

Pengaruh Penggunaan Aplikasi Shopee terhadap Minat Beli Mahasiswa IAI An-Nadwah Kuala Tungkal

Impact of Shopee Application Usage on Purchase Intention among IAI An-Nadwah Students in Kuala Tungkal

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan aplikasi Shopee terhadap minat beli mahasiswa di Institut Agama Islam (IAI) An-Nadwah Kuala Tungkal. Penelitian ini menggunakan metode kuantitatif, di mana data dikumpulkan melalui kuesioner online yang disebarikan kepada mahasiswa jurusan Manajemen Bisnis Syari'ah dan Ekonomi Syari'ah. Analisis data dilakukan menggunakan regresi linier sederhana untuk menguji pengaruh penggunaan aplikasi Shopee terhadap minat beli mahasiswa. Hasil penelitian menunjukkan bahwa penggunaan aplikasi Shopee memiliki pengaruh signifikan terhadap minat beli mahasiswa. Faktor-faktor seperti kemudahan penggunaan aplikasi, promo flash sale, gratis ongkir, dan ulasan pengguna lainnya terbukti meningkatkan minat beli. Penelitian ini menyimpulkan bahwa Shopee efektif mendorong mahasiswa untuk melakukan pembelian, sejalan dengan teori perilaku konsumen yang menekankan peran teknologi dan promosi dalam keputusan pembelian.

Kata Kunci: Aplikasi Shopee, Minat Beli, Mahasiswa

ABSTRACT

This study aims to analyze the effect of using the Shopee application on students' purchasing interest at the An-Nadwah Kuala Tungkal Islamic Institute (IAI). This study uses a quantitative method, where data is collected through an online questionnaire distributed to students majoring in Sharia Business Management and Sharia Economics. Data analysis was carried out using simple linear regression to test the effect of using the Shopee application on students' purchasing interest. The results showed that the use of the Shopee application had a significant effect on students' purchasing interest. Factors such as ease of use of the application, flash sale promos, free shipping, and other user reviews have been shown to increase purchasing interest. This study concludes that Shopee is effective in encouraging students to make purchases, in line with consumer behavior theory that emphasizes the role of technology and promotion in purchasing decisions.

Keywords: *Shopee Application, Purchase Interest, Students*

1. INTRODUCTION

The continuous development of science and technology, in line with the dynamics of human needs, has brought about a significant transformation in modern-era activities. Technological advancements, such as the emergence of e-commerce platforms, have opened substantial opportunities for developing countries like Indonesia to optimize transactions, expand market reach, and enhance productivity sustainably (Hendricks & Mwapwele, 2024). One of the major e-commerce platforms is Shopee. Shopee is

a third-party marketplace platform that presents both challenges and opportunities for consumers in making purchasing decisions (Sari, Latifah, Ararizki, Jannah, & Hidayat, 2023).

The Shopee e-commerce platform offers various attractive promotions and began its operations in Indonesia in June 2015, following its entry at the end of May of the same year. The platform has expanded its reach across Southeast Asia, including countries such as Malaysia, Singapore, Vietnam, Thailand, the Philippines, and Indonesia. Shopee offers a wide range of products, from household appliances, smartphones, and jewelry to clothing, with highly flexible payment systems through multiple methods, such as credit cards, bank transfers, and payments at convenience stores like Alfamart and Indomaret (Fitri, Amelia, April, Azzahra, & Lestari, 2023). Platforms like Shopee not only provide a place to shop but also foster social interactions that can influence purchasing decisions.

Amid the evolution of contemporary digital technology, e-commerce has become an integral part of daily activities, particularly among younger generations, including university students. Various studies have revealed that the success of marketing strategies and the appeal of application features play a significant role in stimulating consumer purchase interest (Artura, 2024). As the leading e-commerce platform in Indonesia, Shopee introduces numerous innovative features such as Shopee PayLater and implements aggressive promotional strategies. The concept of social commerce has become a driving force in modern e-commerce transformation, where digital interactions between consumers and sellers play a strategic role in building user engagement and optimizing the shopping experience (Qu, Cieřlik, Fang, & Qing, 2023).

The rapid advancement of information and communication technology has brought profound transformation across various aspects of life, including the domain of commerce. The presence of e-commerce platforms like Shopee serves as concrete evidence of how technology influences consumer behavior patterns, particularly among younger generations such as university students. By offering a variety of features and attractive promotions, Shopee has successfully created a strong appeal among Indonesian consumers, especially students who are characterized by their technological literacy and high intensity of internet usage in daily activities. This phenomenon encourages the researcher to explore the topic "The Influence of Shopee Application Usage on the Purchase Interest of Students at IAI An-Nadwah Kuala Tungkal."

The Shopee application is one of the leading e-commerce platforms in Southeast Asia, which has experienced significant growth in recent years. This application is designed to simplify the buying and selling process, featuring tools that enhance user experience, although challenges remain in terms of design and user understanding of the platform. Shopee has become one of the foremost e-commerce platforms in Indonesia, offering various features and marketing strategies aimed at improving user experience and encouraging purchasing decisions. Elements such as customer experience, pricing, and brand trust strongly influence purchasing decisions among Shopee users (Afiana, 2024). The rapid pace of digital transformation has changed the way consumers interact with markets, and Shopee has played a vital role in this change by leveraging information technology to enhance the shopping experience (Anggraini, 2024).

Founded by Chris Feng, Shopee achieved success as the most popular mobile shopping platform in 2021. Originating from Singapore under the parent company Garena, Shopee was first launched in 2015 and quickly entered the Indonesian market in the same year. Since then, Shopee has continued to expand into other countries, including Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. Shopee operates as a regionally tailored platform that provides a simple, safe, and fast online shopping experience supported by reliable payment and logistics systems. Its vision is to make online shopping affordable, simple, and enjoyable (Ulhaq, 2024).

The application offers a wide range of products—from daily necessities, electronics, and clothing to beauty products. One of Shopee's main strengths lies in its user-friendly interface and the variety of features that make shopping easier for consumers. Through Shopee, users can easily search for products, compare prices, and read reviews from other buyers before making a purchase decision.

Consumer Behavior Theory provides an in-depth study of how individuals make decisions in selecting, using, and purchasing goods or services. In this context, consumer behavior encompasses not only purchasing actions but also the underlying processes that drive these decisions, influenced by various psychological, social, and economic factors (Uyun, 2024). According to Mandung (2024), the phenomenon of impulsive buying is an essential aspect of consumer behavior, driven by emotional and situational impulses, demonstrating the complexity of understanding the motivations behind purchasing decisions.

2. RESEARCH METHOD

The research to be conducted adopts a quantitative method with an associative approach, focusing on identifying the correlation between the independent variable—the use of the Shopee application—and the dependent variable, namely students' purchase intention. The quantitative approach is selected as a systematic and structured strategy for collecting and analyzing numerical data, with the main objective of testing hypotheses and providing a comprehensive answer to the research problem (Steležuk, 2023). This study targets students of An-Nadwah State Islamic Institute (IAI) Kuala Tungkal who actively use the Shopee application as the research population. To represent the entire population, the researcher applies a purposive sampling technique, with the sample size determined using the Slovin formula, focusing specifically on students from the Sharia Business Management and Islamic Economics study programs as the research sample.

The data collection method in this study is carried out through online questionnaires distributed to respondents using digital platforms such as Google Forms or social media. The research instrument employs a Likert scale (1–5) with a comprehensive series of testing stages, including validity and reliability tests. Furthermore, the study applies classical assumption tests, which include tests for normality, heteroscedasticity, and linearity, to ensure that the regression model meets statistical analysis standards. The final stage of the study uses simple regression analysis and t-tests to evaluate the significance of the regression coefficients and to determine the effect of the independent variable on the dependent variable.

3. RESULT AND DISCUSSION

A. Research Result

Research Hypotheses:

H0: The use of the Shopee application has no significant effect on the purchase intention of students at IAI An-Nadwah Kuala Tungkal.

H1: The use of the Shopee application has a significant effect on the purchase intention of students at IAI An-Nadwah Kuala Tungkal.

The study entitled “The Influence of Shopee Application Usage on Students' Purchase Intention at IAI An-Nadwah Kuala Tungkal” involved respondents who were active students from the Sharia Business Management and Islamic Economics departments at IAI An-Nadwah Kuala Tungkal.

The validity and reliability tests for both the independent variable (X) and the dependent variable (Y) demonstrated that the research instruments met the established measurement standards. The validity test using Pearson correlation showed that the calculated r-value for each item of both variables exceeded the critical r-table value of 0.3172 at the 0.05 significance level, indicating that all items in the instrument were valid.

Meanwhile, the reliability test produced Cronbach's Alpha values of 0.913 for Variable X and 0.746 for Variable Y, indicating a high level of internal consistency for both instruments. Following these tests, the study proceeded with a series of classical assumption tests, including the normality test, heteroscedasticity test, and linearity test, to ensure that the regression model used met the requirements for statistical analysis.

Table 1. Normality Test

Uji Kolmogorov-Smirnov Satu Sampel		Residu Tak Terstandarisasi
N		50
Parameter Normala,b	Berarti	.0000000
	Deviasi Standar	1.64144703
Perbedaan Paling Ekstrem	Mutlak	.076
	Positif	.076
	Negatif	-.059
Statistik Uji		.076
Asimptomatik Sig. (2-ekor)		.200c,d

Source: SPSS

Table 2. Heteroskedastisitas Test

Model	Koefisien B	Koefisien Tak Terstandarisasi		T	Tanda tangan.
		Koefisien Standar	Bahasa Inggris		
1 (Konstan)	.953	2.762		.345	.732
Aplikasi Shopee	-.056	.111	-.072	-.503	.617

Source: SPSS

Table 3. Linearity Test

Anova Table			Kuadrat Rata-rata F		Tanda tangan.
VariabelY * VariabelX	Antar Kelompok	(Gabungan)	33.738	14.590	.000
		Linearitas	358.397	154.984	.000
		Penyimpangan dari Linearitas	4.224	1.826	.084
	Dalam Kelompok	2.312			
Total					

Source: SPSS

Table 4. Simple Linear Regression Test

Koefisien						
Model		Koefisien Tak Terstandarisasi		Koefisien Standar		Tanda tangan.
		B	Kesalahan Standar	Bahasa Inggris	T	
1	(Konstan)	6.178	1.626		3.800	.000
	VariabelX	.743	.065	.855	11.415	.000

Source: SPSS

The regression model in this study has met all the validity requirements for parametric statistical analysis based on a series of classical assumption tests. The normality test using the Kolmogorov–Smirnov Test produced a significance value of 0.200, which exceeds $\alpha = 0.05$, confirming that the residual data are normally distributed. Meanwhile, the Park Test for heteroscedasticity yielded a significance value of 0.617, which is greater than $\alpha = 0.05$, indicating that the residuals have constant variance and that no heteroscedasticity problem is present.

The linearity test through ANOVA analysis showed a “Linearity” significance value of 0.000, which is below $\alpha = 0.05$, and a “Deviation from Linearity” significance value of 0.084, which exceeds $\alpha = 0.05$. These results indicate that the model fits the data well and that there is a significant linear relationship between the independent and dependent variables. The fulfillment of all three assumptions confirms the validity of the regression model for use in a comprehensive analysis of the relationship between variables.

Based on the statistical test results, there is strong evidence of a significant effect of the independent variable on the dependent variable. The simple linear regression analysis shows that every increase in the independent variable (X) leads to a measurable change in the dependent variable (Y), with a high correlation strength between them. This statistical finding is reinforced by the calculated t-value (t-count) that greatly exceeds the t-table value and by the significance level being below the 5% threshold, comprehensively confirming a causal relationship between the two variables. The regression model used has proven effective in explaining and predicting the dynamics of the relationship between the independent and dependent variables, providing reliable insights for further analytical purposes.

B. Discussion

Shopee has successfully established itself as one of the leading e-commerce platforms through innovative marketing strategies and features consistently designed to drive consumer purchasing decisions (Afiana, 2024). Shopee offers a wide variety of products, ranging from daily necessities, electronics, clothing, to beauty products, with a user-friendly interface and multiple features that facilitate users' shopping experiences. The platform enables consumers to search for products, compare prices, and easily read reviews from previous buyers. Shopee's flash sale and discount programs have also become a major attraction for consumers, particularly among millennials (Adisti, 2024). The Flash Sale program implemented by Shopee serves as a sales strategy by offering substantial discounts within a limited time frame to encourage consumer purchasing decisions. The platform also provides incentives such as free shipping or discounted delivery costs under certain conditions through a voucher system that can be applied during checkout.

To simplify transactions, Shopee introduced the ShopeePay digital payment service and a Cash on Delivery (COD) system, allowing accessibility for all segments of society, including those less familiar with digital transactions. The platform also integrates a Buy Now, Pay Later (BNPL) payment method that enables consumers to make purchases through deferred payment systems. This scheme allows users to buy more products via installment mechanisms, which has the potential to increase the total number of orders (Kumar, Salo, & Bezawada, 2024).

Innovations in digital commerce continue to evolve alongside advancements in information technology, marked by the emergence of live shopping features that allow direct interaction between

sellers and buyers. This feature has become increasingly popular on various Indonesian digital platforms such as Instagram and Shopee, serving as a means to enhance consumer engagement and boost sales conversions. Seller rating systems and buyer reviews are also essential components that provide transparency and build trust throughout the online transaction process.

Consumer readiness to purchase products based on their evaluation of the items reflects the concept of purchase intention, which serves as a fundamental aspect in understanding consumer behavior within marketing studies. Purchase intention can be defined as the motivation or interest that stimulates an individual to make a decision to buy a product or use a particular service (Angkasa et al., 2024). Understanding consumer behavior and the decision-making process can be explored through the theoretical framework of purchase intention, which forms an essential foundation in consumer behavior studies.

The study revealed a significant relationship between the use of the Shopee application and the purchase intention of IAI An-Nadwah Kuala Tungkal students. The more intensively students use the application, the stronger their intention to make purchases. These findings reinforce the understanding of consumer behavior in the digital era, where accessibility, product variety, and promotional strategies play vital roles in shaping purchase intention—especially among younger generations who are highly familiar with technology. The Shopee application has been proven to be one of the key factors significantly influencing students' preferences and purchasing decisions in the context of online shopping.

The factors influencing students' purchase intention through the Shopee application encompass several key aspects of the digital user experience. Ease of navigation and user-friendly design, supported by engaging features such as flash sales, free shipping, and discount vouchers, significantly enhance the platform's attractiveness. User reviews and trust levels toward e-commerce platforms further strengthen purchase decisions. The study shows that students who perceive benefits and convenience in using the Shopee application are more likely to engage in transactions, with comfort and functionality being the primary drivers of their purchase intention in the online shopping environment (Wistedt, 2024).

Promotional strategies used by e-commerce platforms, such as flash sales and free shipping, have a significant impact on shaping consumer behavior. Flash sales create psychological pressure that encourages spontaneous purchases, while free shipping promotions act as differentiating factors that influence consumers' final considerations and decisions in online transactions (Rabbani, Hermawan, Utomo, Gunawan, & Wijaya, 2023). Discounts and vouchers are effective strategies in influencing students' consumption patterns. Price reductions can trigger impulsive buying behavior, motivating consumers to make more transactions. User reviews serve as crucial references in decision-making, where positive testimonials can increase trust in both products and the platform, while negative reviews may reduce consumers' purchase intentions in the context of e-commerce (Hasta, 2024).

Trust is a fundamental element in the dynamics of online transactions, particularly on e-commerce platforms such as Shopee. The platform's reputation, transaction security systems, and positive user experiences play a significant role in building consumers' positive perceptions. The higher the level of trust consumers have in a platform, the greater the likelihood of an increase in their purchase intention when engaging in digital transactions (Priambodo, 2023).

4. CONCLUSION AND RECOMMENDATIONS

Conclusion

The research reveals a significant influence of Shopee application usage on students' purchase intention, supported by a comprehensive series of statistical tests. The linear regression analysis demonstrates a positive relationship between the independent variable and purchase intention, taking into account various factors such as application usability, promotional strategies, discounts, user reviews, and the level of trust in the e-commerce platform. These findings reinforce the understanding of digital consumer behavior, particularly among younger generations, where ease of access and the perceived benefits of technology play a crucial role in driving online purchasing decisions.

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