

**THE STUDY OF ONLINE SHOPPING CONTINUANCE INTENTION OF SHOPEE
CUSTOMERS IN MANADO**

STUDI INTENSI KONTINUANSI BELANJA ONLINE PADA PELANGGAN SHOPEE DI MANADO

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Abstract: A rapidly growing human civilization is also followed by a rapid development of information technology. The current rapid technological development is caused by the presence of internet. This study aims to gain understanding of the customer online shopping continuance intention at Shopee platform in Manado. This research is a qualitative research and uses descriptive type of research where it will investigate the customer online shopping continuance intention at Shopee platform in Manado. This research concludes that the process of continuance intention of using Shopee platform in Manado is occurred through several steps, namely expectation of the platform, perception of the performance, user satisfaction, and continuance intention to use the platform again. Users of Shopee platforms in Manado felt that their expectation of software have been met, and after the usage of the platform, the users are satisfied with the usefulness and easiness of use of the platform, thus create loyalty and intention to use Shopee continuously. Recommendation shopee should strive to keep on updating and improving its platform consistently, in order to provide better experience and thus greater customer loyalty.

Keywords: *perceived usefulness, perceived ease of use, continuance intention*

Abstrak: Peradaban yang berkembang pesat juga di ikuti oleh perkembangan pesat teknologi informasi. Perkembangan teknologi yang pesat saat ini disebabkan oleh internet. Penelitian ini bertujuan untuk mendapatkan pemahaman tentang niat kelanjutan belanja online pelanggan di platform Shopee di Manado. Penelitian ini adalah penelitian kualitatif dan menggunakan jenis penelitian deskriptif yang akan menyelidiki niat kelanjutan belanja online pelanggan di platform Shopee di Manado. Penelitian ini menyimpulkan bahwa proses niat keberlanjutan menggunakan platform Shopee di Manado terjadi melalui beberapa langkah, yaitu harapan platform, persepsi kinerja, kepuasan pengguna, dan niat keberlanjutan untuk menggunakan platform lagi. Pengguna platform Shopee di Manado merasa bahwa harapan mereka terhadap perangkat lunak telah terpenuhi, dan setelah penggunaan platform, pengguna puas dengan kegunaan dan kemudahan penggunaan platform, sehingga menciptakan loyalitas dan niat untuk menggunakan Shopee secara-terus menerus. rekomendasi shopee harus berusaha untuk terus memperbaharui dan meningkatkan platformnya secara konsisten, untuk memberikan pengalaman yang lebih baik dan demikian loyalitas pelanggan yang lebih besar

Kata kunci: *manfaat yang dirasakan, persepsi kemudahan penggunaan, niat kelanjutan*

INTRODUCTION

Research Background

Technology has become a major factor in the operation of restaurant businesses with the blossoming of the telecommunications industry, advancements in computer capabilities, and the development of sophisticated software to support delivery of services. Technology has played a big role in revolution the food delivery service from phone-based to online ordering to satisfying consumers ever-changing demands, making its way to the top.

Citizens across the nation are shifting towards online ordering and more ways to purchase with less effort and cost. With the advent of new technology and its impact on restaurant operations, one would believe that most firms in the restaurant industry would be IT oriented in the production and delivery of goods and services. Convenience is the biggest appeal to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like smartphones, tablets, or laptops. In other words, modern and young consumers may be labeled as lazy for depending on technology and convenience.

There are 5 e-commerce business models in Indonesia, namely Classified Ads, C2C Marketplace, Shopping mall, B2C online shop, and social media online store. Based on the data above, there are 6 top players who have a draw between the C2C categories (Consumer-to-Consumer): Bukalapak, Shopee, Tokopedia; and B2C (Business-to-Consumer): Blibli, Jd.id, Lazada.

One of the Marketplace applications that are currently being used in Indonesia, especially in Manado, is Shopee. Shopee is one of the many parties who take advantage of E-Commerce business opportunities by enlivening the Marketplace mobile segment through their mobile application to make it easier buying and selling transactions via mobile devices. Long with the rapid development of information technology, currently there is a change of trend in shopping due to the lifestyle change and the increasing online activities. Mowen and Minor (2002:180) stated that lifestyle is associated with how people spend their money and how they allocate time upon the products they consume. In online environment, the overall satisfaction in online media will make the consumers to reuse that media online (Bhattacharjee, 2001). While according to Pebriani, Sumarwan and Simanjuntak (2018), Shopping experience influences consumer intention to re-purchase a product, in other words preference can influence re-purchase intention.

Generally, at the national level, based on reviews from users of mobile shoppe applications both as sellers and as buyers, there are still many comments that the application (Shopee App) is less satisfactory, especially on supporting features such as Shopee wallet, payment features, tracking orders, applications that like errors and images that don't appear. From Shopee user reviews, it is known that the Shopee app still needs to be improved. This phenomenon concluded that many people still think that Shopee online platform still regarded as unsatisfactory, including Shopee users in Manado, though it still does not mean that people in Manado will not re-use that platform anymore, since even though there still several issues and complaints of Shopee's application feature, the impulse buying, shopping volume and Shopee platform usage is still high and competitive compared to other marketplace website/application.

Research Objective

In accordance with the research background and problem statement, the purpose of this research is : To understand the customer online shopping continuance intention at Shopee in Manado.

THEORITICAL REVIEW

Marketing

In many companies today, marketing plays a role as an important factor for businesses and struggling to survive living in the world of competition. According Kotler and Keller (2014:12), Marketing is a process for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Meanwhile marketing is trying to attract consumers by promising superior value and retain long term customers with satisfaction. Kotler and Armstrong (2010:77) also said that marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer.

Consumer Behavior

Mangkunegara (2002:21) stated that consumer behavior are actions carried out by individuals, groups or organizations related to the decision making process in getting, use economic goods or services that can be affected environment. Peter and Olson (2010:189) define consumer behavior as the dynamic interaction of affect and cognition, behaviors and environmental events by which human beings conduct aspects of their lives. Whereas according to Engel and Blackwell (2010:125) consumer behavior is actions that are directly involved in acquiring, consuming, and spend on products and services including the process that precedes and follows from this action

Customer Satisfaction

Kotler (2003:230) defines customer satisfaction as feeling someone likes or dislikes a product after comparing the performance of the product with the expected one. In the service marketing context, satisfaction can be defined as customer affective conditions as a result of global evaluations of all aspects that create customer relations with service providers (Casaló, Flavián, and Guinalú, 2008).

Perceived Usefulness and Perceived Ease of Use

Perceived Usefulness is defined as the extent to which consumers feel the online website could add value and efficacy to them when performing online shopping (Lai and Wang, 2012). Perceived usefulness could also be defined from an individual's point of view that by using a system would improve task performance (Liao, To, and Liu, 2013). The perceived usefulness of the website usually depends on the efficiency of technological characteristics such as advanced search engines and the personal service provided by the service provider to consumers (Kim and Song, 2010).

Jogiyanto (2007) stated, the definition of perceived ease of use is the extent of the individual believes that using technology will be free from business. If individuals consider information media easy to use so he will use it. Conversely if individuals consider the media information is not easy to use so he does not will use it.

Online Shopping

Online shopping is a process where consumers directly buy goods, services and others from a seller interactive and real-time without an intermediary media via the Internet (Mujiyana and Elissa, 2013). Online shopping or shopping online via the internet, is a the process of purchasing goods or services from those who selling through the internet, or buying and selling services online without having to meet with the seller or the buyer directly (Sari, 2015).

Continuance Intention

According to Bhattacharjee in Mantymaki and Islama (2014), continuance intention is defined as an interest in continuing to participate or participate takes a role in a particular system. From the two definitions above, it can be concluded that continuance intention is the interest of an individual to continue to participate and use a system where in this study, the system in question is a website.

Previous Research

Studied about understanding mobile shopping consumers' continuance intention. The purpose of this paper is to investigate and examine the factors contributing to consumers' mobile shopping continuance intention (CI) of food and non-food items via smartphones and other mobile terminals. The results indicated that perceived usefulness does not motivate all user groups. Furthermore, satisfaction and perceived ease of use significantly impacted different user groups.(Shang and Wu,2017)

discuss about examining customers' continuance intentions towards internet banking usage. The purpose of this study is to identify factors that affect continuance intention towards internet banking usage using the institutional trust theory. The results from the analysis revealed that information quality, service quality, privacy and security concerns were significant predictors of both trust and satisfaction. (Ofori Et al, 2017)

Their paper discuss about an empirical analysis of consumers' continuance intention towards online shopping. The results reveal that perceived trust, perceived usefulness and online shopping satisfaction have significant effects on online shopping continuance.(Hidayat, I Mohktar and Kata,2016)

Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.

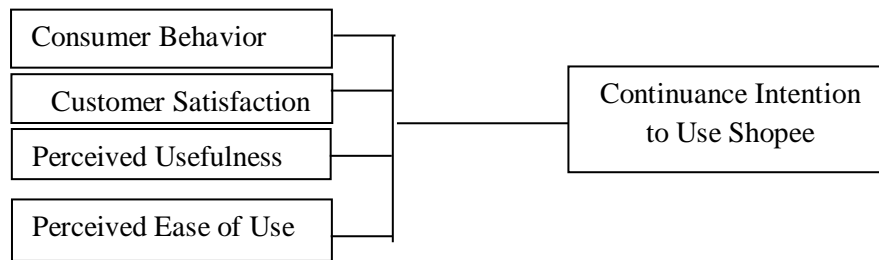


Figure 1. Conceptual Framework

Source: Data Analysis Method, 2019.

Figure I show the relation between aspects such as consumer behavior, consumer satisfaction, perceived usefulness, and perceived ease of use to the continuance intention to use Shopee.

RESEARCH METHOD

Type of Research

The type of this research is qualitative research. Bogdan and Taylor in Zaibaski (2012) state that qualitative research is a research procedure that produces descriptive data in the form of written or oral words of people and behavior that can be observed. The most common sources of qualitative data include interviews, observations, and documents (Yin in Bowen, 2009).

Place and Time of Research

This Research will be conducted in Manado and will involve people in Manado, Indonesia who have been using shopee to conduct online shopping. The researcher conducted the research within two months' time frame start from July until September 2019.

Research Procedure

The steps for conducting the research are as follows:

1. Studying the method, tools of analysis and all materials related to the topic of marketing, consumer behavior, customer satisfaction, online shopping, perceived ease of use and usefulness, and continuance intention.
2. Arranging the list of questions for the interview. The questions are formulated based on the type of information the researcher needs as well as using the studied literature and theories as references and guidelines.
3. Proposing a letter of permission to collect information to the Faculty. Obtaining the letter of research from the faculty to be used in the data collection process.
4. Collecting the necessary data through an interview on the respondents. The respondent will be selected using criteria specified by the researcher in order to obtain the required data.
5. Analyzing and comparing the result. After the interview is conducted, the answers gathered from the respondent will be analyzed whether those have met the researcher point or not and some comparison will be conducted to see the various answer regarding the discussed topic.
6. Re-checking for any mistakes or flaws made during the data collection and data analysis process.
7. Compile and construct the overall results. After all the result have been analyzed, the next step to do is to make a conclusion regarding the result by considering the reliability and validity before presenting the result which shall meet the purpose of the research.

Population and Sample

The population in this research are the people in Manado, Indonesia who have been using shopee to buy products online. This research is using a Purposive Sampling for gaining information quickly and efficient. The total size is 10 respondents.

Data Collection Method

In this research, data collection method divided into parts - primary and secondary data. The primary data are gained from in-depth interview and secondary data are taken from books, journals and relevant literature from library and internet.

Data Analysis Method, Validity and Reliability

According to Sekaran and Bougie (2009:162) reliability in qualitative data analysis includes category and interjudge reliability. In this case, Interjudge reliability can be defined as a degree of consistency between coders processing the same data. A commonly used measure of interjudge reliability is the percentage of coding agreements out of the total number of coding decisions. As a general guideline, agreement rates at or above 80% are considered to be satisfactory (Kassarjin in Sekaran and Bougie (2009).

According to Sugiyono (2007:19), In testing the validity of data, qualitative research methods include credibility test, transfer ability test, depend ability and confirm ability test. In this research, the validity and reliability of data will be tested by using triangulation in credibility test

RESULTS AND DISCUSSION

Results

This chapter explains about the research result through coding categorizing as a summary of the interview result. The interview was conducted by the respondent (people) in Manado who have used shopee to purchase products online. The second part of this chapter explains the discussion after the coding categorizing results.

Table 1. Coding Categorizing

Coding	Categorization	Description	Quote
A1	Expectation and Reality of offered features.	Most of the informant described that their experience in shopping online with Shopee exceeds expectation of the platform.	Previously I wasn't too sure about the quality offered by Shopee but it turned out that after using Shopee I highly recommend this application for online shopping fans because everything offered is very easy and not complicated. (Informant 5) I was skeptical before but because a lot of my friends and girlfriends used it... the experience, just like the expectations, there was no obstacle and went smoothly every time I used it. (Informant 4)
A2	Payment method.	Payment method of this platform is regarded as very compact, easy to use and understand, and also offering numbers of payment alternative. Shopee offers many method of payment such as bank transfers, Shopee Pay, COD and third-party.	Benefits in the payment process are many payment methods such as bank transfers, COD, Indomart, Alfamart and also credit cards. In bank transfers it consists of automatic and manual check methods. (Informant 10) The thing that Shopee has that makes it easy is the Shopee pay feature that helps us in making payment transactions, for those of us who don't have the opportunity to shop in

			Shopee, it's easy to go to shop because they can pay via Shopee pay. (Informant 8)
A3	Promotion programs.	In comparison with other platform, Shopee offers more promotion programs, which attract user to continuously using Shopee. Promotion programs offered include free delivery cost, discounts and cashbacks.	Many benefits offered by Shopee include ease of searching for goods, fast response from sellers, discounts and free shipping and refunds and cashback. (Informant 10) For the things that must be maintained, namely the promo, discounts, completeness of goods and free delivery cost must be kept there because that's what excels compared to other platforms. (Informant 8)
A4	Simplicity of Apps Interface	Shopee offers simpler appearance and user interface. This leads to a greater convenience in using this platform. New users of this application could easily adapt and operate the app smoothly.	“It makes it easier for me, namely the product category, the application display is simple, and one way of payment is automatic checking that is easy and fast.” Compared to other platforms, Shopee's appearance is better. Shopee also has features that other apps do not have, which differentiate their own locally produced products, and branded products. (Informant 6) The appearance is very good not to confuse even though it was the first time using Shopee too. (Informant 8)
A5	Security and Guarantee of Transcation	Shopee has a good policy in handling and intermediating buyers and sellers. Security is showed by the fast response of their customer services and they guarantee the quality of products being sold by the seller.	“But after I complained to the Shopee and the very fast response from the Shopee application that was mediating between the seller and the buyer. Shopee immediately sent items that match the order and there are no additional costs for sending back the wrong item.” (Informant 9) The advantages are that the application is clear and there is a choice of returning items if you get the item defective or damaged and there are discounts and also shipping pieces and now more choices are sold such as fashion, electronics, et cetera, (Informant 3)
A6	Easiness to compare products and prices.	Shopee offers a great mixed of products to be compared by the buyer. The comparison is quite easy and categorized thus people could easily gather information.	“It makes it easier for me, namely the product category, the application display is simple.” “Shopee also has features that other apps do not have, which differentiate their own locally produced products, and branded products.” (Informant 6)

Source: *Data Analysis Method*, 2019

Discussion

Based on the findings of the research, the process of continuance intention of using Shopee platform in Manado is occurred through several steps, which is 1) expectation of the platform, 2) Perception of the performance, 3) User Satisfaction, and 4) Continuance intention to use the platform again.

This finding is in line with the Expectation confirmation model and theory that was brought by Wang, Zhou and Zhang (2014), especially the IT Expectation confirmation model. The model presents the Perceived Usefulness, Satisfaction and Continuance phases. To strengthen the findings, According to (Oliver in Wang, Zhou and Zhang, 2014), customer's repeated purchase intentions are closely related to their past experience, and satisfactory experience is the key for them to establish long-term relationships with products or service suppliers. ECT is a basic theory to study consumer's satisfaction, as it elaborates the confirmation between expectation and perceived performance, and then judges whether customers are satisfied with products or services. Whereas, the satisfaction will be a reference for next purchase or use (repurchase intention).

First phase is the expectation of the platform. During this step the Shopee users in Manado have certain expectation regarding to the application. As described in Code A1, Informants has positive expectations since many people such as relative, friends and acquaintances has recommended them to use Shopee. Manado Shopee users expected that Shopee will offer them better prices, better mix of products and more convenient way of payment process.

In the second phase, the Perception of the performance of the software, the users experiences several aspects of the platform. The experienced aspects of Shopee platform are Perceived Usefulness and Perceived Ease of Use. Perceived Usefulness refers to security and guarantee of transactions, better offering of prices and discount programs and access to information about products. Perceived Ease of Use refers to application interface design and easiness to process payment (payment method alternatives)

Fishbein and Ajzen in Praveena and Thomas (2014) stated that these two perception, as described above and possess a causal relationship with the intention and usage behavior. It implies that better perception of the aspects above will lead users to feel the satisfaction and thus create continuous intention to use the applications.

Findings of the research has shown that Most of the informant described that their experience in shopping online with Shopee exceeds their expectation of the platform (Code A1). Findings stated that Shopee offers simpler appearance and user interface. This leads to a greater convenience in using this platform. New users of this application could easily adapt and operate the app smoothly (Code A4). Next in the findings, as stated in Code A5 Shopee has a good policy in handling and intermediating buyers and sellers. Security is showed by the fast response of their customer services and they guarantee the quality of products being sold by the seller.

To support the findings, Susanto, Young, and Ha (2016) argued that users who have good perception toward the security and privacy condition of smartphone applications or services will have higher affective evaluation toward the applications service. This process acts as a positive reinforcement to enhance the possibility of future use. This means good for the continuation intention of Shopee users in Manado.

Those positive experience and positive perceptions toward usefulness and easiness of use of Shopee apps platform creates positive user attitude that means satisfaction of using the platform. Praveena and Thomas (2014) supported the findings that perceptions toward usefulness and easiness of use has direct influences toward positive attitudes on the information technology platform, in this case, it is Shopee. So the positive experience has create satisfaction on using Shopee. Code A1 also explained how users feel that their expectation confirmed and all that they want out of Shopee platform are as wished.

Praveena and Thomas (2014) stated that continuance usage intention of system will be influenced by system usage satisfaction and perceived usefulness. In this case, Shopee users in Manado as explained above are satisfied and have their expectation met towards the usefulness and easiness of use of Shopee. This leads their intention to use the application continuously. Susanto, Young, and Ha (2016) also adds to support this finding, that when post-purchase or post-usage performance meets or exceeds pre-purchase expectation, negative disconfirmation takes place, leading to satisfied consumers. Satisfied consumers will have higher likelihood to repurchase the products or services in the future. When postpurchase performance falls below pre-purchase expectation, positive disconfirmation takes place, contributing to dissatisfied consumers. Dissatisfied consumers will avoid using the products or services again in the future.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion on this research are process of continuance intention of using Shopee platform in Manado is occurred through several steps, which is 1) expectation of the platform, during this step the Shopee users in Manado have certain expectation regarding to the application 2) Perception of the performance, the Perception of

the performance of the software, the users experiences several aspects of the platform. 3) User Satisfaction, the experienced aspects of Shopee platform are Perceived Usefulness and Perceived Ease of Use. It implies that better perception of the aspects above will lead users to feel the satisfaction and thus create the 4) Continuous intention, to use the platform again to purchase products.

Users of Shopee platforms in Manado felt that their expectation of software have been met, and after the usage of the platform, the users are satisfied with the usefulness and easiness of use of the platform, thus create loyalty and intention to use Shopee continuously.

Recommendation

The recommendation on this research are shopee should provide more analysis in terms of comparison of continuation intention to use their application with any similar company in similar industry, and also different areas in Indonesia. This research could serve as references in near future.

In near future, the company should conduct evaluation or research regarding to what factors contribute continuation intention to use their application impact to assess their business performance. This could prove what aspects have significant impact to their customer loyalty.

Shopee should strive to keep on updating and improving its platform consistently, in order to provide better experience and thus greater customer loyalty.

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