

Factors That Influence Purchase Interest in Shopee Live Using the Technology Acceptance Model Approach

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Abstract

Sales through live streaming on the Shopee Live platform have been rapidly growing. Shopee Live provides shopping convenience where consumers can interact directly with sellers. This study aims to identify and analyze the influence of user interface, trust, perceived ease of use, and perceived usefulness on consumers' purchase intention on Shopee Live. The analytical method used in this study is multiple linear regression using statistical software. The population in this study consists of Shopee users in the Tangerang City area who have watched and made purchases on Shopee Live. The selection of respondents was carried out using a non-probability sampling method with a total of 150 respondents. Based on the analysis results, it is shown that the variables of User Interface, Trust, Perceived Ease of Use, and Perceived Usefulness simultaneously have a positive and significant effect on purchase decisions on Shopee Live. Partially, the user interface does not have an effect on purchase intention on Shopee Live. Trust, Perceived Ease of Use, and Perceived Usefulness have a positive and significant influence on purchase intention on Shopee Live. Furthermore, the analysis results indicate that trust is the most influential variable.

Keywords: *user interface, trust, perceived ease, perceived usefulness, purchase intention.*

INTRODUCTION

The development of e-commerce in Indonesia has been growing rapidly each year. This indicates a significant shift in consumer behavior from conventional shopping to online shopping (Nuraeni & Setiyati, 2023). This rapid shift began during the pandemic period, particularly in Indonesia. The convenience and efficiency provided have become one of the reasons consumers continuously choose to shop online. One of the most prominent recent trends in online shopping is the use of live streaming platforms that allow sellers and consumers to interact directly. Sellers now widely use live video to market their products while saving time, costs, and space (Faradiba & Syarifuddin, 2021). Shopee is one of the most well-known marketplaces among Indonesian consumers; in September 2023, Shopee recorded 237 million visits (Kata Data, 2023).

Live streaming on Shopee Live offers an interactive and engaging environment that enables individuals to interact directly with technology through the real-time transmission of audio and video, which attracts customers to purchase products (Aurelia et al., 2021). Using the Technology Acceptance Model approach, which serves as a theoretical framework to understand consumer behavior in accepting and adopting technology, Pavlou (2003) defines online purchase intention as the consumer's

willingness and intention to make online purchases. This process begins with product evaluation, where individuals use knowledge, experience, and external information (Bukhari et al., 2013). Purchase intention on Shopee Live is influenced by factors such as ease of use and features that capture consumer attention. Generally, consumers will seek complete information if they are highly interested in a particular product (Elistia & Wulandari, 2023).

User interface affects most of the user experience during shopping (Benyon, 2014). Therefore, a good user interface on Shopee Live is not only about visual aesthetics but also concerns functionality, usability, and interactivity. Chung et al. (2018) stated that the user interface, also known as touch interface, can increase consumers' desire to purchase products in computer-based industries. Trust is also a fundamental factor for customers in conducting online shopping activities, acting as a driver of purchase intention. The higher the consumer trust in Shopee Live as a transaction platform, the greater the likelihood of making a purchase (Herzallah et al., 2022). Consistent with Chong (2013), the higher the level of trust, the higher the consumer's intention to buy online.

The presence of Shopee Live facilitates consumers in finding products. According to Bagus Elciano et al. (2023), perceived ease of use is also crucial in predicting and determining users' willingness to use an information system and in enhancing customer satisfaction in online shopping. Firdaus & Himawati (2022) argued that the intensity and interaction between users and the existing system determine ease of use. Perceived usefulness is an essential factor in increasing consumers' purchase intention, as it fosters trust in technology and helps them find products (Rahmawati et al., 2020).

Previous studies have examined factors influencing purchase intention (Herzallah et al., 2022). This study re-analyzes the variables affecting purchase intention on Shopee Live, including trust, perceived ease of use, and perceived usefulness, with the addition of the user interface variable. In previous research by Tukino et al. (2021), the user interface did not influence purchase intention, whereas in Giyan A'yuni et al. (2021), the user interface showed a positive relationship with purchase intention. Given this gap, this study re-examines the consistency of previous research findings with Shopee Live as the object of study. Therefore, this study aims to determine the influence of user interface, trust, perceived ease of use, and perceived usefulness on purchase intention. This research is expected to contribute to the development of scientific knowledge in the field of digital marketing and provide insights for sellers who intend to conduct business through Shopee Live e-commerce. Additionally, it may help e-commerce sellers apply SPT (Segmentation, Targeting, and Positioning) in optimizing live streaming-based marketing strategies.

RESEARCH METHODS

This study employed a quantitative approach and utilized primary data. According to Sugiyono (2022), primary data refers to data obtained directly by the researcher. Data collection from respondents was conducted through the distribution of questionnaires using the Google Form platform, which was shared across various social media platforms such as WhatsApp, Telegram, Instagram, and others. The measurement of statements for each variable was conducted using a Likert scale ranging from 1 to 5, starting from the

first score (strongly disagree) to the fifth (strongly agree). The total number of statements measured was 28.

The statements for the user interface variable were adopted from Wahyuni & Dewi (2018), consisting of 8 statements. The measurement of the trust variable was adopted from Herzallah et al. (2022), consisting of 6 statements. The measurement of the perceived ease of use variable was adopted from Jokhu & Rahmawati (2022), consisting of 5 statements. The measurement of the perceived usefulness variable was adopted from Peña-García et al. (2020), consisting of 5 statements, and the purchase intention variable was adopted from Herzallah et al. (2022), consisting of 5 statements.

The population in this study consisted of Shopee users located in the Tangerang City area who had watched Shopee Live. The selection of respondents used a non-probability sampling method with a purposive sampling technique. Purposive sampling is a technique for determining samples based on specific considerations, as explained by Sugiyono (2022). Accordingly, the additional criteria for respondents were consumers aged over 17 years and who had made at least three purchases via Shopee Live in the last three months. The number of samples used was calculated using the approach suggested by Hair et al. (2019), in which the minimum sample size is five times the total number of questionnaire items. With 28 items, the minimum required number of respondents was 140 people.

Validity testing was conducted using Pearson's product-moment correlation method, with the validity value considered significant if it was less than 0.5, in accordance with the study by Rohwiyati & Praptiestrini (2020). Meanwhile, the reliability test used Cronbach's alpha, with reliability considered acceptable if the Cronbach's alpha value exceeded 0.6 (Rohwiyati & Praptiestrini, 2020).

RESULTS AND DISCUSSION

The results from the data collection involved 150 respondents who were Shopee Live users meeting specific predetermined criteria, through a questionnaire distribution process. These criteria included respondents who had made purchases on Shopee Live with a minimum transaction frequency of three times in the last three months, were aged 17 years and above, and resided in the Tangerang City area. Of the 150 respondents, 61.3% were male and 38.7% were female, all residing in Tangerang City. The majority of respondents were aged 17–25 years (88.7%), working as company employees or university students, with the most frequently purchased product category being fashion (clothing), accounting for 55.3%.

The first hypothesis testing demonstrated that the user interface had no influence on purchase intention on Shopee Live. According to Watulingas (2020), the user interface represents the first impression encountered by users when accessing a website or how users interact with an operating system on a digital device. This means that the user interface on Shopee Live does not serve as a driving factor for consumers' purchase intention of products offered through live broadcasts. This indicates that the existing user interface already aligns with what consumers expect. The user interface and visual appearance of the application do not determine customers' desire to purchase, and may only influence interest in using the platform. These findings are inconsistent with

previous studies (Halim, 2019; Tukino et al., 2021; Wirapraja & Aribowo, 2021), which showed that user interface had a positive effect on purchase intention.

It was found that the majority of respondents in this study were members of Generation Z, aged 17–25 years (88.7%), with student status. Thus, these results cannot be generalized to all age groups that may not be familiar with the use of technology. The findings are consistent with those of Tukino et al. (2021), who also found that the user interface did not influence purchase intention on the Shopee application. This research is in line with Patel et al. (2020) and Asniati et al. (2023), who stated that the user interface does not have a significant impact on purchase intention on online shopping platforms.

The next result indicated that the trust variable had an influence on purchase intention on Shopee Live. Trust was found to be one of the most influential factors affecting consumers' buying interest in this study. This implies that there is consumer awareness that shopping on Shopee Live allows them to interact directly with sellers and view the products they intend to buy. They trust that what is displayed or shown during Shopee Live accurately represents the actual products. When consumers face issues regarding product details, they can directly inquire via live chat, helping to resolve concerns and doubts about their chosen products. These findings are consistent with the studies by Suryadiningrat et al. (2022) and Herzallah et al. (2022), which demonstrated that trust levels can enhance online purchase intentions.

Furthermore, perceived ease of use was found to influence purchase intention on the Shopee Live platform. When consumers feel that the shopping process is easy to access, whether in terms of usage, product selection, or payment transactions, they tend to show a greater interest in purchasing products offered live on Shopee. This means that consumers perceive the process as simple and requiring minimal effort, thanks to the features available. These findings align with previous studies (Herzallah et al., 2022; Martínez-López et al., 2020), which stated that perceived ease of purchase positively influences the use of social commerce platforms for shopping, as ease of use increases direct purchases through such platforms.

Perceived usefulness had a positive and significant influence on consumers' purchase intentions on Shopee Live. This means that users' perceived benefits encourage purchase intentions. This relates to the engagement and interaction between customers and sellers during Shopee Live sessions. Consumers feel that shopping through Shopee Live is more convenient, time-saving, productive, and efficient, as they can shop anytime and anywhere as long as they are connected to the internet. Customers do not need to visit physical stores or spend time browsing multiple websites to find products. Therefore, it can be concluded that the more benefits perceived by someone in using an e-commerce system, the stronger their motivation to use it. This is a key reason why perceived usefulness can influence purchase intention. This research is consistent with the findings of Abed (2020), which showed that perceived usefulness has a positive effect on purchase intention on online shopping platforms.

Collectively, user interface, trust, perceived ease of use, and perceived usefulness all had a positive and significant effect on purchase intention on Shopee Live. These results are consistent with previous research (Watulingas, 2020; Tukino et al., 2021), which showed that user interface and trust influence purchase intention. Moreover, the findings from Alistriwahyuni (2019), Martínez-López et al. (2020), and Herzallah et al. (2022) indicated that trust, perceived ease of use, and perceived usefulness positively and

significantly influence purchase intention on e-commerce platforms. This suggests that companies should pay attention to these factors as a unified whole in order to increase consumers' purchase intentions on Shopee Live, which ultimately leads to actual purchase decisions.

CONCLUSION

Based on the research conducted, the researcher obtained the results of the hypothesis testing as previously formulated. The findings of this study demonstrate that purchase intention on the Shopee Live platform can be influenced by several factors, including trust, perceived usefulness, and perceived ease of use. User interface was found to have no effect on consumers' purchase intention on Shopee Live, indicating that visual appearance and features do not influence purchase intention on the platform. Trust has a positive effect on purchase intention, meaning that the higher the level of trust, the greater the consumer's purchase intention. Perceived ease of use also has a positive effect on purchase intention; the easier it is to access the Shopee Live platform, the greater the intention to purchase products through it. Perceived usefulness has a positive influence on purchase intention; the more benefits consumers perceive, the more likely they are to intend to purchase via Shopee Live. Simultaneously, user interface, trust, perceived ease of use, and perceived usefulness collectively have a significant effect on purchase intention on Shopee Live.

This study has several limitations that can serve as references for future research. First, the research focused solely on Shopee Live, making it unsuitable for generalization to other platforms that also offer live shopping, such as TikTok. Second, the respondents in this study were not evenly distributed across age groups; the study was dominated by Generation Z, aged 17–25 years, who were mostly students. Third, the research was conducted only within the Tangerang City area, which may not represent the diversity of other regions. Considering the R-squared value of 0.631 or 63.1%, it implies that 36.9% of the variation in purchase intention is influenced by other factors not examined in this study.

This study offers several managerial implications. First, when conducting sales via Shopee Live, it is essential to maintain a good reputation through accurate product information and live reviews. Features such as return guarantees and responsive customer service can enhance buyer trust. Second, the perceived ease of the UI/UX should be designed to be intuitive, allowing users to watch, interact, and check out with ease. Seamless and fast payment integration can reduce transaction barriers. Third, the perceived usefulness can be improved by offering exclusive promotions on Shopee Live so that users feel more rewarded when shopping. Interactive features such as real-time product demonstrations and Q&A sessions can enhance perceived benefits for buyers. With these strategies, Shopee Live can increase purchase intention and customer loyalty.

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