

Perceived Convenience, Perceived Benefits, Perceived Price, Trust, Attitude and Decision to Use of The Shopee Marketplace

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ABSTRACT

The main objective of this study is to analyze the effect of perceived convenience, perceived benefits, perceived price and trust on usage decisions through attitudes towards shopee users. The sampling technique used in this study was purposive sampling with the nonprobability sampling method. The number of respondents used in this study amounted to 105 respondents with the criteria of First University Students and having transacted at least five times using Shopee. The analytical method used is Partial Least Square Structural Equation Modeling (PLS-SEM). The results can be concluded that perceived convenience, perceived benefits, perceived price and trust felt by users can improve attitudes so as to attract consumers aged over 17 years and over to have a decision to use Shopee. In this case, perceived benefits and perceived price have not been able to increase the decision to use Shopee.

1. INTRODUCTION

The development of technology is currently growing rapidly following the times in the world. Technology is inseparable and has influenced human life and is also increasingly sophisticated. The internet is a very broad and worldwide computer network, which connects computer users from one country to another, where there is information and internet services (Mukarom & Khasanah, 2012).

(Mukarom & Khasanah, 2012) reveal the use decision as an integration process used to combine knowledge and evaluate two or more alternatives and choose one of them. Therefore, it has changed some consumer behavior, one of which is the decision to use the habit of shopping at shopping centers or stores, now starting to switch to using *online* media (Chandra et al., 2019; Mariam & Ramli, 2022; Mulyadi et al., 2020; Takaya et al., 2019). With the connection of the *internet*, consumers do not have to go to a store or shopping center to get the goods or services they want. The *internet* is an electronic media that supports *e-commerce* and is experiencing rapid growth in Indonesia ((Mukarom & Khasanah, 2012). In this study, there are many variables that are thought to influence shopee usage decisions including variables of perceived convenience, perceived benefits, perceived price, trust and attitude.

The convenience felt by consumers in utilizing technology is undeniable. Consumers can buy goods or services simply through smartphones and internet connections at any time without traveling anywhere. According to (Mukarom & Khasanah, 2012) Perceived ease of use is where someone believes that using a technology can be clearly used and does not require a lot of effort but must be easy to use and easy to operate.

(Hakim & Saragih, 2019) and (Mariam et al., 2020; Steven et al., 2023)), that Price perception is one of the important factors from the service provider side to win a competition in marketing its products. The price perception that consumers feel, they can directly see the price of the product very quickly, sometimes they get the same price and even get a lower price compared to the direct store (Dewi & Ramli, 2023; Mariam & Ramli, 2022; Sukarno et al., 2020).

Consumer purchasing decisions are influenced by consumer involvement and their trust (Armanda et al., 2020; Ramli, 2013; Ramli & Sjahrudin, 2015; Rumaidlany et al., 2022; Supiati et al., 2021; Utama et al., 2020). And (Mukarom & Khasanah, 2012) said that Trust in conducting a

transaction relationship based on a belief that the product or service he trusts is in accordance with what is expected. The higher consumers are involved in product information search efforts, the greater the impetus for consumers to make purchases.

(Mukarom & Khasanah, 2012) Perceived Benefit is the extent to which a person believes that using a certain technology will improve their job performance. Perceptions of benefits change some consumer behavior, one of which is the habit of shopping at shopping centers or stores, now starting to switch to using *online* media. With the connection of the *internet*, consumers do not have to go to a store or shopping center to get the goods or services they want. In other words, every transaction in *e-commerce* does not need to meet in the negotiation stage. The *Internet* is a vast public network of computer networks, connecting all kinds of users around the world to each other and connecting them with huge information storage.

Research conducted by (Mukarom & Khasanah, 2012) revealed that perceived convenience has an effect on attitudes. Research conducted by (Mukarom & Khasanah, 2012) perceived benefits have a positive influence on attitudes. In line with research by (Mukarom & Khasanah, 2012), perceived benefits have a positive influence on attitudes. According to (Mukarom & Khasanah, 2012) perceived benefits have a significant positive influence on attitudes of use. A positive significant relationship occurs because most users assume that the system has many benefits that can be felt by users, if they use it optimally for their personal needs. (Mukarom & Khasanah, 2012) attitude has a positive effect on intention to use on intention to use (Mukarom & Khasanah, 2012) also revealed the results of his research, namely attitude has an effect on intention to use. Similarly, according to research which has been conducted (Kendarto et al., 2022) where attitude has a significant effect on intention to use. According to (Mukarom & Khasanah, 2012) attitude is directly positively related to intention to use, where the more positive the attitude of the user, the higher the intention to adapt and use.

Meanwhile, research conducted by (Mukarom & Khasanah, 2012) states that perceived convenience has a negative influence on attitudes. Salan with research conducted by (Mukarom & Khasanah, 2012), perceived benefits have no effect on attitudes. Based on previous research, there are differences in research results so that researchers are interested in conducting research with the same variables.

Previous research on perceived benefits, perceived convenience, trust and price perceptions has been carried out a lot, but what distinguishes this research from previous research is that the attitude variable in this study is used as an intervening variable while in previous studies the attitude variable is an independent variable and what distinguishes it from previous research is that this research raises the topic of one of the well-known marketplaces in Indonesia, namely Shopee and adds an intervening variable, namely attitude in influencing intention to use. Based on the research gap above, the purpose of the research to be carried out is on the topic of the Effect of Perceptions of Ease, Perceptions of Benefits, Perceptions of Price and Trust on Decisions to Use the Shopee Market Place with Attitude as an Intervening Variable.

2. LITERATURE REVIEW

The relationship between perceived ease of use and attitude

Perceived ease as the level at which someone believes that using the system does not require any effort (free of effort). According to research conducted by Gunawan (2019), perceived convenience has a direct positive relationship to attitude. This research is in line with the theoretical basis of the Technology Acceptance Model (TAM) proposed by Davis in 1989 and previous research (Cheng et al, 2021). Davis states that perceived ease of use has a direct positive effect on end user attitudes. Where the perceived ease of use is also one of the variables that are part of the evaluation of trust for the formation of an attitude. The results of research conducted by Marlina (2018) reveal that perceived convenience has an effect on attitude. Istiarni and Hadiprajitno (2019) state that perceived convenience has a significant positive effect on attitude.

A positive significant relationship occurs because the system is easy to understand and use. If they believe that internet banking is useful, then he will react positively to internet banking and will use it.

H1: It is suspected that there is a positive and significant influence between perceived convenience and attitude.

Relationship between perceived benefits and attitude

Perceived benefits as the extent to which a person believes that using a technology will enhance his or her job performance ("as the extent to which a person believes that using a technology will enhance his or her performance"). Thus if someone feels the benefits of a system and believes that information systems are useful then he will use it.

According to research conducted by Alamanda (2020) and Gunawan (2019), perceived benefits have a positive influence on attitudes. According to research conducted by Marlina (2018) as well as Sidharta and Sidh (2019), perceived benefits have no effect on attitudes. According to research by Karnadjaja et al (2021), perceived benefits have a positive influence on attitudes. According to Istiarni and Hadiprajitno (2019) perceived benefits have a significant positive influence on attitudes of use. A positive significant relationship occurs because most users assume that the system has many benefits that can be felt by users, if they use it optimally for their personal needs.

H2: It is suspected that there is a positive and significant influence between perceived benefits on attitudes.

The Effect of Price Perception on Attitude

Liu & Tingko (2016) based on research found that the increasing positive price perceptions that consumers have of a product will increase user attitudes. According to Wiguna (2020) proves that there is a positive and significant relationship between price and attitude. Darma (2020) in research found that price perceptions affect attitudes.

The results of Wijastuti & Cantika's research (2021) show that price perception has a positive and significant influence on the attitude of GoFood services in Sorong City. Based on research by Gosal & Setiobudi (2021), price perception has a significant value that can improve attitudes. If the value of price perception is increased, the value of consumer attitudes will also increase (Syah et al., 2021). Based on the above statement, the following hypothesis is put forward:

H3: Price perception has a positive effect on attitude

Relationship between Trust and Attitude

Consumer attitude is an important factor that will influence consumers in their behavior. The concept of attitude is closely related to the concepts of trust and behavior (behavior) Mowen and Minor (2013), stating that the term establishment Consumer attitude formation often describes the relationship between beliefs, attitudes and behavior and is also related to the concept of product attributes. The results of research conducted by Claudia (2017) that Trust has a positive and significant effect on online shopping intention.

H4: It is suspected that there is a positive and significant influence between trust and attitude.

Relationship between Attitude and Usage Decision

The formation of attitudes will affect consumer behavioral intentions in adopting or using internet banking. Attitude in this case will affect specific behavior in utilizing information technology which is indicated by behavioral intentions, Istiarni (2019). Attitude Towards Using or user attitude towards technology in TAM is conceptualized as an attitude towards using a system in the form of acceptance or rejection as a result of when someone uses a technology in their work David (2017). According to research conducted by Magdalena and Baridwan (2020), attitude has a positive effect on intention to use. Patara (2019) also reveals the results of his research, namely attitude has an effect on intention to use. Likewise, according to research conducted by Kendarto et al (2022) where attitude has a significant effect on intention to use. According to Gunawan (2019) attitudes are directly

positively related to intention to use, where the more positive the attitude of the user, the higher the intention to adapt and use.

H5: It is suspected that there is a positive and significant influence between attitudes on usage decisions.

The relationship between perceived ease of use and usage decisions

Intention is one of the psychological aspects of humans that can encourage them to achieve goals. Alamanda (2015) reveals that there is a perceived ease of use in using certain information systems. The level of ease of a person different in the use of a new system. An easy system model is needed so that it can be used by service users without having to make an effort to find out how the system is used so that it can generate intention in someone to use the information system service. The results of research conducted by Kendarto et al (2022) perceived convenience has a significant effect on intention to use. According to Bangkara and Mimba (2016), perceived convenience has a positive effect on intention to use. According to Marlina's research (2018), perceived convenience has an effect on intention to use, where the creation of a respondent's tendency to continue using the Lazada.co.id online site depends on the convenience provided by the online site to run the online site, not from the convenience they get from using the online site.

H6: It is suspected that there is a positive and significant influence between perceived convenience on usage decisions.

The relationship between Trust and Usage Decisions

Trust in conducting transaction relationships based on a belief that the product or service they trust is in accordance with what is expected Priansa (2017). If someone believes that information systems are easy to use, it will affect usage decisions. The results of research conducted by Taroreh, et al (2015) in their research concluded that trust has a significant effect on usage decisions on JASINDO insurance services. In a d d i t i o n , Ismayanti, et al (2015) revealed that consumer trust has a positive partial effect on purchasing decisions.

H7: It is suspected that there is a positive and significant influence between trust on usage decisions.

The Effect of Price Perception on Usage Decisions

Liu & Tingko (2019) based on this research found that the increasing positive price perceptions that consumers have of a product will increase consumption or usage decisions. According to Wiguna (2020) proves that there is a positive and significant relationship between price and usage decisions. Darma (2020) in research found that price perception affects purchase interest in products. The results of Wijastuti & Cantika's research (2021) show that price perceptions have a positive and significant influence on decisions to use GoFood services in Sorong City. Based on research by Gosal & Setiobudi (2021), price perception has a significant value that can increase consumer buying interest. If the value of price perception is increased, the value in the usage decision will also increase. Based on the above statement, the following hypothesis is put forward:

H8: It is suspected that there is a positive and significant influence between perceived price on usage decisions.

The relationship between

perceived usefulness is a perception that explains the extent to which users can believe that using a technology will improve their performance Davis (in Lai, 2017). Perceived usefulness is a strong determinant of acceptance of use. information system, adoption, and user behavior (Davis, 1989; Mathieson, 1991; Venkatesh & Davis, 2017). According to research by Istiarni and Hadiprajitno (2019), perceived benefits have a significant positive effect on intention to use. Likewise, research conducted by Magdalena and Baridwan (2020) revealed that perceived benefits have a positive effect on intention to use.

H9: It is suspected that there is a positive and significant influence between perceived convenience on usage decisions.

So that from the relationship between variables based on the above review, the research model is presented in Figure 1 as follows:

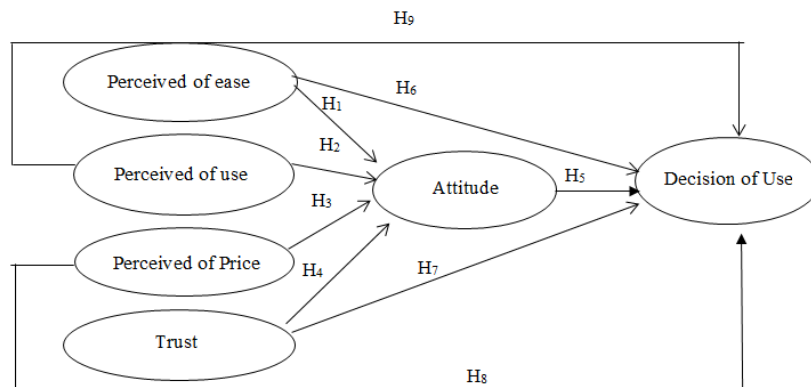


Figure 1. Research Model

3. METHOD

In this study, there are three independent variables, namely perceived convenience and perceived usefulness and one intervening variable, namely attitude and one dependent variable, namely intention to use. Measurement of perceived convenience variables using indicators from Davis (in Alamanda, 2015), namely: Ease of learning, Controllable, Flexible, Easy to use. measurement of perceived benefit variables using indicators from Davis (2017), namely Making work faster, Helpful, Increase productivity, Increase effectiveness. Measurement of trust variables using indicators from McKnight, Choudhury & Kacmar (2011) states that there are two dimensions of consumer trust, namely: Trusting Belief and Trusting Intention. Measurement of attitude variables using indicators from Taylor and Todd (1995), namely the attitude of acceptance of the system and pleasant experiences using the system and measurement of usage decision variables using indicators (Nurrahman & Utama, 2016), namely : Product Choice, Brand Choice.

The research plan established in this study is causal research. According to causal theory, it comes from the English verb to cause which means "to cause" and influence. Therefore, it can be interpreted that causal research has the main objective of proving causal relationships or relationships that affect and are affected by the variables under study (Istijanto, 2005). This research will build a theory that can serve to explain, predict and control a symptom. By using causal research in this study, the authors want to find out how much influence the variables of perceived ease of use, perceived benefits, perceived price and trust have on user decisions mediated by shopee user attitudes (Rofik & Syah, 2020).

The population of this study are application users who have used Shopee found at Esa Superior University, the number of which is unknown. The sample of this study is Shopee users who have made transactions at Shopee. Determination of the minimum sample size in this study refers to the Hair et al. statement (2010) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5$ observed variables (indicators). In this study there were 21 questions on this research questionnaire, so the required sample size was 105 respondents. This study uses direct purposive sampling technique, namely the researcher uses his own judgment deliberately in selecting members of the population who are considered to be able to provide the necessary information or sample units that match certain criteria desired by the researcher. With this study, the researcher determines the sample to be determined based on the criteria that have been decided. These criteria are:

1. Esa unggul University student
2. Have transacted at least five times using shopee

In this study, the hypotheses proposed were empirically tested using Partial Least Square Structural Equation Modeling (PLS-SEM). The proposed research hypotheses were empirically tested

using SmartPLS. The reason behind using SmartPLS 3.0 is that it provides better results and simpler transactions as well as complex or large research models and there is no requirement for normality tests as well (Bamgbade et al., 2015; Henseler et al., 2014).

Furthermore, the data analysis technique uses 2 measurement models (Hair et al., 2013), namely Outer Model Analysis there are 5 parameters, namely: Convergent Validity Value (<0.70), Average Variance Extracted (AVE) (0.50), Discriminant Validity, Reliability Analysis (<0.70), Cronbach's Alpha (<0.60). Meanwhile, the Structural Model Measurement Evaluation (Inner Model Analysis) uses 4 parameters, namely: Path coefficients, R Square Value (R^2), Stone Geisser Value (Q^2), Partial effect size (f^2).

Then, hypothesis testing is carried out with a significance level using the critical t value (t value) for a one-sided test is 1.65 and for a significance level of p value of 5% (0.05), meaning that it is said to be significant if the p value is smaller than 0.05 . Therefore, to conclude that the hypothesis tested is significant at the 5% (0.05) level, while the critical t value must be greater than 1.65.

4. RESULTS AND DISCUSSION

Validity and Reliability Test (pretest)

The KMO or Kaiser-meyer-olkin (KMO) test and Bartlett's test in this study were used to test the validity of the research questionnaire. The KMO value that must be met by each variable is > 0.50 with the Bartlett's test value of <0.05 so that later the variable can be analyzed further (Napitupulu et al., 2017). The Kaiser-Meyer-Olkin test is used to determine the value of variation in each variable while Bartlett's Test of Sphericity is used to see correlations that can see whether there is no or any relationship between variables in the study. Based on the KMO and Bartlett's Test output table, it can be seen that the KMO MSA (Kaiser-Meyer- Olkin Measure of Sampling Adequacy) value is 0.841 where the value is greater than 0.5 and the Bartlett's Test Sphericity (Sig.) value is 0.000 where the value is less than 0.05 so it can be concluded that the factor analysis technique in this study can be continued because it meets the first requirement.

The MSA value that must be met by each variable indicator is > 0.50 , if the question indicator has an MSA value <0.5 then the indicator must be discarded and not included in further research. The MSA test is used to show the size of the sampling adequacy of each indicator in the research instrument. This test is seen using the value of the anti-image matrix. Indicators on the instrument can be used if they have a value of > 0.5 and it can be said that the variable is in accordance with the structure of other variables. Based on the results of the anti-image matrices test, it can be seen that the MSA value of each indicator in each variable is greater than 0.5, so it can be concluded that all indicators in each variable are suitable for use in factor analysis and meet the requirements of factor analysis. The reliability test is carried out referring to the Cronbach alpha value. The rule for a generally acceptable α value is 0.6-0.7, meaning that reliability is acceptable (Ursachi et al., 2015). Based on the calculation results, it is known that all indicators of the questionnaire questions used meet the reliability test requirements with Cronbach alpha > 0.70 , meaning that all research indicators are said to be reliable.

Convergent Validity Test

The magnitude of convergent validity can be determined by looking at the loading factor value in the outer loading table and can also be seen through the magnitude of the AVE or average variance extracted value. The loading factor value > 0.70 and > 0.5 for the AVE value is the amount of settings that must be met to measure convergent validity (Hair et al., (2017)). In this research measurement, the results for 21 indicators have a value > 0.70 and 1 indicator <0.70 . Indicators that have an outer loading value of not less than 0.4 and smaller than 0.7, these indicators can still be considered to be maintained (Hair et al., (2017)). Therefore, the final result of measurement, namely convergent validity for all 21 indicators, has been fulfilled.

Discriminant Validity Test

Using the empirical standard of discriminant validity illustrates that between one latent variable has a difference with other latent variables. The cross loading value of each indicator of the latent variable can provide an explanation of the latent variable to the discriminant validity test. The cross loading value shows the correlation between an indicator against its construct and against other constructs. The correlation value of the indicator to its latent variable needs to show greater results than the correlation value to other latent variables. Based on the results of data processing using SEM-PLS, it is known that all variables meet the requirements of good discriminant validity.

Internal Consistency Reliability Test

Internal consistency reliability test in SEM-PLS can be measured by looking at the Composite reliability value. Composite reliability value can be said to be reliable if it has a value > 0.70 (Hair et al., (2017)). Based on the calculation, the results show that all latent variables (constructs) have a Composite reliability value > 0.70. Thus it can be stated that all latent variables in this study are consistent or reliable and suitable for use to be processed to the next test stage.

Coefficient of Determination (Adjusted R2)

The coefficient of determination explains to what extent the exogenous variables are able to explain the endogenous variables. Based on the calculation, it is known that the variables of perceived convenience, perceived benefits, perceived price and trust are able to explain the attitude variable by 81%, while the remaining 19% is explained by other variables not examined in this study. The variables of perceived convenience, perceived benefits, perceived price and trust are able to explain the loyalty variable by 22%, while the remaining 78% is explained by other variables not examined in this study.

Significance of Path Coefficient (Hypothesis Test)

Hypothesis testing in this study can be seen through the results of the significance of the path coefficient. The significance value of the path coefficient can be obtained using the bootstrapping technique with *SEM-PLS software*. According to Hair *et al.* (2017) if the statistical T value is greater than the T table (1.659) at the 5% level, with a *p value* <0.05, it can be said that there is a significant effect while the direction of the relationship can be determined by looking at the *original sample* value.

Table 1. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Perceived Ease -> AttitudeUsage	0,253	0,253	0,107	2,370	0,018	H1 Accepted
Perceived Benefits -> Usage Attitude	0,234	0,226	0,110	2,135	0,033	H2 Accepted
Price Perception -> UsageAttitude	0,233	0,238	0,110	2,115	0,035	H3 Accepted
Trust -> UsageAttitude	0,235	0,241	0,114	2,070	0,039	H4 Accepted
Usage Attitude -> DecisionUsage	0,294	0,277	0,135	2,174	0,030	H5 Accepted
Perceived Ease -> UsageDecision	0,306	0,307	0,153	2,004	0,046	H6 Accepted
PerceivedBenefit -> Decision Usage	0,054	0,066	0,139	0,388	0,698	H7 Accepted

Price Perception -> UsageDecision	0,016	0,015	0,113	0,138	0,890	H8 Accepted
Trust - > UsageDecision	0,293	0,296	0,124	2,366	0,018	H9 Accepted

Source: Results of research data processing, 2023

Based on the table above, the results of 7 hypotheses (H1, H2, H3, H4, H5, H6 and H9) out of 9 hypotheses proposed can be accepted, while the other 2 hypotheses (H7 and H8) cannot be accepted. Testing H1 the effect of perceived convenience on attitude obtained the results of T statistics $2.370 > 1.659$ with a *p value of* $0.018 < 0.05$, it can be said that perceived convenience has a positive and significant effect on attitude, thus H1 can be accepted. Testing H2 the effect of perceived benefits on attitude obtained the results of T statistics $2.135 > 1.659$ with a *p value of* $0.033 < 0.05$, it can be said that there is a positive and significant influence between perceived benefits on attitude, thus H2 can be accepted. Testing H3 the effect of perceived price on attitude obtained the results of T statistics $2.115 > 1.659$ with a *p value of* $0.035 > 0.05$, it can be said that there is a positive and significant influence between perceived price on attitude, thus H3 can be accepted. Testing H4 the effect of trust on attitude obtained T statistical results of $2.070 > 1.659$ with a *p value of* $0.039 < 0.05$, it can be said that there is a positive and significant influence between trust and attitude, thus H4 is accepted. Testing H5 the effect of attitude on usage decisions obtained T statistical results $2.174 > 1.659$ with a *p value of* $0.030 < 0.05$, it can be said that there is a positive and significant influence between attitudes towards usage decisions, thus H5 can be accepted. Testing H6 the effect of perceived convenience on usage decisions obtained the results of T statistics $2.004 > 1.659$ with a *p value of* $0.046 < 0.05$, it can be said that there is a positive and significant influence between the effect of perceived convenience on usage decisions, thus H6 can be accepted. Testing H7 the effect of trust on usage decisions obtained T statistical results $0.388 < 1.659$ with a *p value of* $0.698 > 0.05$, it can be said that trust has a positive and insignificant effect on usage decisions, thus H7 can be rejected. Testing H8 the effect of price perception on usage decisions obtained T statistical results $0.138 < 1.659$ with a *p value of* $0.890 < 0.05$, it can be said that there is a positive and insignificant effect between price perceptions on usage decisions, thus H8 can be rejected. Testing H9 the effect of trust on usage decisions obtained the results of T statistics $2.366 > 1.659$ with a *p value of* $0.018 < 0.05$, it can be said that there is a positive and significant influence between the influence of trust on usage decisions, thus H9 can be accepted.

DISCUSSION

The results showed that there was a significant positive effect between the perceived ease of use variable and attitude. This means that the higher the perceived ease of shopee, the higher the user's attitude towards shopee. Conversely, the lower the perceived ease of shopee, the lower the user's attitude towards shopee. It can be said that the perceived convenience which consists of ease of learning, *controllable*, flexible and easy to use, the higher the values of these indicators, the higher the level of attitude. *Controllable* is the dominant factor in perceived convenience that influences attitudes because the indicator that contributes most to this influence is saving time in transactions. Perceptions of convenience will be achieved if users feel that by using shopee it can save them time in making transactions. In line with the results of research conducted by (Mukarom & Khasanah, 2012) revealed that perceived convenience has an effect on attitude. Istiarni and Hadiprajitno (2019) state that perceived convenience has a significant positive effect on attitude. The results showed that there was a significant positive effect between the perceived benefit variable and attitude. This can be interpreted that the higher the perceived benefits, the higher the user's attitude towards shopee. Conversely, the lower the perceived benefits obtained from shopee, the lower the user's attitude towards shopee. A positive significant relationship occurs because most users think that shopee has many benefits that can be felt by users if used optimally for personal needs. It can be said that the perceived benefits consisting of making work faster, useful, increasing productivity, and increasing effectiveness, the higher the values of these indicators, the higher the level of user attitude. In line with research conducted by Karnadjaja et al (2021) perceived benefits have a positive influence on attitudes.

The results showed that there was a positive and significant influence between the price perception variable on attitude. This means that if the price is in accordance with the wishes of

consumers, a good attitude towards shopee will arise, based on the characteristics of consumer respondents who make the most purchases are women, meaning that the price offered by shopee is in accordance with the budget and consumptive needs for women. The results of this study are in line with research conducted by (Wijiastuti & Cantika, 2021) which shows that price perception has a positive and significant effect on user attitudes. Based on research by (Gosal & Setiobudi, 2021), price perception has a significant value that can improve attitudes.

The results showed that there was a significant positive effect between the trust variable and attitude. This can be interpreted that the higher the trust, the higher the user's attitude towards shopee. Conversely, the lower the trust obtained from shopee, the lower the user's attitude towards shopee. A positive significant relationship occurs because most users think that shopee can provide the trust felt by users if used optimally for personal needs. It can be said that trust which consists of There is proof of transaction, There is a transaction history, Provides responsibility, Provides compensation and security during transactions. In line with research conducted by (Mukarom & Khasanah, 2012) that *Trust has a positive and significant effect on online shopping intention.*

The results showed that there is a significant positive influence between the attitude variable on intention to use. This shows that the higher the user's attitude towards shopee, the higher the intention to use, and vice versa. It can be said that the attitude which consists of an attitude of acceptance of the system and a pleasant experience using the system, the higher the values of these indicators, the higher the intention to use. When viewed from the index value measurement scale, the pleasant experience of using the system is the dominant factor in attitudes that influence intention to use because the indicator that contributes most to this influence is that shopee can be profitable. The suitability of user attitudes with shopee will be achieved if users feel that using shopee can benefit them so that it will increase their intention to use. In line with research conducted by Gunawan (2019), attitude is directly positively related to intention to use, where the more positive the attitude of the user, the higher the intention to adapt and use.

The results showed that there is a significant positive effect between the perceived ease of use variable and intention to use. This means that the higher the perceived ease of shopee, the higher the intention to use, and vice versa. This proves that the perceived ease of shopee is easy to learn, *controllable*, flexible and easy to use so that it affects the intention to use. This means that shopee is felt to save users time in transactions so that it fosters the intention to use and makes users not hesitate in choosing shopee as an option in online shopping transactions. In line with research conducted by Kendarto et al (2022) perceived convenience has a significant effect on intention to use.

The results showed that there was a positive and insignificant influence between the perceived benefit variable on intention to use. This means that the perceived benefits that exist in shopee have not been able to increase the intention to use. A significant relationship occurs because most users think that shopee has many benefits so that it has an impact on the onset of interest as well as the intention to use. It can be said that the perceived benefits consisting of making work faster, being useful, increasing productivity, and increasing effectiveness have not been able to generate the intention to use shopee. This is not in line with research conducted by Istiarni and Hadiprajitno (2019), perceived benefits have a significant positive effect on intention to use.

The results showed that there was a positive and insignificant influence between the price perception variable on shopee usage decisions. This means that if the price is not in accordance with consumer desires, it has not been able to lead to a decision to use shopee. The results of this study are not in line with research conducted by (Wijiastuti & Cantika, 2021) showing that price perceptions has a positive and significant influence on usage decisions. Based on Gosal & Setiobudi's research (2021), price perception has a significant value that can increase usage decisions.

The results showed that there was a significant positive influence between the trust variable on usage decisions. This can be interpreted that the higher the trust, the higher the usage decision towards shopee. Conversely, the lower the trust obtained from shopee, the lower the usage decision towards shopee. A positive significant relationship occurs because most users think that shopee can provide the trust felt by users if used optimally for personal needs. It can be said that trust which consists of There is proof of transaction, There is a transaction history, Provides responsibility, Provides

compensation and security during transactions. In line with research conducted by (Mukarom & Khasanah, 2012) that *Trust has a positive and significant effect on online shopping intention*.

In this case, to increase the decision to use shopee in Indonesia, especially people over 17 years old, it is necessary to increase perceived convenience, perceived benefits, perceived price and trust either directly or indirectly through customer attitudes. This study has limitations, namely focusing on perceived convenience, perceived benefits, perceived price and trust in usage decisions through attitudes, not including other factors that can influence shopee usage decisions. Therefore, further research can add variables such as promotion so that the results are maximized and better present that the influence of promotion has a big impact on making usage decisions.

There are several managerial implications in this study. In the increasingly fierce competition in the online shopping sector, companies or online shopee owners, especially in Indonesia, must be able to compete with competitors in the future. Customer trust in a brand is very important in a product, it aims to create a sense of liking or love in the minds of customers. This is certainly useful for the company's achievements to be able to develop and compete in the online shopping sector,

Shopee online owners, especially in Indonesia, must be able to win the hearts of customers through their experience in using shopee in Indonesia, which can satisfy customers and according to customer desires. This is definitely right, if shopee in Indonesia is in accordance with the wishes of the customer, there will be a sense of love for a product. Therefore, the company must improve the quality and trust given. The next implication is that attitudes are created because customers are satisfied with a product, which leads to word-of-mouth marketing where customers feel happy with the product. When customers are satisfied with a product, positive comments will appear and can attract the attention of other customers through these positive comments. Furthermore, attitudes towards a product can also lead to a sense of wanting to buy the product because it is well known, when customers are satisfied with the product they buy, there will be a sense of buying the product in the future, this can benefit the company because of significant product purchases, so that it can achieve long-term success.

5. CONCLUSION

The results can be concluded that the perceived convenience, perceived benefits, perceived price and trust felt by users can improve attitudes so that they can attract consumers over 17 years of age and above to have a decision to use shopee. In this case, the perceived benefits and perceived price have not been able to increase the decision to use shopee.

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