

Effect of Perceptions of Benefits, Perceptions of Ease and Attitudes of Behavior on Consumer Interests in Using the Shopee Online Shopping Site

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ABSTRACT

This study aims to observe and analyze the effect of perceptions of benefits, perceptions of ease, and attitudes of behavior on consumer interests in using the Shopee online shopping site. This research uses research methods with quantitative methods and the nature of the research used is explanatory research to see the cause-effect relationship. The number of population and samples used in this study involved 100 respondents. The sampling method used was purposive sampling method. Purposive sampling is a technical sampling of data with certain criteria. Data analysis using multiple linear regression. The results of this study indicate that perceptions of benefits, perceptions of ease, and attitudes of behavior have a positive effect on consumer interests in using the Shopee online shopping site. The result value of the percentage of the consumer interests variable obtained from the results of the coefficient of determination is 70%, meaning that consumer interests is explained by perceptions of benefits, perceptions of ease, and attitudes of behavior, but the remaining 30% is explained by other variables not examined such as product quality, product innovation and differentiation product.

Keywords: Perceptions of Benefits, Perceptions of Ease, Attitudes of Behavior, Consumer Interests

INTRODUCTION

Globalization shows a very fast development and also changes the lifestyle of society. Society also experiences development needs in various fields.

Because the process of globalization is very fast, making the life order in society and the world more dynamic. Because globalization causes the world community to have the opportunity to enjoy existing resources and this desire is unlimited. Generally, globalization is closely related to all things worldwide. Some of the things we can enjoy the development of globalization around us are developments in the fields of transportation, technology, culture, telecommunications, and so on. Regarding the ease of telecommunications and obtaining information, now we can feel the progress in the internet field. We can get information very quickly and also instantaneously. Of course this will have an impact on human needs today. Where human needs since the expansion of the internet will be increasingly diverse. Because the needs are increasingly diverse so that today's people want something more practically and also instantaneously to meet their daily needs.

Data internet is now the main need of society today. In 2018, 171.17 people (64.8%) were connected to the internet, out of a total of 264.16 million people. It also triggers companies to create innovations to make a product service facility that is online based. To support the public in order to get something they want quickly and precisely. Every company offers the advantages of its products so that it can last for a long time in the future. Public. The easier, more

attractive, and beneficial to consumers, the greater the benefits the company will get. This development indicates that there will be a change in habits in society. People who usually shop directly will be facilitated by the creation of an online shopping site.

Various companies are now creating online shopping sites or what is called the Marketplace. Among them are Shopee, Lazada, Tokopedia, Bukalapak, and so on. Each competes to provide the best service for the community and becomes a trend with all online-based activities. As a result, Indonesia has become one of the trending countries with online shopping activities. The products sold in the market are also very diverse and varied. Based on data obtained through the Global Web Index, Indonesia recorded that in 2018, Indonesia became a user of online shopping sites by 86%. Meanwhile, China is 82%, Germany & UK 81%, and Thailand 80%. In Indonesia, it is the largest online shopping site user in ASEAN countries. Vietnam only uses around 77%, Malaysia 75%, Singapore 73%, and the Philippines 70%. Although in 2018 the penetration of Indonesian internet users reached 64.8%, the APJII (Indonesian Internet Service Providers Association) Survey only found that the number of internet users in Indonesia who had transacted online was 56% of the total internet users. It is unfortunate that even though there are many online shopping sites in Indonesia, there are still many that have not carried out online transaction activities.

Shopee is an e-commerce platform that has the largest number of visitors in Indonesia. It has useful features to make it easier for people to make online shopping transactions. It was introduced for the first time in Singapore. Now Shopee is already operating in various ASEAN countries.

The first indicator is Perception of Benefits. Perception of benefits is a measure by which the use of technology is believed to bring benefits to its users (Tirtana and Shinta, 2014: 676).

If a system provides benefits to its users, the user will use it more often.

Shopee provides many features that function to provide benefits in shopping online. However, not all people use all of the features available on Shopee. Some people prefer to transact through social media platforms such as WhatsApp and also Facebook or Instagram.

The second indicator is convenience. Ease of perception is defined as individual trust where if they use certain technology it will be free from effort (Harlan, 2014:39). The perception of convenience aims to make it easier for consumers to carry out an activity or activity by utilizing technology so that no big effort is required in its operation. Shopee provides many features to make it easier for users to make shopping online easier. Some new users who are using Shopee for the first time have difficulty or don't understand much or how to use the features provided to facilitate consumers in making online shopping transactions.

The next indicator is attitude behavior. The problem of attitude is determined by experience or what is known by the surrounding community. People in Indonesia have a vigilant attitude towards the use of internet sites. Because there are so many cases of fraud and other cybercrimes that have an impact on distrust in using the online shopping site Shopee. Even though the many cases of this fraud can occur anywhere and anytime even through the site online though.

This study aims to observe and analyze the effect of perceptions of benefits, perceptions of ease, and attitudes of behavior on consumer interests in using the shopee online shopping site.

LITERATURE REVIEW

Effect of Perceptions of Benefits on Consumer Interests

Perceptions of the benefits of research by Trisnawati et al. (2012) are that the internet makes it easy to shop quickly, the internet makes better purchasing decisions, the internet is a more useful

shopping, internet shopping saves money, the internet is easier to make purchases.

Effect of Perceptions of Ease on Consumer Interests

In the research of Purwohandoko et al. (2015), states that there is a positive influence between perceived convenience and satisfaction. These results indicate that perceived convenience can lead to individuals becoming more and more satisfied with the use of new technology.

Effect of Attitudes of Behavior on Consumer Interests

According to Assael (2010:15), consumer behavior is a study of spending units and exchange processes that involve the acquisition, consumption and disposal of goods, services, experiences and ideas.

RESEARCH METHODS

This research uses research methods with quantitative methods. According to Sugiyono (2013:13), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative statistics in order to test the hypothesis that has been set.

The nature of the research used is explanatory research to see the cause-effect relationship. According to Sani and Vivin (2013:180), explanatory research is to test hypotheses between hypothesized variables.

The number of population and samples used in this study involved 100 respondents. The sampling method used was purposive sampling method. Purposive sampling is a technical sampling of data with certain criteria.

Sources of data obtained for this study are using primary data and secondary data. According to Sugiyono (2017:193), primary data is a data source that directly provides data to data collectors. According to Wardiyanta in Sugiarto (2017:87), secondary data is information obtained not directly from sources but from third parties. Data obtained for this study is through APJII data, journal references, thesis references related to this research.

Data analysis using multiple linear regression. Multiple linear regression are partial hypothesis test (t test) and coefficient of determination (R^2). Ghozali (2012:98), the t-test difference test is used to test how far the influence of the independent variables used in this study individually in explaining the dependent variable partially. According to Ghozali (2012:97) the coefficient of determination (R^2) is a tool to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination is $0 < R < 1$.

RESULT

Descriptive Statistics

Number of perceptions of benefits (X1) 100 people, mean value 27.5700 units, min. 19.00 units, max 36.00 units and std. deviation 4.29295 units. Number of perceptions of ease (X2) respondents 100 people, mean value 28.0500 units, min. 20.00 units, max 38.00 units and std. deviation of 4,42074 units. The number of respondents attitudes of behavior (X3) 100 people, the mean value is 21.4600 units, min. 13.00 units, max 29.00 units and std. deviation 3.46241 units. Number of respondents with consumer interests (Y) 100 people, mean value 28.4200 units, min. 21.00 units, max 38.00 units and std. deviation 3.86954 units.

t Test

Table 1. t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.568	1.794		1.989	.050
	Perceptions of Benefits	.114	.055	.126	2.072	.041
	Perceptions of Ease	.522	.060	.596	8.771	.000
	Attitudes of Behavior	.330	.070	.295	4.686	.000

a. Dependent Variable: Consumer Interests

Coefficient of Determination (R²)

Table 2. Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.709	.700	2.12062

a. Predictors: (Constant), Perceptions of Benefits, Perceptions of Ease, Attitudes of Behavior

Based on results Table 1 and 2 of this study indicate that perceptions of benefits, perceptions of ease, and attitudes of behavior have a positive effect on consumer interests in using the shopee online shopping site. The result value of the percentage of the consumer interests variable obtained from the results of the coefficient of determination is 70%, meaning that consumer interests is explained by perceptions of benefits, perceptions of ease, and attitudes of behavior, but the remaining 30% is explained by other variables not examined such as product quality, product innovation and differentiation product.

CONCLUSION AND SUGGESTION

The results of this study indicate that perceptions of benefits, perceptions of ease, and attitudes of behavior have a positive effect on consumer interests in using the shopee online shopping site. The result value of the percentage of the consumer interests variable obtained from the results of the coefficient of determination is 70%, meaning that consumer interests is explained by perceptions of benefits, perceptions of ease, and attitudes of behavior, but the remaining 30% is explained by other variables not examined such as product quality, product innovation and differentiation product.

The suggestion in this research is that the management should increase the perception of the benefits of the product so that consumers enjoy shopping on the online shopee shopping site. The company management also increases the perception of the ease of shopping on the shopee online shopping site. The management must also consider the attitudes of consumers who are interested in shopping on the online shopee site.

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