

## The Effect of Ease of Use, Information Quality, and Service Quality on Purchase Decisions at Shopee Marketplace

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### Abstract

This study aims to determine the influence of ease of use, information quality, and service quality on purchasing decisions at Shopee marketplace. This research is a quantitative one using non-probability sampling method completed by a purposive sampling technique. The number of samples used in this research are 100 respondents aged of over 18 years old and live in the Special Region of Yogyakarta and had made a purchase transaction at Shopee marketplace. The analytical method used is logistic regression analysis. The results of the study show that ease of use and service quality have positive and significant effects on purchasing decisions at Shopee marketplace, while information quality has no effect on purchasing decisions on the Shopee marketplace.

**Keywords:** ease of use, information quality, service quality, purchase decision

### INTRODUCTION

Technology and information in Indonesia, especially the internet, are experiencing increasingly rapid developments. The Internet is a medium of communication as well as a medium of shopping. The development of technology and information is certainly very influential on people's behavior. People will tend to do activities in a virtual world such as shopping online more commonly known as online shopping. As a result of this online shopping trend, marketplace developments have begun to emerge in Indonesia.

A *marketplace* is an application or website that facilitates buying and selling online from various sources. Shopee became the top online shopping platform in Indonesia in 2021 in terms of the total number of app downloads and total monthly active users. iPrice research reported that in 2021 Shopee had an average visit of 961.51 million visits. *Iprice* data for the first quarter of 2022 states that Shopee is still prominent in the Southeast Asian e-commerce market. Shopee became the most visited e-commerce site in 5 out of 6 Southeast Asian countries. Shopee ranks second in the highest number of website visitors in Indonesia.

Purchasing decision is the stage of evaluation from consumers of a preference or choice so as to form the intention to buy goods/services (Kotler, 2018). Before deciding to make an online purchase, consumers will have various considerations, including convenience, quality of information, and quality of service (Azmi & Sudaryana, 2021). The easier the site to be used, the higher the purchase decision will be made (Ilmiyah & Krishernawan, 2020). The quality of complete information is very important in making online purchases (Vienna et al.,

2019). Shopee is one of the successful marketplaces as evidenced by the level of service quality provided (Arifin et al., 2021).

According to Davis (1989), ease of use is the degree to which a person believes that using technology is easy and does not require effort from the wearer (Aisah & Heriyanto, 2021). Buyers can order the desired product without being hindered by time because the ordering process can be done anytime, anywhere without having to come to the store so they don't waste time and energy buying the desired item (Solihin & Zuhdi, 2021). Ease of use has a positive and significant effect on purchasing decisions (Sukmawati & Setiawati, 2021). However, in other studies, ease of use has no effect on purchasing decisions (Mita et al., 2021).

One of the keys to purchasing decisions is often obtained from the quality of information. Information quality is an information product with characteristics, attributes, or qualities that make information more meaningful (Wijoyo et al., 2021). One of the weaknesses of the marketplace is that the buyer cannot meet face to face with the seller so consumers need more consideration in finding information on the product to be purchased (Sopiyan & Kusmayadi, 2022). Previous research stated that the quality of information has no significant effect on purchasing decisions (Salsabiila et al., 2018). Whereas in other studies the quality of information has a positive and significant effect on purchasing decisions (Adhawiyah & Yuniati, 2018).

Service quality is a measure of how well the level of service provided is able to match customer expectations (Tjiptono, 2019). The quality of electronic services can be measured through services provided by e-commerce companies through websites or Internet media (Andriani, 2021). Service quality has a positive and significant effect on purchasing decisions (Rozi & Khuzaini, 2021). Meanwhile, other research stated service quality has no significant effect on purchasing decisions (Ramadani, 2019).

Based on the research findings described above, the researchers are interested in conducting research on "The Influence of Ease of Use, Information Quality, and Service Quality on Purchase Decisions on the Shopee Marketplace".

## LITERATURE REVIEW

### *Technology Acceptance Model/ TAM*

Developed by Davis (1989) it is based on two previous theories, namely TRA and TPB, TAM is the most popular research model to assume the usefulness and individual acceptance of the development of information technology and systems (Witami & Suartana, 2019). China, was caused by a novel betacoronavirus, the 2019 novel coronavirus (2019-nCoV). This theory has two main variables that influence individual acceptance of developments in technology and information systems, namely perceived usefulness and perceived ease of use.

### **Ease of Use**

According to Jogiyanto, ease of use is a measure where a person believes that technology can be clearly used and does not require much effort, that are must be easy to use and easy to operate (Rismalia & Sugiyanto, 2022). According to Davis (1989), ease of use is the degree to which a person believes that using technology is easy and does not require effort from the wearer (Aisah & Heriyanto, 2021).

**Information Quality**

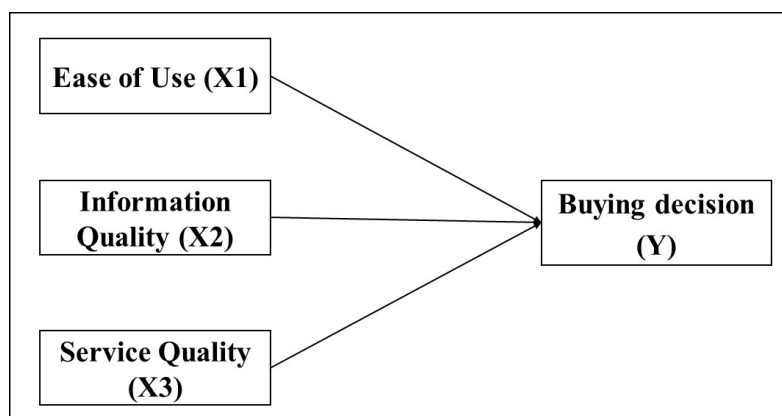
Information quality is a product of information that has characteristics, attributes or qualities that make information more meaningful (Wijoyo et al., 2021). Information quality is consumers' perceptions of the quality of the information they receive about products or services (Ismawati, 2020).

**Service quality**

According to Tjiptono (2019) service quality is a measure of how excellent the level of service provided matching to customer expectations (Kuntopati, 2022). Service quality is the perception of consumers about how excellent the level of service is provided and is able to realize the expectations of consumers (Maramis et al., 2022).

**Buying decision**

Purchasing decisions are the best choice made by consumers in making decisions to purchase goods or services (Tuwaider et al., 2022). Purchasing decisions are stages of consumer evaluation of a preference or choice so as to form an intention to buy goods/services (Kotler, 2018).

**Research Framework****Research Hypothesis****The relationship between ease of use and purchase decision**

The thing that becomes a consideration for online buyers to buy goods at online shops is the ease of use of the application (Nasution et al., 2020). This factor is related to how online transactions operate. The better the level of ease of use on a social networking site, the higher consumer purchasing decisions will be (Romla & Ratnawati, 2018). This was proven in previous research conducted by (Sukmawati & Setiawati, 2021) and (Nasution et al., 2020) that ease of use has a positive and significant effect on purchasing decisions.

Based on sources from previous studies as described, it can be concluded that the first hypothesis is:

H<sub>1</sub>: Ease of use has a positive and significant effect on purchasing decisions at Shopee marketplace.

### **The relationship between information quality and purchasing decisions**

An information can be useful for the wearer or even may not be useful at all. It depends on the quality of the information provided, information will be useful if it has a good quality (Rahmizal & Yuvendri, 2020). To meet the needs and desires of a product, consumers need the right information. The information provided should be useful and relevant in predicting the quality and usability of products and services (Romla & Ratnawati, 2018). The higher the quality of the information presented, the greater the incentive for buyers to make online transactions (Zharfaningrum et al., 2020). This was proven in previous research conducted by (Adhawiyah & Yuniati, 2018) and (Rahmizal & Yuvendri, ..)

Based on sources from previous studies as described, it can be concluded that the second hypothesis is:

H<sub>2</sub>: Information quality has a positive and significant effect on purchasing decisions at Shopee marketplace.

### **The relationship between service quality and purchasing decisions**

The quality of electronic services can be measured by services provided by e-commerce companies through websites or internet media (Andriani, 2021). Therefore, good service quality is needed for the success of a company in achieving business excellence (Putri & Wibowo, 2022). Service quality has a close relationship with purchasing decisions as one of the factors that forms the basis for using or buying a product (Budiono, 2020). This was proven in previous research conducted by (Rozi & Khuzaini, 2021) and (Fahrevi & Satrio, 2018) that service quality has a significant and positive effect on purchasing decisions.

Based on sources from previous studies as described, it can be concluded that the third hypothesis is:

H<sub>3</sub>: Service quality has a positive and significant effect on purchasing decisions at Shopee marketplace.

## **RESEARCH METHODS**

### ***Conceptual and Operational Definitions***

#### **Ease of Use**

According to Davis (1989) ease of use is the degree to which a person believes that using technology is easy and does not require effort from the wearer (Aisah & Heriyanto, 2021). Davis (1989) stated that there are several indicators to measure ease of use (Aisah & Heriyanto, 2021), namely: 1. Easy to learn, 2. Easy to control (controllable), 3. Clear and easy to understand (clear and understandable), 4. Flexible, 5. Easy to become proficient (ease to become skilled), and 6. Easy to use.

#### **Information Quality**

Information quality is a product of information that has characteristics, attributes or qualities that make information more meaningful (Wijoyo et al., 2021). Information quality indicators depend on four things (Wijoyo et al., 2021), that are: 1. Accurate, 2. On time, 3. Relevant, and 4. Complete.

### **Service quality**

According to Tjiptono (2019) service quality is a measure of how excellent the level of service provided is able to match customer expectations. There are five main indicators of service quality (Kuntopati, 2022), namely: 1. Tangibles, 2. Reliability, 3. Responsiveness, 4. Assurance, and 5. Empathy

### **Buying decision**

Purchasing decision is the stage of consumer evaluation of a preference or choice so as to form an intention to buy goods/services (Kotler, 2018). Indicators in purchasing decisions are buying and not buying.

### **Types of research**

This research uses quantitative research methods. According to Sugiyono (2018) quantitative research is a research method based on the philosophy of positivism, used to examine certain populations and samples, collecting data using research instruments, data analysis is quantitative or statistical, and with the aim of testing established hypotheses.

### **Population and Sample**

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by research to be studied and conclusions drawn (Sugiyono, 2018). The population of this study is all Shopee application users in the Special Region of Yogyakarta.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018). The sampling technique in this study is using Non Probability Sampling with Purposive Sampling. The criteria determined in this study are: Shopee users (who have made a purchase transaction), aged over 18 years, lived in the Special Region of Yogyakarta.

The number of samples in this study used Hair's method (Hair et al., 2010), namely the ideal and representative size of respondents depends on the number of all indicators in the variable multiplied by 5 to 10 (Salsabila et al., 2021). In this study, there are 17 indicators. Then the number of samples is the number of indicators multiplied by 5 or as much as  $17 \times 5 = 85$  samples rounded up to 100 respondents. This number is considered sufficient to represent the population to be studied because it meets the minimum sample limit.

### **Method of collecting data**

Data collection techniques are carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2018).

The scale used in this study is the Likert/interval scale for variable X (ease of use, quality of information, and quality of service). While the Y variable (purchase decision) uses a nominal/binary scale.

## **RESULTS AND DISCUSSION**

### ***Characteristics of Respondents***

The characteristics of respondents based on gender were dominated by women with a total of 71 respondents or 71%. The largest number of respondents live in Yogyakarta, amounting to 33 respondents or 33%. Respondents aged 18 to 25 years dominated the sample of this study

with a total of 82 respondents or 82%. The majority of respondents is students as many as 64 respondents or 64%.

### **Validity test**

Based on the results of the validity test, it shows that all question items for each variable: of ease of use, information quality, and service quality have  $r$  counts that are greater than  $r$  tables (0.1966) so that it can be concluded that the questions on the three variables are valid or feasible to be used as instruments study.

### **Reliability Test**

Based on the results of the reliability test, it shows that all variables in this study consisting of ease of use, information quality, and service quality have Cronbach's  $\alpha > 0.60$  so it can be concluded that all variables are declared reliable or suitable for use as research instruments.

### **Assessing the Overall Model (Overall Model Fit)**

Based on the results of the overall model fit test, it shows that the value of -2LL has decreased (the initial -2LL is greater than the final -2LL). The initial -2 log likelihood (-2LL) value (block number = 0) is 91.177 and the final -2 log likelihood (-2LL) value (block number = 1) is 24.211 so it can be concluded that  $H_0$  can be accepted and the hypothesized model fits the data.

### **Model Feasibility Test (Goodness of Fit Test)**

Based on the results of the Hosmer and Lemeshow Test, it shows that the chi-square value is 3.589 with a significance probability value of 0.892. Therefore, it can be concluded that the significance probability value is  $> 0.05$  so that  $H_0$  is accepted and the model is in accordance with the observed value, meaning that the Goodness of Fit Test can predict the observed value.

### **Determination Coefficient Test (Nagelkerke R Square)**

Based on the test results, the Nagelkerke R Square value is 0.816 so it can be concluded that the ability of the variable ease of use, quality of information, and quality of service in explaining the dependent variable (purchasing decision) is 0.816 or 81.6% while the remaining 18.4% is explained by other factors outside the research variables



**Logistic Regression Equation**

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
	Ease Of Use	0.311	0.104	8.964	1	0.003	1.364
	Information Quality	0.072	0.173	0.171	1	0.679	1.074
	Service Quality	0.355	0.155	5.275	1	0.022	1.427
	Constant	-44.452	12.861	11.947	1	0.001	0
a. Variable(s) entered on step 1: Ease of Use, Information Quality, Service							

The logistic regression equation in this study is as follows:

$$Y = -44,452 + 0,311X_1 + 0,072X_2 + 0,355X_3 + e$$

Based on the logistic regression equation above, it can be concluded:

- 1) The constant value ( $\beta_0$ ) is -44,452, meaning that if ease of use, information quality, and service quality have a fixed (constant) value, then the consumer's purchase decision is negative by -44,452.
- 2) Ease of use has a positive regression coefficient ( $\beta_1$ ) of 0.311, meaning that if the value of ease of use increases by 1, then consumer purchasing decisions will increase by 0.311.
- 3) Information quality has a positive regression coefficient ( $\beta_2$ ) of 0.072, meaning that if the value of information quality increases by 1, then consumer purchasing decisions increase by 0.072.
- 4) Service quality has a positive regression coefficient ( $\beta_3$ ) of 0.355, meaning that if the value of service quality increases by 1, then consumer purchasing decisions increase by 0.355.

**Wald test**

Based on the results of the Wald test it can be concluded that:

- 1) Ease of use has a significance value of  $0.003 < 0.05$ , it can be concluded that H1 is accepted, this indicates that ease of use has a positive and significant effect on purchasing decisions at Shopee marketplace. The coefficient B on the ease of use variable is positive (+) indicating that users who feel the ease of use of the application have a tendency to make purchases on the Shopee marketplace. The ease of use variable has an odds ratio value of 1.364, which means that the more users feel the ease of using the Shopee application, the greater the tendency to make purchases by 1.364 times higher than users who do not experience the convenience of the Shopee application.
- 2) Information quality has a significance value of  $0.679 > 0.05$  so it can be concluded that H2 is rejected, this indicates that information quality has no effect on purchasing decisions at Shopee marketplace. The quality of information has no effect on a consumer's purchasing decision.
- 3) Service quality has a significance value of  $0.022 < 0.05$  so it can be concluded that H3 is accepted, this indicates that service quality has a positive and significant effect on purchasing decisions at Shopee marketplace. The coefficient B on the service quality variable is positive (+) indicating that users who feel the service quality of the application have a tendency to make purchases on the Shopee marketplace. Service quality has an odds ratio value of 1.427 which means that the more users experience the quality of the Shopee

application service, the greater the tendency to make purchases 1.427 times higher than users who do not experience the quality of the Shopee application service.

## ***Discussion***

### **Effect of ease of use on purchasing decisions**

Based on the test results, it can be concluded that H1 is accepted because ease of use has a positive and significant effect on purchasing decisions at Shopee marketplace. Purchasing decision is a consumer purchasing decision-making process that combines knowledge to choose two or more available product alternatives influenced by several factors, including quality, price, location, promotion, convenience, service and others (Irwansyah et al., 2021). The ease referred to in this study is seen from the ease of learning, the ease of controlling uses, the clarity of the application so that it is easy to understand, the use of flexible applications, the ease of becoming proficient, and the ease of use.

The results of this study support the research of Sukmawati & Setiawati (2021) and Salsabila et al., (2021) because it has the result that ease of use has a positive and significant effect on purchasing decisions. However, the results of this study are inversely proportional to research Mita et al., (2021) and Yuliawan et al., (2018) because in this study ease of use does not affect purchasing decisions.

### **The influence of the quality of information on purchasing decisions**

Based on the test results, it can be concluded that H2 is rejected because the quality of the information has no effect on purchasing decisions at Shopee marketplace. The quality of the information in question is seen from the accuracy of the information, timeliness, completeness, and relevance. The quality of Shopee's information has been able to make consumers feel the benefits of the quality of the information provided. However, respondents felt that the value of the benefits that were received was still lacking, so respondents also felt that the quality of this information could not influence purchasing decisions on the Shopee marketplace (Subagyo et al., 2019). The results of the research do not match with Firmansyah (2018) that all information that consumers have about products and services, as well as other knowledge related to these products and services will influence purchasing decisions.

The results of this study support the research conducted by Salsabiila et al., (2018), (Pradwita et al., 2020), and (Alhasanah et al., 2014) that the quality of information has no effect on purchasing decisions. However, the results of this study are inversely proportional to research by Adhawiyah & Yuniati (2018) promotion, trust and quality of information on purchasing decisions through the Shopee application (Study on STIESIA Surabaya Students as well as Rahmizal & Yuvendri (2020) because the quality of information has a positive and significant effect on purchasing decisions.

### **Effect of service quality on purchasing decisions**

Based on the results of the H3 test, it is accepted because service quality has a positive and significant effect on purchasing decisions at Shopee marketplace. Service quality is seen from physical evidence, reliability, responsiveness, assurance and empathy. Consumer perceptions of company services are good or not depending on the suitability and desire of the service obtained by the consumers themselves (Andriani, 2021). If the service received is in accordance with consumer expectations, then service quality is perceived as good so that it influences purchasing decisions (Chandra et al., 2020).



The results of this study support the research of Rozi & Khuzaini (2021) and Pasi & Sudaryanto (2021) because they have the result that service has a positive and significant effect on purchasing decisions. However, the results of this study are inversely proportional to the research of Ramadani (2019) and Ekasari & Putri (2021) because in these studies service quality has no effect on purchasing decisions.

## CONCLUSION

1. Ease of use has a positive and significant effect on purchasing decisions at Shopee marketplace.
2. Information quality has no effect on purchasing decisions at Shopee marketplace.
3. Service quality has a positive and significant effect on purchasing decisions at Shopee marketplace.

## LIMITATIONS AND RECOMMENDATIONS

### For Shopee Companies

The Shopee marketplace needs to maintain and improve the ease of use of the application and the quality of service provided to users. This is based on research results which show that these variables influence purchasing decisions. On the other hand, the Shopee marketplace needs to improve the information provided to users by completing the quality and detail of the information on the web or application.

### For Further Researchers

This study has shortcomings and limitations that need to be corrected in further research. Therefore, suggestions for further researchers to be able to develop this research by adding other variables in the study, such as security, trust, perceived risk so that it is expected to obtain more perfect results.

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