THE IMPACT OF USER INTERFACE AND TIME SCARCITY ON PURCHASE INTENTION THROUGH E-COMMERCE SHOPEE AMONG YOUNG ADULTS IN MANADO

PENGARUH USER INTERFACE DAN KELANGKAAN WAKTU TERHADAP NIAT BELI MELALUI ECOMMERCE SHOPEE DI KALANGAN MUDA DI MANADO

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Abstract: The rapid development of technology and the internet has brought changes in views, concepts, and orientation in many fields including business and marketing. One of its proofs is that face-to-face business interaction has shifted into modern electronic based interaction called E-commerce. The form of research used in this study is using quantitative methods. And also using Simple Linear Regression. The results of this study show that there is a significant influence on the intention to purchase among young adults in e-commerce Shopee. And on the basis of this finding, it is concluded that user interface and time scarcity can determine the purchase intention of young adults in e-commerce. The results of the first hypothesis are accepted, meaning that user interface has a positive influence on young adults' purchase intentions in Shopee. The results of the second hypothesis are accepted, meaning that time scarcity has a positive influence on young adults' purchase intentions in Shopee. Therefore, it is advised that potential users and consumers be capable of fulfilling their financial comprehension and planning on spending based on limitations. The intention is for young individuals to avoid purchasing because of feelings that are sparked by profitable marketing in an effort to keep economic transaction activities stable.

Keywords: user interface, time scarcity, e-commerce, purchase intention

Abstrak: Perkembangan teknologi dan internet yang begitu pesat telah membawa perubahan pandangan, konsep, dan orientasi di berbagai bidang termasuk bisnis dan pemasaran. Salah satu buktinya adalah interaksi bisnis secara tatap muka telah bergeser menjadi interaksi modern berbasis elektronik yang disebut dengan E-commerce. Bentuk penelitian yang digunakan dalam penelitian ini adalah dengan menggunakan metode kuantitatif. Dan juga menggunakan Regresi Linier Sederhana. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan terhadap niat beli di kalangan dewasa muda pada e-commerce Shopee. Dan atas dasar temuan ini, disimpulkan bahwa user interface dan kelangkaan waktu dapat menentukan niat beli dewasa muda di e-commerce. Hasil hipotesis pertama diterima, artinya user interface memiliki pengaruh positif terhadap niat beli dewasa muda di Shopee. Hasil hipotesis kedua diterima, artinya kelangkaan waktu memiliki pengaruh positif terhadap niat beli dewasa muda di Shopee. Oleh karena itu, disarankan agar calon pengguna dan konsumen mampu memenuhi pemahaman keuangan mereka dan merencanakan pengeluaran berdasarkan keterbatasan. Hal ini bertujuan agar individu muda dapat menghindari pembelian karena perasaan yang dipicu oleh pemasaran yang menguntungkan sebagai upaya untuk menjaga kestabilan aktivitas ekonomi.

Keywords: tampilan antarmuka, kelangkaan waktu, e-commerce, niat beli

INTRODUCTION

Research Background

The rapid development of technology and the internet has brought changes in views, concepts, and orientation in many fields including business and marketing. One of its proofs is that face-to-face business interaction has shifted into modern electronic based interaction called E-commerce (Yuliana and Hamdani, 2020). Electronic commerce or commonly known as E-Commerce plays a major role in the global economy and

its scope is very wide. Electronic commerce can be defined as conducting, transacting and facilitating business activities through a computer network. One of the most common types of electronic commerce is Business-to-Consumer (B2C) and online shopping is included as one of its types. Research conducted by Huseynov and Yildrim (2014) found that the internet users of Indonesia use the internet not only to obtain information or to communicate, but also to purchase products from online services.

One of the most used e-commerce applications in Indonesia is Shopee. It can be seen from the name, Shopee is an application which provides products in the form of buying and selling services through the use of the internet. Data obtained from Databoks website, Shopee received 190.7 million visits followed by tokopedia with 147,7 million visits, making it the most visited e-commerce application as of August 2022. On another research conducted by Alvara Research Center in 2020, Shopee is the most popular e-commerce applications among young people in Indonesia as of March 2022. This online shopping platform from Singapore is the main choice of 69.9% of respondents from generation Z, as well as 64.2% of millennial generation respondents

Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases that are measured by the level of possibility of consumers to make purchases. There are many reasons why people shop online and there many researches who tried to find the factors influencing a customer's purchasing intention. According to the research conducted by Firmandani et al. (2020), the majority of people (46%) shop online through Shopee because they think the information on prices and the availability of product are diverse. Some people (36%) choose to shop online because of the easy access. While 18% people prefer to avoid physical contact during pandemic so they choose to shop online. Purchase intention is important because it is a key predictor of actual purchase behavior.

The user interface (UI) plays a crucial role in shaping a user's purchase intention. A well-designed and user-friendly interface can significantly influence a user's decision to make a purchase, while a poorly designed or confusing interface can discourage users from completing their intended purchases. Also considering ease of use, visual appeal, clarity of information, mobile responsive ness, trust and security, social proofs and reviews businesses can positively influence users' purchase intentions and drive conversions. As for time scarcity leverages the perception of limited time availability or scarcity of a product or offer to motivate customers to make a purchase decision quickly. And focuses on fear of missing out, perceived value, decision making bias, psychological reactance, sense of achievement, increased attention and engagement as connection to time scarcity.

Joo (2017) stated that User Interface is a visible show of a product that serves to bridge the gadget with the person or user through commands or techniques to operate the system, input data, and use the contents, wherein the UI show may be inside the form of colours, shapes and interesting writing on mobile applications. Wuryandari, Vincentiar and Permana (2019) proved that user interface has a positive and significant effect toward Buying Interest. It was said that User Interface has a big role on consumer purchase intention, up to 41.6 percent of shopee users. But despite having a big role on purchase intention. The quality of the user interface faces a lot of troubles as well. In 2017, respondents claimed that the application often crashes (sometimes displaying recommendations that are not what you want), has too many tabs or buttons, many bugs, as well as too many steps to make a purchase, slow and heavy applications, complicated, frequent errors, and difficult to use. Based on the data that has been obtained, it can be concluded that Shopee is a popular application because it gets the most visits as well as the application with the first rating in the App Store and Play Store. However, in case of transaction values and future intentions, easy navigation aspects, and powerful applications, Shopee is still under other e-commerce. The research concludes that if the user interface decreases, then buying interest will also decrease. Conversely, if the User Interface increases, then buying interest will also increase (Nur, 2019).

In increasing consumer purchase intention, preparing the right marketing strategy, and interesting course will be much needed. One of the marketing strategies that can be used by marketers to increase consumer buying interest is to make product looks limited or can be referred to as scarcity marketing. Scarcity technique marketing tends to encourage psychological states and consumer perceptions to buy the product by considering the value of the benefits obtained. Scarcity marketing is divided into two types, namely limited-time scarcity and limited-quantity scarcity. Stated by Aggarwal, Jun and Huh (2011) Limited-time scarcity is defined as offers that are given to consumers with a limited time such as the goods offered limited to purchases only on certain dates. Aggarwal, Jun and Huh (2011) shows that limiting the duration of a promotional offer had an accelerating effect on purchases. The perception of scarcity produces a sense of thrill in certain consumers, causing them to purchase a certain product with urgent desires.

Understanding the scope of e-commerce and the results that can be attained by taking various factors into account helps to explain the relationship between User Interface and Time Scarcity. As a result, there will be both an interest and a disinterest on the part of consumers in making purchases. However, the increase in internet users and their potential to boost the nation's economic growth also has the potential to act as a catalyst for people, particularly young people, to become interested and motivated. It is important for researches to undertake study on this subject while taking into account economic activities that are becoming more contemporary and digitalized, as well as the enormous rise in internet users and the fact that things are returning to normal. This study is anticipated to be able to respond to and offer opinions on relevant purchase alternatives. So that it may address the consumers' interest, particularly that of young people, who wonder whether Shopee's User Interface and Time Scarcity have an influence on Purchase Intention.

Research Objectives

1. To identify the impact of user interface on purchase intention towards young adults in Manado.
2. To identify the impact of time scarcity on purchase intention towards young adults in Manado.

THEORETICAL FRAMEWORK

Marketing

Defined by Kotler and Keller (2011), Marketing is a social managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Purchase Intention

Online purchase intention is a situation when a customer is willing and intends to engage in online transactions. Online transactions can be considered as activities where the process of information retrieval, information transfer, and product purchase (Pavlou, 2003).

User Interface

User Interface (UI) is defined as "the graphical layout of an application. It consists of the buttons users click on, the text they read, the images, sliders, text entry fields, and the rest of the items the user interacts with. This includes screen layout, transitions, interface animations, and every single micro-interaction (Perlman, 2021).

Time Scarcity

One marketing strategy that can be used by marketers to increase consumer buying interest is to make the products sold look limited or can be referred to as scarcity marketing (Aggarwal, Jun and Huh, 2011).

Previous Research

Watulingas and Permana (2020) analyzed the Effect of User Interface, User Experience and Digital Marketing on Purchase Intention. The population in this study is 877 users, the sample used is as much as 10% of the population and rounded to 100 with incidental sampling. The survey was done by distributing questionnaire. The instrument validity testing is done by correlating the scores on each item with the total score of the respondents' answers. Analysis of the data used is statistical analysis in the form of PLS (Partial Least Square). Research shows that the User Interface (UI) has a negative but significant effect on Purchase Intention, User Experience (UX) has a positive and significant effect on Purchase Intention, and Digital marketing has a positive but not significant effect on Purchase Intention.

Perlman (2021) explored elements of the user experience, and how those with the user interface and design of mobile apps in the e-commerce and fashion industries affect the user experience and customer behavior with online shopping. In this area, other work has been done in evaluating the user experience, and its effects on components of the user interface and design, however, this study offers a more specific look into these features in a niche industry, namely in the frame of e-commerce and the fashion industry. This fits into the context of the field of the user experience as the end-user is central to optimizing the online experience, so gauging it will help optimize features in an application or platform. Survey data was collected, it was found that if an application in the mobile e-commerce fashion space is useful to the user, then it is desirable to the user. It was also found that if an app is desirable to the user, users in turn have the intention to buy products using these

apps. From this research, next steps include obtaining a larger sample size to get more statistically significant data. Future research includes testing other factors of the user experience, modifying the survey to further test existing variables, and exploring different niche industries in mobile e-commerce applications to explore the user experience in other areas of e-commerce.

Li et al. (2010) developed a theoretical framework describing the purchasing-intention model in C2C e-commerce of China. The model demonstrated that trust, perceived risk, perceived benefit and their antecedents would have an influence on costumers' intention of purchase. Then this study tested the proposed model using Structural Equation Modeling on Internet consumer purchasing behavior data collected via web-based surveys. The results of the study show that Internet consumers' trust, perceived benefit and perceived risk have strong impacts on their intention of purchase. Reputation of sellers, website security, familiarity with websites and group purchase have strong effects on consumers' trust. However, only seller accessibility has a significant impact on perceived risk. Moreover, group purchase has a strong impact on perceived benefit. The results and implications of this research are discussed.
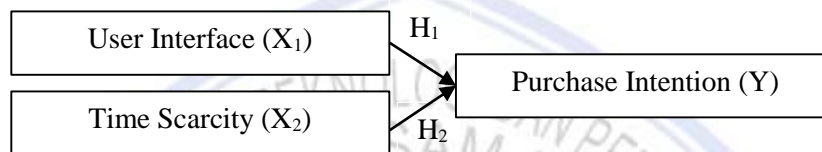
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
H1: User interface has a positive impact on purchase intention.
H2: Time scarcity has a positive impact on purchase intention

RESEARCH METHOD

Research Approach
The form of research used in this study is using quantitative methods. As an analysis tool this research will use linear regression method. Satishprakas (2020) stated that population is a set of all the units which possess variable characteristics under study and for which findings of research can be generalized. The population of this research is young adults in Manado who has at least made a purchase in e-commerce Shopee. This research is conducted by distributing questionnaires to 121 respondents which proves that sample size used in this research is more than the minimum or required respondents. In this research, purposive sampling method is used.

Data Collection Method
Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions. The primary data sources in this research are obtained through the use of questionnaires that are related with User Interface, Time Scarcity and Purchase Intention filled online by the respondents using google form.

Operational Definition of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variable	Operational Definitions	Indicators
User Interface (X1)	The User Interface is a communication mechanism between the user and the system of a program in the form of a website, mobile or software. The mechanism is adapted to the needs of users.	1) Ease of use 2) Accessibility 3) Familiarity 4) App Design Sfenrianto, Wijaya and Wang(2018)

	(A'yumi and Chusumastuti 2020)	
Time Scarcity (X2)	Limited Time Scarcity is an offer given to consumers with a limited time such as goods offered are limited only to purchase on a certain date (Guo, Xin and Wu 2017)	1) Time 2) Fear of Missing Out 3) Limited 4) Price effect Jang et al. (2020)
Purchase Intention (Y)	Purchase Intention is the consumers' willingness to be involved in an online transaction (Ali and Purwandi 2017)	1) Brand image 2) Perceived risk 3) Financial knowledge 4) Trust Arisandi (2021)

Testing of Research Instruments
Validity Test
In quantitative research validity is the extent to which any measuring instrument measures what it is intended to measure. According to Messick (1995) Validity refers to the degree to which empirical evidences and theoretical rationales support the adequacy and appropriateness of interpretations and actions based on test scores. According to Sugiyono (2014), there are requirements that needs to be met while testing these criteria by seeing the value of significance. When the significant value is $< 0,005$ or $r > 0,03$ the item is declared valid, when $r < 0,03$ and significant value is $>0,05$ the item is declared invalid.

Reliability Test
Cronbach alpha will be used to test the reliability of this research. Cronbach alphas are dependable coefficients that may show how good elements in an asset have positive association with one another. Interpretation of Cronbach's Alpha are as follows:
- $< 0,6$ indicates that data is reliable
- $0,7$ indicates acceptable data
- $0,8$ indicates that the data is reliable

Testing of Classical Assumptions
Multicollinearity
In conducting a study that examines the effect of the independent variable on the dependent variable or to create an equation. Multicollinearity needs to be avoided. The independent variables are not orthogonal if they are correlated. Orthogonal variables are those in which the correlation coefficient of independent variables is equal to zero. To detect the presence or absence of multicollinearity, the step that needs to be done is to check the Variance Inflation Factors (VIF). If the value of VIF is less than 10 and the tolerance value is greater than 0.1, it can be concluded that multicollinearity does not exist.

Heteroscedasticity
The heteroscedasticity test determines if there is a variance inequality between the residuals of one observation and the residuals of another in the regression model. To ensure a good regression model, heteroscedasticity needs to be avoided. There are several ways to conduct this heteroscedasticity test such as Graphical Method and Parks' Test.

Normality
The normality test determines if the residual variable of interest in the multiple regression model has a normal distribution. This test can be conducted using P-P Plot graph to see the alignment of data and the Kolmogorov-Smirnoff Test. If the residual significance value is greater than 0.05 then its normally distributed.

Multiple Linear Regression Analysis
Linear regression is one of the statistical methods used to determine a linear relationship between two variables. This method was first introduced by Sir Francis Galton in 1886 and further developed by Karl Pearson in 1901. Linear regression is an approach to modeling the relationship between a scalar dependent variable Y and one or more explanatory variables denoted X. The case of one explanatory variable is called

simple linear regression. For more than one explanatory variable, it is called multiple linear regression. (Gross, 2003).

　　　　In this study, the analysis technique to be used is linear regression with the Ordinary Least Squares (OLS) method. The econometric model in this study is as follows:

$$Y = a + Q1\ X1 + Q2\ X2 + s$$

Y　　　= Purchase Intention
α　　　= constant value
X1　　= User Interface
X2　　= Time Scarcity
β1　　= slope of User Interface
β2　　= slope of Time Scarcity
ε　　　= error / residual

Hypothesis Testing
F – Test (Simultaneous Test)

　　　　The F-test used to determine simultaneously the effect of independent variables to the dependent variable. If Fcount is higher or equal to that Ftable (Fα = 0.05), the alternative hypothesis (H3) is accepted. A variable is considered influential if Fcount ≥ tα = 0,05and is declared significant if the value of Sig. ≤ 0.05.

T – Test (Partial Test)

　　　　T-Test any statistical test in which the statistic has an F-distribution if the null hypothesis is true. The t-test test to know partial influence of an independent variable to dependent variable.

- If tcount ≥ ttable (tα = 0.05) then H1 – H2 are accepted.
- If tcount ≤ tα (0.05) then H1 – H2 are rejected.

There are two ways to make decisions to determine the effect as follows:

a. Based on the results of the calculated tvalue based on the ttable. The independent variable is stated to have a partial effect on the dependent variable if the value of tcount ≥ ttable. On the other hand, if Fcount ≤ Ftable, the independent variable is stated to not affect the dependent variable partially.
b. Based on the results of the significance value, the independent variable partially has a significant effect on the dependent variable if the significance value is less than or equal to 0.05. Conversely, if the result of the 52 significance value is more than or equal to 0.05, the independent variable is partially declared to have no significant effect on the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Validity Test

　　　　In quantitative research validity is the extent to which any measuring instrument measures what it is intended to measure. According to Messick (1995) Validity refers to the degree to which empirical evidences and theoretical rationales support the adequacy and appropriateness of interpretations and actions based on test scores. According to Sugiyono (2014), there are requirements that needs to be met while testing these criteria by seeing the value. When the value is < 0,005 or r > 0,03 the item is declared valid.

Table 2. Validity Test Result

Variable	Item	R_{count}	R_{table}	Status
User Interface (X_1)	$X_{1.1}$	0.856	0.178	Valid
	$X_{1.2}$	0.928	0.178	Valid
	$X_{1.3}$	0.801	0.178	Valid
Time Scarcity (X_2)	$X_{2.1}$	0.769	0.178	Valid
	$X_{2.2}$	0.831	0.178	Valid
	$X_{2.3}$	0.786	0.178	Valid
Purchase Intention (Y)	X_1	0.900	0.178	Valid
	$Y_{2.1}$	0.605	0.178	Valid

$Y_{2.2}$	0.898	0.178	Valid
$Y_{3.1}$	0.796	0.178	Valid
$Y_{4.2}$	0.915	0.178	Valid

Source: Data processed 2023

Reliability Test

Cronbach alpha will be used to test the reliability of this research. Cronbach alphas are dependable coefficients that may show how good elements in an asset have positive association with one another. Interpretation of Cronbach's Alpha are as follows: < 0.6 indicates that data is reliable, 0.7 indicates acceptable data, and 0.8 indicates that the data is reliable

Table 3. Reliability Test Result

Variables	Cronbach's Alpha	Standard	Status
User Interface (X_1)	0.851	0.600	Reliable
Time Scarcity (X_2)	0.824	0.600	Reliable
Purchase Intention (Y)	0.812	0.600	Reliable

Source: Data processed 2023

Testing of Classical Assumptions
Multicollinearity
Table 4. Multicollinearity Result

Variable	VIF	1/VIF
X1	1.22	0.818039
X2	1.22	0.818039
Mean VIF	1.22	

Source: Data processed 2023

The table shows the VIF and 1/VIF values. The standard for this test is the tolerance value or 1/VIF > 0.1 and the VIF value < 10. Since all the tolerance or 1/VIF value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.
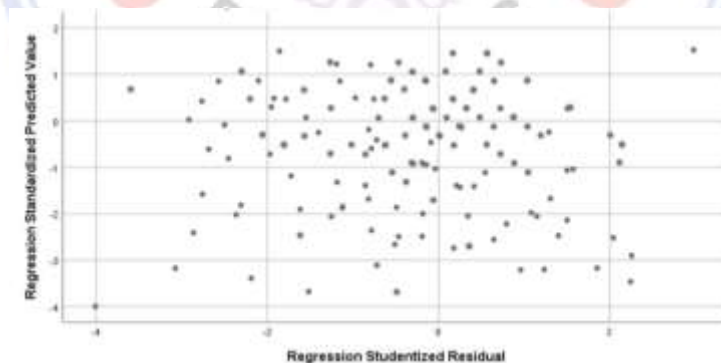
Heteroscedasticity

Figure 2. Heteroscedasticity Result
Source: Data processed 2023

A good regression model must not have heteroscedasticity. If there any ordered certain pattern (points), it means there is heteroscedasticity. If the pattern does order or spread, means there is no heteroscedasticity. In Figure above, it can be seen that the spots are distributed evenly both above and below the value 0, also the distribution does not show a particular pattern. This means that there is no heteroscedasticity in this research.
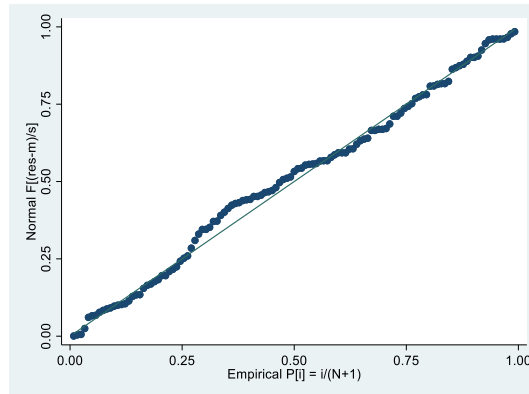
Normality

Figure 3. Normality Result
Source: Data processed 2023

Normality test can be identified by using graph of Quantile plot. The data distribute normally if the value of Quantile plot is near diagonal line of the graph to identify the normality test. The figure shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line, which mean the data are distributed normally.

Linear Regression
Table 4. Linear Regression Result

Y	Coef.	Std. Err.	t	P>[t]	[95% Conf.	Interval]
x1	.4755615	.0916544	5.19	0.000	.2940609	.6570621
x2	.4171285	.0726415	5.74	0.000	.2732785	.5609786
_cons	.5416486	.3481626	1.56	0.122	.1478081	1.231105

Source: Data processed 2023

From the results in the table above the results in Table 4.3 can be expressed in the regression equation as follows:

$$Y = 0.541 + 0.475 + 0.417 + e$$

The interpretation of the equation is:
1. The constant coefficient value with a positive value means that without the user interface (X1) and time scarcity (X2) variables, the purchase intention variable(Y) has a value of 0.541.
2. The beta coefficient value of user interface (X1) is 0.475, if the other variables are constant and the X1 variable increases by 1%, then the Y variable will increase by 47,5%. Likewise, if there is a decrease of one unit in investment knowledge (X1), investment intention (y) will decrease by 0.475.
3. The beta coefficient value of time scarcity (X2) is 0.417, if the other variables are constant and the X2 variable increases by 1%, then the Y variable will increase by 41,7%. Likewise, if there is a decrease of one unit in fear of missing out (X2), investment intention (y) will decrease by 0.417.

Hypothesis Testing
T – Test
Table 5. T – Test Result

Variable	t_{count}	t_{table}	Description
User Interface (X1)	5.19	2.62	Accepted
Time Scarcity (X2)	5.74	2.62	Accepted

Source: Data processed 2023

1. H1 accepted if $t_{count} > t_{table}$, meaning user interface (X1) influences purchase intention (Y). The result is t_{count}= 5.19 > t_{table} = 2.62. Since the t_{count} is greater than t_{table} then H1 is accepted. It means that variable user interface is influencing purchase intention.

2. H2 accepted if $t_{count} > t_{table}$, meaning time scarcity (X2) influences purchase intention (Y). The result is t_{count}= 5.74 > t_{table} = 2.62. Since the t_{count} is greater than t_{table} H2 is accepted. It means that variable time scarcity is influencing purchase intention.

F – Test
Table 6. F – Test Result

			ANOVA		
	df	SS	MS	F	Significance F
Regression	2	41.896	20.948	52.171	0.000
Residual	118	47.380	0.402		
Total	120	89.275			

Source: Data processed 2023

Both Independent Variables are declared to have an influence on the Dependent Variable if the F_{count} value is greater than or equal to F_{table} ($F_{count} \geq F_{table}$), so it can be stated that the alternative hypothesis in this research (H3) is accepted. Meaning, the two independent variables (user interface and time scarcity) is simultaneously influence purchase intention as the dependent variable. Variables can also be declared significant if the significant value (Sig.) is less than or equal to 0.01. The significant value obtained is 0.000 so that the assumption of Sig. ≤ 0.01 is fulfilled. Stating that the variables in this study have a significant influence.

Discussion
User Interface on Purchase Intention
        The theory of purchase intention, also known as the theory of planned behavior (TPB), is a well-established model in the field of consumer behavior that seeks to explain and predict individuals' intentions to engage in a particular purchase behavior. The theory suggests that purchase intention is influenced by three primary factors: attitudes, subjective norms, and perceived behavioral control. Attitudes refer to an individual's overall evaluation or appraisal of a specific purchase behavior. This includes their beliefs about the consequences of the behavior and their personal evaluation of those consequences as positive or negative. Positive attitudes toward a purchase behavior are likely to increase purchase intention, while negative attitudes may decrease it. Subjective norms are the social influences that affect an individual's purchase intention. They encompass the perceived social pressures and expectations from significant others, such as family, friends, or society as a whole. If an individual perceives that their social circle approves or expects them to engage in a particular purchase behavior, it can positively influence their purchase intention. Perceived behavioral control refers to an individual's perceived ability to perform the purchase behavior successfully. It incorporates factors such as personal capabilities, resources, and situational constraints that may facilitate or hinder the execution of the behavior. Higher perceived behavioral control increases purchase intention, as individuals feel confident in their ability to carry out the purchase behavior. Despite this, the findings indicate that these two factors have a favorable impact. In other words, user interface can raise someone's desire to buy. This result therefore validates the idea derived from previous research. The findings of this study are specifically believed to be supported by a number of factors, including: research subjects with a population of young adults, the majority of whom already have basic knowledge of using an e-commerce app, particularly Shopee; research subjects with a population of young adults who are also a group of people who are surrounded by digitalization and information exchange on a daily basis, accessibility factors, uses and benefits of objects can be easily understood by the subjects studied. Johnson (2021) found a significant positive association between user interface design factors and purchase intention, highlighting the importance of optimizing UI design to enhance the likelihood of purchase in e-commerce environments. In this case, the result shows the same result as the previous research. It shows that Shopee user interface are influence purchase intention of these young adults. Due to young adults are more of a visualizer where they like an app on their preference or their liking. And also the Shopee UI design are easy to use and way more understandable rather than other e-commerce. With improvements of minimizing bugs and also maximizing user experience may increase the intention to buy more and more.

Time Scarcity on Purchase Intention
        The theory of limited time scarcity, also known as scarcity marketing or urgency marketing, is a concept rooted in behavioral economics and consumer psychology. It suggests that creating a perception of limited availability or a time constraint for a product or offer can positively influence consumer behavior, particularly

their purchase intention. The theory proposes that limited time scarcity triggers specific psychological mechanisms that drive individuals to act quickly and make a purchase decision. Here are some key elements of the theory: Fear of Missing Out (FOMO): Limited time scarcity capitalizes on the fear of missing out on an opportunity. When consumers believe that a product or offer will no longer be available after a certain period, they experience a heightened sense of urgency to make a purchase. The fear of missing out on the benefits or exclusive experiences associated with the limited availability drives their purchase intention. Perceived Value and Desirability: Limited time scarcity can enhance the perceived value and desirability of a product or offer. Consumers tend to attribute higher value to items that are scarce or have limited availability. The perception that a product is only available for a short time creates a sense of exclusivity and increases its desirability, which can positively influence purchase intention. Previous research from Li et al. (2021) indicated that time scarcity had a positive effect on purchase intention, suggesting that limited-time offers or time-limited promotions can increase consumers' motivation to make online purchases. Furthermore, perceived risk was found to moderate this relationship. When perceived risk was low, the effect of time scarcity on purchase intention was stronger. The study concluded that time scarcity plays a significant role in influencing online purchase intention, particularly when consumers perceive low levels of risk associated with the purchase decision. The findings highlight the importance of effectively managing time constraints and addressing perceived risks to maximize the positive impact of time scarcity on purchase intention in e-commerce. Also research done by Wu et al. (2021) examined the effects of limited time promotions on purchase intention and found that time scarcity significantly increased purchase intention among participants. The research also revealed that the influence of time scarcity on purchase intention varied based on gender, with females showing a stronger positive response. Mou and Shin (2018) explored the impact of limited-time offers on consumer purchase behavior in the context of flash sales. The study demonstrated that limited time scarcity positively influenced purchase intention and actual purchase behavior. It also revealed that the influence of time scarcity on purchase intention was mediated by consumers' perceived risk and perceived value. In this case, the result shows the same result as the previous research. It shows that Shopee time scarcity promotions significantly influence purchase intention of these young adults. Promotions or discounts are loved by all, so that's why creating timed based promotion where limiting the time to make the product seem "limited" and convinces the shoppers to make a purchase or else they're going to miss out on the promos. And also the concept of time scarcity refers to situations where there is a perceived or actual limitation of time to make a decision or take advantage of an opportunity. These studies provide evidence for the positive influence of time scarcity on purchase intention. Limited time constraints create a sense of urgency, increase perceived value, and drive consumers to act quickly, resulting in a higher intention to make a purchase. However, it's worth noting that the effectiveness of time scarcity may vary based on various factors such as product type, target audience, and contextual variables. Implementing time scarcity techniques should be done carefully and ethically, ensuring that the scarcity is genuine and transparent to maintain trust and build long-term customer relationships.

CONCLUSION AND RECOMMENDATION

Conclusion
1. User Interface has a positive impact on purchase intention
2. Time scarcity has a positive impact on purchase intention

Recommendation
1. The results of the first hypothesis are accepted, meaning that user interface has a positive influence on young adults' purchase intentions in Shopee. Therefore, it is advised that Shopee developers, particularly those in Indonesia, who use technological designs, be able to provide more in-depth information related to product explanation, promotional updates, and information about how customers can be able to understand methodically how the user interface looks; for example, creating a better experience by removing bugs and errors while using the app. Therefore, it is anticipated that in the future, it will be able to increase user numbers, which inevitably increases buyer numbers, educate current users and customers, and expand Indonesia's digital market.
2. The results of the second hypothesis are accepted, meaning that time scarcity has a positive influence on young adults' purchase intentions in Shopee. Therefore, it is advised that potential users and consumers be capable of fulfilling their financial comprehension and planning on spending based on limitations. The

intention is for young individuals to avoid purchasing because of feelings that are sparked by profitable marketing in an effort to keep capital market transaction activities stable.

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