

The Influence of Shopee's Shopping Convenience

Hening Lintang Kinanthi¹

¹Magister Management-Faculty of Business and Economics-Universitas Islam Indonesia-DI Yogyakarta-Indonesia

Ratna Roostika²

²Associate Professor-Magister Management-Faculty of Business and Economics-Universitas Islam Indonesia-DI Yogyakarta-Indonesia

Correspondence: ratna.roostika@uii.ac.id



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ABSTRACT

Purpose: This study aims to analyze the influence of online shopping convenience on consumer satisfaction and the effect of consumer satisfaction on behavioral intentions and E-WOM.

Design/Methodology/Approach: This study uses a quantitative method and the method used is the Structural Equation Model with AMOS 24.0 software. This research used 235 respondents which was conducted on Indonesian citizens who use Shopee.

Findings: The variable Convenience of Online Shopping has a positive and significant effect on consumer satisfaction. The consumer satisfaction variable also has a positive and significant effect on consumer behavioral intentions and E-WOM.

Keywords: Online Shopping Convenience; Consumer Satisfaction; Behavioral Intentions; EWOM

INTRODUCTION

Internet technology has spread so much that it has an impact on all aspects of everyday human life. The development of the internet world is also felt by the Indonesian people through the percentage of increasing Indonesians internet users. Based on the report of the Central Statistics Agency in the 2021 report, Indonesians internet user reached 62% or has reached 202.6 million people from 274.9 million Indonesians. One of the rapid development of internet users in Indonesia is triggered by the need of the Indonesian people for ease in obtaining goods through the Internet. This has triggered the development of internet-based shopping services or what is referred to as E-commerce. E-commerce in Indonesia has experienced rapid development with a wide variety of e-commerce applications. There are five applications that have the highest number of visitors and downloads in Indonesia, namely Shopee (190 million), Tokopedia (147 million), Lazada (64 million), Blibli (24.9 million) and Bukalapak (24.1) (Databoks, 2022).

According to Blut (2015) the increasing number of visitors and e-commerce transactions in Indonesia is due to the growth of the Indonesian economy and e-commerce sites in Indonesia that already provide safe and convenient media for online shopping.

A survey conducted by Iprice stated that Shopee is an e-commerce service with the highest number of users and downloaders in Indonesia, making it the most widely used shopping service in Indonesia. Although Shopee is a new comer to the online world in Indonesia, since the beginning of Shopee's appearance, it has been more active in capturing users through mobile applications. So don't be surprised if then Shopee dominates the App Store and Play Store. This can happen because of the strategy implemented by Shopee. The strategy used by Shopee in increasing the number of shopee users through the promo program. Promos such as 1.1, 2.2 and so on are carried out by shopee as an effort to increase the number of visitors. In addition to the shopee promo program, it is also intensive with a free shipping program for all regions in Indonesia. These programs have a significant impact on visitor numbers. Shopee is able to make the online shopping experience at Shopee enjoyable and satisfying for consumers. Shopee is currently also called the most popular online marketplace in Indonesia.

The increase in the number of visitors and transactions apart from being caused by the programs presented by shopee, the comfort and security provided by shopee has a major influence on consumers' decisions in visiting and transacting. The convenience of online shopping is one of the factors that influence customers to switch to e-commerce systems (Jiang et al., 2013). Shahijan et al (2018) in their research stated that consumer convenience has the most significant influence on consumer satisfaction. E-commerce managers need to pay attention to the level of comfort and convenience in shopping. The convenience of shopping leads to the effect of increasing visitors. Consumers will be happy to share their experiences regarding the products, brands and services they have used on the application. This is referred to as e- WOM (word of mouth).

The results of Nuryakin and Farida's research (2016) show that consumer comfort and satisfaction have a positive and significant relationship. Duarte et al., 2018 also found that the convenience of online shopping has a significant positive effect on consumer satisfaction. Furthermore, Duarte et al., (2018) also found that the convenience of online shopping has a significant positive effect on consumer satisfaction.

Duarte et al., (2018) found that consumer satisfaction has a significant positive effect on behavioral intentions or the possibility of customers to repurchase on the same site. Furthermore, Kurniawan

and Dirgantara (2020) also state that the variable consumer satisfaction has a positive and significant influence on the behavioral intention variable. Consumers who get a good experience will usually give positive comments and positive comments like that can influence other consumers in making purchasing decisions. Furthermore, Duarte et al., (2018) found that consumer satisfaction has a significant positive effect on e-WOM or the willingness of customers to share their shopping experience with others.

Based on the background that has been explained, the influence of convenience has a great influence on the decision making of buyers. Shopee as an e-commerce that has the largest number of visitors in Indonesia, of course, also presents services that make customers feel comfortable and safe in shopping.

METHODS

Population and Sample

The considerations in choosing a sample are based on certain criteria, one of which is that respondents are consumers who use the Shopee application throughout Indonesia. This was determined to ensure that respondents were quite actual and had sufficient experience and a good perspective in using the Shopee application. Hair et al (2014) explained that the number of samples in the SEM approach will be adjusted to the number of indicators used in the questionnaire, which is five times the variable being analyzed or the question indicators. The number of samples = 5 x variable indicators (number of questions), so the minimum number of respondents in this study is $41 \times 5 = 205$. While the maximum number is $41 \times 10 = 410$. So the authors collect a sample of 235 respondents. The method used to determine the sample is non-probability sampling. In conducting this research, the authors collected data through Google Forms and literature studies. The scale used describes the value of the answers to the questions posed in this questionnaire using a Likert scale of 7.

Analysis Method

In conducting hypothesis analysis, this study uses the Structural Equation Model (SEM) method which will be operated through the AMOS 24 program. The tested model is modified by testing the resulting standard residues. The safety limit for the number of remnants generated by the model is 2,58. If it is more than the cut off value, then it needs to be changed.

In conducting Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) tests, this study used SPSS 22.00 analysis. Then in carrying out the Structural Equation Modeling (SEM) test using the AMOS 20 test. EFA and CFA tests are carried out to find out whether the indicators used in interpreting the variables are

working properly. However, before testing the relationship between variables or constructs, the instrument needs to go through the stages of validity and reliability testing first. validity test is used as a construct validity measure, where a questionnaire will be said to be valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The minimum number of factor loading is ≥ 0.5 or ≥ 0.7 which is called ideal. Hair et al. (2014)

This study will explain the effect of online shopping convenience on consumer satisfaction and consumer satisfaction on behavioral intentions and ewom on shopee consumers.

Table 1. Validity and Reliability Test

Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Informative Perception	PK3	0,782	0,612	0,388	0,9	0,7
	PK2	0,846	0,716	0,284		
	PK1	0,800	0,640	0,360		
Persuasive Perception	PP4	0,819	0,671	0,329	0,8	0,6
	PP3	0,780	0,608	0,392		
	PP2	0,625	0,391	0,609		
Source Expertise	PP1	0,784	0,615	0,385	0,9	0,6
	KS4	0,840	0,706	0,294		
	KS3	0,808	0,653	0,347		
Trust	KS2	0,804	0,646	0,354	0,9	0,7
	KS1	0,760	0,578	0,422		
	K3	0,833	0,694	0,306		
Uses of E-WOM	K2	0,825	0,681	0,319	0,8	0,7
	K1	0,827	0,684	0,316		
E-WOM credibility	KE1	0,844	0,712	0,288	0,9	0,8
	KE2	0,862	0,743	0,257		
	KRE3	0,906	0,821	0,179		
E-WOM adoption	KRE2	0,856	0,733	0,267	0,9	0,7
	KRE1	0,860	0,740	0,260		
	AE3	0,861	0,741	0,259		
	AE2	0,828	0,686	0,314		
Purchase Intention	AE1	0,804	0,646	0,354	0,8	0,6
	AE4	0,861	0,741	0,259		
	NB1	0,843	0,711	0,289		
	NB2	0,723	0,523	0,477	0,8	0,6
	NB3	0,730	0,533	0,467		

Source: Data processed

Table 1 shows the construct reliability values of all variables ≥ 0.7 . For the extracted variance, each variable has a value of ≥ 0.5 . then the questionnaire used in this study was declared reliable.

RESULTS

The questionnaire given to respondents in this study was 235 and was carried out online, due to the ongoing Covid-19 outbreak, the Google form was distributed via WhatsApp and Instagram. Then testing is carried out by determining the model by connecting endogenous and exogenous latent constructs with indicators or manifest variables as shown in Fig 1.

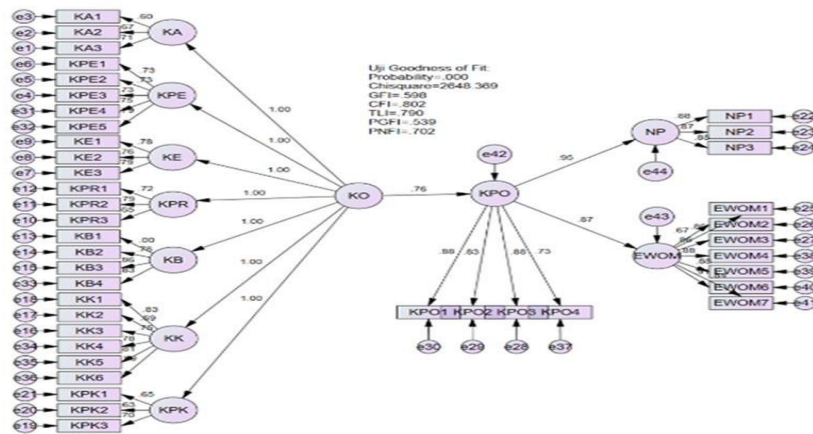


Figure 1. Path and Diagram (Source: Data processed)

Normality Test

The normality test was carried out by looking at the Critical Ratio (CR) value in the data, the study was declared normal if the multivariate data values were between ± 2.58 . the multivariate CR value in the normality test was 1.579, between $+2.58$ and -2.58 . So the data in this study can be said to be normally distributed.

Table 2. Normality Test

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Information
Absolute Fit	Chisquare	Small	655,975	Fit
	Probability	$\leq 0,05$	0,051	Fit
	GFI	≥ 0.90	0,858	Marginal Fit
Incremental Fit	CFI	≥ 0.90	0,965	Fit
	TLI	≥ 0.90	0,958	Fit
Parsimony Fit	PGFI	≥ 0.60	0,661	Fit
	PNFI	≥ 0.60	0,750	Fit

Source: Data processed

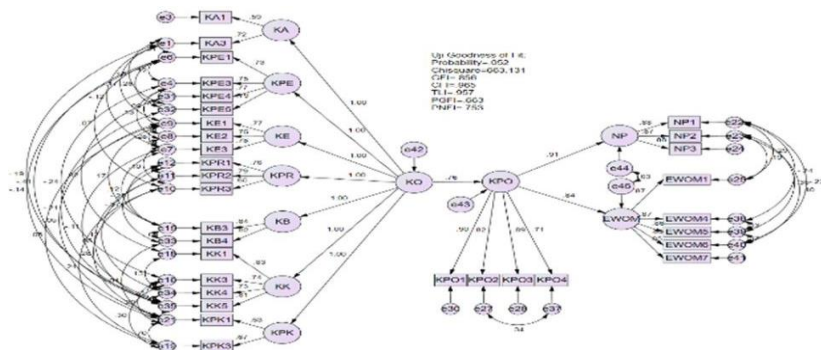


Figure 3. Hypothesis Analysis

Table 3. Regression Weight Test Results

			Estimate	S.E.	C.R.	P	Information
KPO	<---	KO	0.84	0.088	9.535	0,000	Significant Positive
NP	<---	KPO	1.168	0.073	16.058	0,000	Significant Positive
EWOM	<---	KPO	0.886	0.062	14.234	0,000	Significant Positive

Source: Data processed

The results of the analysis in Table 3 show that:

KO (Convenience of Online Shopping) has a significant positive effect on KPO (Consumer Satisfaction). With a positive estimated value of 0.840, the t-statistic value above 1.96 is 9.535 and the P-Value is below 0.05, namely 0.000. H1 in this study is supported.

KPO (Consumer Satisfaction) has a significant positive effect on NP (Behavioral Intention). The positive estimate value is 1.168, the t-statistic value above 1.96 is 16.058 and the P-value is below 0.05 which is 0.000. H2 in this study is supported.

KPO (Consumer Satisfaction) has a significant positive effect on EWOM. a positive estimated value of 0.886, a t- statistic value above 1.96 which is 14.234 and a P-Value below 0.05 which is 0.000. H3 in this study is supported.

DISCUSSION

This study analyzes 3 related variables regarding online shopping convenience (KO) with 7 dimensions namely access convenience (KA), search convenience (KPE), evaluation convenience (KE), attention convenience (KPR), transaction convenience (KB), ownership convenience (KK) and post-ownership convenience (KPK) with consumer satisfaction (KPO), behavioral intention (NP) and also EWOM. The 4 variables were then developed into 3 hypotheses that were analyzed in this study.

The Effect of Online Shopping Convenience on Consumer Satisfaction

Online shopping convenience has a significant positive effect on consumer satisfaction. The findings of this study are also supported by previous researchers, namely Nuryakin and Farida (2016); Baskara and Sukaadmadja (2016); Duarte et al., (2018) which states that there is a convenience effect between online shopping and consumer satisfaction. The results of the first analysis are able to prove that the better shopping convenience created by e- commerce and online sellers will create satisfaction felt by consumers. In addition, in this

study online shopping convenience has 7 dimensions, namely convenience acces, convenience search, convenience evaluation, convenience attention, convenience transaction, convenience ownership and convenience post- ownership. According to previous researchers, Duarte et.al (2018), of the 7 dimensions of evaluation convenience, transaction convenience, and ownership convenience are the dimensions that most influence consumers or are important values. Meanwhile, attention convenience and post-ownership convenience are the dimensions that least influence online shopping convenience. however, this research is not fully supported by other researchers. On the other hand, Ekaputri, Hadi and Handayani (2021) state that online security variables have no significant effect on customer satisfaction. Nonetheless, most of the previous studies support the results of this study, namely that there is a significant influence between online shopping convenience and consumer satisfaction.

Effect of Consumer Satisfaction on Behavioral Intentions

Consumer satisfaction has a significant positive effect on consumer behavioral intentions. The results of this study are also supported by previous researchers, namely Kollmann et al. (2012); Jiang et al., (2013); Duarte et al., (2018); Kurniawan and Dirgantara (2020) also state that the variable consumer satisfaction has a positive and significant influence on the behavioral intention variable. This indicates that the higher the customer satisfaction, the higher the behavioral intention. Therefore E-commerce must continue to improve product quality and good service quality, because it can increase high satisfaction for consumers. This will certainly foster positive behavioral intentions for consumers themselves. With an increase in consumer satisfaction, it will further increase the use of e-commerce from consumers to find the products they need. With the availability of products on social media that suit their needs and desires, it will foster a desire for consumers to purchase products or repurchase them in the future.

Effect of Consumer Satisfaction on EWOM

The third hypothesis or the final hypothesis in this study is that consumer satisfaction has a significant positive effect on electronic word of mouth. The results of this study are also supported by previous researchers Duarte et al., (2018). Consumer satisfaction has an important role in EWOM's social media marketing activities. Where this can affect consumer involvement in choosing e-commerce and products that you want to buy online. Therefore E-commerce needs to improve its positive image, existing facilities and service quality, so that it will encourage consumers to do electronic word of mouth which can encourage new consumers to visit. However,

Kharisma and Hariyanti (2020) in their research stated that the Consumer Satisfaction Variable on WOM Communication had no significant effect.

CONCLUSION

Based on this research analysis, the authors provide some of the implications of the findings to the research object, namely E-commerce Shopee. For business people (Shopee) it is certainly important and requires more attention to consumer perceptions and expectations regarding the performance of the services provided in providing satisfaction to consumers. So, Shopee needs to improve service facilities that can make it easier for consumers to access the web, find the desired product or when making transactions. Because consumers will feel satisfaction if they feel the ease and speed of shopping online.

Shopee can increase consumer convenience in accessing the Shopee website so that it is not difficult to visit the website, then provide clear and detailed product details and identify sellers by looking at product rating and review features provided by consumers and providing or directing consumers to various payment options, easy and safe according to the payment method provided by the service provider. Because there are so many parties who misuse payment methods outside of Shopee which can lead to fraud. With the guarantee of products and security provided by Shopee, it can exceed the expectations and desires of consumers which will ultimately provide satisfaction to consumers. So that consumers will generate positive behavioral intentions such as repurchase intentions and intentions to market good products to new consumers.

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