is greater than the t table. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, which means "Perceived Ease of Use affects online purchasing decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency". This is in line with the theory used in this study that ease of use affects customer purchasing decisions, because the consideration when buying a product or service can be seen from the ease of use of a website.

CONCLUSION

Perceived Ease of Use at E-Commerce Shopee in Solokanjeruk District, Bandung Regency from the overall calculation results using descriptive statistics through distributing questionnaires via Google Forms that the overall respondent's response was 5145 (85.75%), on the continuum line the value is close to Agree. Therefore, Perceived Ease of Use at E-Commerce Shopee in Solokanjeruk District, Bandung Regency can be categorized as Good or Easy to use by people in Solokanjeruk District when buying products online.

Purchasing Decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency as a whole, the results of calculations using descriptive statistics through distributing questionnaires (Questionnaires) via Google Forms obtained an overall respondent response of 4930 (82.17%), on the continuum line the value is close to Agree. Therefore, Purchasing Decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency can be categorized as good in making online purchasing decisions.

Based on the results of calculations using parametric inferential statistics, it is found that Perceived Ease of Use has a significant influence on online purchasing decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency. From these results it can be concluded that the null hypothesis is rejected, and the alternative hypothesis is accepted which means that "Perceived Ease of Use has a significant influence on online purchasing decisions at E-Commerce Shopee in Solokanjeruk District, Bandung Regency".

REFERENCES

- BPS Bandung Regency. (2023). Population Census of Solokanjeruk Subdistrict. Bandung. <https://bandungkab.bps.go.id/publication/2023/09/26/ff0c734c76b6cecef406596e/kecamatan-solokanjeruk-dalam-angka-2023.html>
- Dewi, N. N., & PS, N. (2019). The Effect of Convenience, Security and Purchasing Experience on Online Purchasing Decisions Using the Shopee Application (Case Study of Students of the Faculty of Economics, Maarif Hasyim Latif University Sidoarjo). *Journal of Management Economics and Accounting*, 8 (1), 25-32.
- Lestarie, N. A., Budianto, A., & Prabowo, F. H. (2020). The Effect of Perceived Ease of Use and Perceived Usefulness on Purchasing Decisions. *Journal of Bina Bangsa Ekonomika*, 13(2), 194-200.
- Mufarizzaturrizkiyah, Aziz, A., & Leliya. (2020). *E-Commerce Consumptive Lifestyle Behavior of IAIN Sheikh Nurjati Cirebon Students*. Cirebon: CV. Elsi Pro.
- Salsabila, H. Z., Susanto, & Hutami, L. T. (2021). The Effect of Perceptions of Risk, Benefits and Ease of Use on Online Purchasing Decisions on the Shopee Application. *Scientific Journal of Management*, 9 (1), 87-96.
- Shopee. (2023). Shopee Indonesia Logo. Shopee. www.shopee.co.id

Sugiyono. (2021). Quantitative, Qualitative and R&D Research Methods. Bandung: Alfabeta.

Sugiyono. (2022). Quantitative, Qualitative and R&D Research Methods. Bandung: Alfabeta.

Suryani, A., Chandra, A. R., & Nurhayati. (2022). The Effect of Electronic Word of Mouth, Ease of Use of Technology, Benefits and Trust on Purchasing Decisions at the Shopee Marketplace. *ABEC Indonesia*, 1-12.

