

PURCHASE INTENTION OF SHOPEE APPLICATION CONSUMERS: THE ROLE OF INNOVATIVENESS, PERCEIVED EASE OF USE, SOCIAL MEDIA MARKETING MEDIATED BY SATISFACTION

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Abstract. In purchasing, consumers want to find convenience and practical purchasing, so service providers must be more innovative and able to provide marketing services needed by today's consumers. the purpose of this study is to provide insight for online shopping service providers, especially the Shopee application, on factors that influence their consumer purchase intention, such as innovativeness, perceived ease of use and social media marketing which is mediated by customer satisfaction. A total of 200 participants were involved in this study. The participants were purposively selected based on accidental random sampling who use Shoppe application. Partial Least Squares (PLS) 4 was used to process the data. Seven different hypotheses were raised in this research. The research findings show that innovativeness, perceived ease of use and social media marketing have significant effect on customer satisfaction and only social media marketing have no significant effect on purchase intention. These results help shoppe applications to extend their social media marketing, and also continuously innovate so that consumers find it easy to use.

Keywords: Customer Satisfaction, Innovativeness, Perceived Ease of Use, Purchase Intention, Social Media Marketing.

1. INTRODUCTION

Innovation on the part of the consumer is something that can trigger the consumer to take an action to make a purchase (Shams et al, 2018, Bellingkrodt & Wallenburg, 2014). In today's modern era, e-commerce is the choice of consumers in shopping because its innovation offers convenience and ease of shopping (Mohamed & Wee, 2020). Online shopping has made buying and selling much easier, thereby fostering growth opportunities for businesses and allowing full-service package offerings to the customer (Farantika et al, 2022).

Brand	TBI	Rank
Shopee.co.id	45.80%	TOP
Lazada.co.id	15.10%	TOP
Tokopedia.com	11.30%	TOP
Blibli.com	10.60%	
Bukalapak.com	4.70%	

Sumber: Top Brand Award (www.topbrand-award.com)

Figure 1. Top Brand Index for Online Shopping

Based on Figure 1, explaining recent Top Brand Index in 2024 (www.topbrand-award.com), Shopee, Lazada, Tokopedia, Bukalapak, and Blibli are the top five e-commerce platforms in Indonesia. each competing to capture a significant share of the market. Shopee, in particular, has become a leading platform in Southeast Asia and enjoys strong adoption in cities like Samarinda.

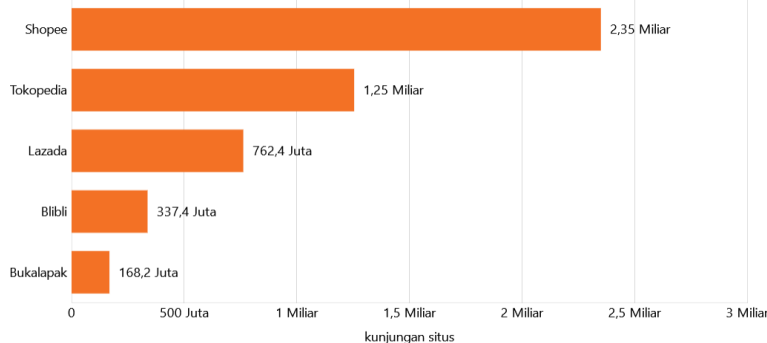


Figure 2. Number of Visitors to Indonesian Online Shopping Sites 2023

Based on Figure 2, it can be seen that the Shopee shopping application is ranked first as an online shopping application in Indonesia with the highest number of site visits in 2023 (databoks.katadata.co.id). With its convenience, variety, and competitive pricing, Shopee has managed to attract a wide range of consumers across different demographics (Khairul, 2021). However, as competition in the e-commerce sector continues to intensify, it is crucial for platforms like Shopee to understand the factors that influence consumer purchase intentions to maintain their market position. This study aims to examine the impact of three main factors whis is Innovativeness, Perceived Ease of Use, and Social Media Marketing on Purchase Intention, with Satisfaction serving as a mediating variable, specifically among online shopping users in Samarinda.

Innovativeness reflects the tendency of consumers to seek out new products and adopt innovative shopping methods, which is essential in the rapidly evolving online shopping landscape (Reyvina & Tunjungsari, 2021). Perceived Ease of Use measures how user-friendly and accessible Shopee's platform is perceived to be, which significantly enhances the shopping experience (Auwabina et al, 2023). Meanwhile, Social Media Marketing has become a key tool for Shopee and other platforms, utilizing channels like Instagram and Facebook to engage customers, foster brand loyalty, and influence purchasing behavior (Aryanti dan Sahal, 2023). By exploring these relationships, this study seeks to provide insights into how Shopee can effectively leverage these factors to increase customer satisfaction and, in turn, boost purchase intention (Maharsi et al, 2021). Several previous studies have agreed that Innovativeness has a significant influence on Customer Satisfaction and Purchase Intention (Shah et al, 2022; Yildirim et al, 2021; Salem et al, 2019; Hasiah et al, 2020; Chiu & Cho 2018; Bellingkrodt & Wallenburg 2014). Furthermore, research (Auwabina et al, 2023; Asmarina et al, 2022; Isma et al, 2021; Rahmiati dan Yuannita, 2019; Karinda &

Dwiridotjahjono 2024; Novira, 2024; Olivia & Marchyta, 2022; Suryatenggara & Dahlan, 2022) states that Perceived Ease of use is a factor that can trigger Customer Satisfaction and Purchase Intention. However, in research conducted by (Kenyta, 2022) and (Marsud et al, 2024) states that Perceived Ease of Use does not have a significant relationship with Customer Satisfaction and Purchase Intention. In addition, research conducted by (Hijratunnisa et al, 2023; Aryanti dan Sahal, 2023; Almohaimmeed, 2019; Daya et al, 2022; Suharto et al, 2022; Wahyudi & Parahiyanti, 2021; Yang et al, 2020) states that Social Media Marketing has a significant relationship with Customer Satisfaction and Purchase Intention. This research is particularly relevant for online

shopping platforms targeting emerging markets, as it highlights the strategies that can be employed to strengthen connections with consumers and adapt to changing consumer behaviors.

2. LITERATURE REVIEW

2.1 Innovativeness

innovativeness refers to the tendency of consumers to seek out and embrace new products and experiences. It significantly influences purchase intentions as innovative consumers are more likely to explore new offerings in the market. Research shows that consumer innovativeness positively impacts purchase intentions through mechanisms such as perceived value and learning processes (Suryawan, 2024). This study indicates that innovative consumers utilize various channels, including social media, to gather information about new products, enhancing their likelihood of making purchases (Al-Jundi et al., 2019).

2.2 Perceived Ease Of Use

Perceived ease of use is defined as the degree to which a consumer believes that using a particular system or product will be free from effort. This concept is crucial in online shopping contexts; when consumers find a platform easy to navigate, their intention to make purchases increases significantly (Ho & Wu, 2011). The ease with which consumers can access information and complete transactions directly influences their satisfaction and subsequent purchase intentions (Hamid et al., 2016) (Reyvina & Tunjungsari, 2022)

2.3 Social Media Marketing

Social media marketing plays a significant role in shaping consumer perceptions and purchase intentions. Effective social media strategies enhance brand engagement and influence consumer behavior through electronic word-of-mouth and brand image (Truong, 2014) (Reyvina & Tunjungsari, 2022). Consumers who interact with brands on social platforms are more likely to develop favorable attitudes toward those brands, which translates into higher purchase intentions (Shah et al., 2022).

2.4 Satisfaction

Satisfaction in online shopping contexts refers to the extent to which consumers' expectations are met or exceeded during their shopping experience. High levels of satisfaction are closely linked to increased purchase intentions; satisfied customers are more likely to return for future purchases (Oliver, 1999). Factors such as product quality and customer service significantly contribute to overall satisfaction levels among online shoppers (Tafadzwa & Olawale, 2011).

2.5 Purchase Intention

According to Kotler and Keller (2016: 198) "purchase intention is a form of behavior from consumers who wish to buy or choose products based on experience, its use and desire in a product". The customer's intention in analyzing a product brand goes through six processes, namely awareness of the desired product, knowledge of the brand, interests, preferences, trust, and buying Purchase intention is a significant factor for predicting consumer behaviour (Fishbein and Ajzen, 1975). Also, purchase it can measure the possibility of consumers' purchases. The level of consumers' willingness to buy products directly depends on their purchase intention (Schiffman and Kanuk, 2000).

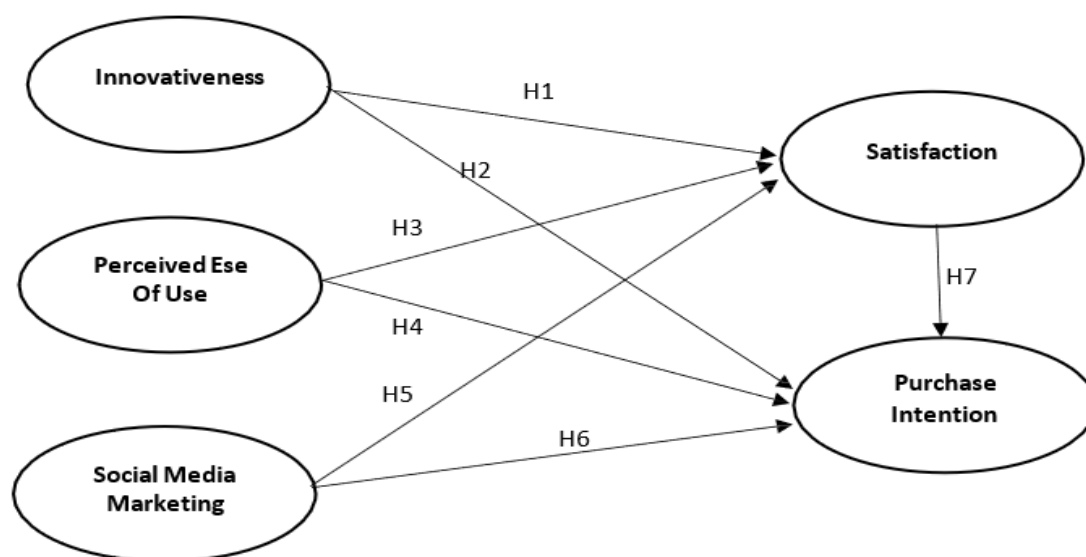


Figure 3. Conceptual Models

2.6 Hypothesis

- H1: Innovativeness has significant impact on Satisfaction
- H2: Innovativeness has significant impact on Purchase Intention
- H3: Perceived Ease of Use has significant impact on Satisfaction
- H4: Perceived Ease of Use has significant impact on Purchase Intention
- H5: Social Media Marketing has significant impact on Satisfaction
- H6: Social Media Marketing has significant impact on Purchase Intention
- H7: Satisfaction has significant impact on Purchase Intention

3. RESEARCH METHODS

This research employs descriptive research with a quantitative approach. The population of this study consists of customers who have previously used Shopee for online shopping in Samarinda. The sample was determined using systematic random sampling, ensuring that respondents had recently purchased items using Shopee.

A purposive sampling strategy based on predefined criteria was employed in conjunction with a non-probability sampling method (Sugiyono, 2020). Samarinda residents who shopped using Shopee at least twice for thirty minutes or more met the requirements to participate in this research as respondents. The sample size was determined using the widely accepted ten-times rule method in PLS-SEM (Hair et al., 2011), resulting in a total of 200 respondents. The questionnaire provided five options for responses and used a Likert scale as the measurement tool.

Data verification was conducted by reviewing the survey responses based on individual customer data, as detailed in Table 1. The data collected was categorized as primary data obtained through a structured questionnaire survey. Convergent validity, discriminant validity, and reliability tests were performed to evaluate the measurement and structural models. A model is considered to have good convergent validity when the outer loading value exceeds 0.6 (Chin & Newsted, 1999), the average variance extracted (AVE) is greater than 0.5 (Hair et al., 2010), and the composite reliability is above 0.7 (Hair et al., 2011). Additionally, Cronbach's alpha must be greater than 0.7 (Bougie and Sekaran, 2019) for each variable, indicating reliability and appropriateness of the items for each construct.

Data analysis was conducted using structural equation modeling (SEM) with partial least squares (PLS) through the SmartPLS 3.0 software. SEM is particularly effective for simultaneously testing complex research models and analyzing latent variables that

cannot be directly measured (Hair et al., 2011). The main statistical test employed was the t-test, with a critical t-value > t-table (1.96) at a significance level of 0.05 (5%). Consequently, the proposed research hypotheses are considered supported if they meet these criteria.

4. RESULTS AND DISCUSSIONS

According to Table 1, the number of people who participated in this survey was 200, with the majority of respondents were Female (128 respondents or 63.80%), in terms of age, the majority of respondents were aged between 15-25 years (51% or 102 of respondents), with most of them are a Students (42.40% or 85 of respondents), most of them reside in Samarinda Kota (47 respondents or 23.30%).

Table 1. Profile of Respondents

Description	Answer	Total	Percentage
Gender	Male	72	36.20%
	Female	128	63.80%
Age	15 – 25	102	51.00%
	26 – 33	32	16.00%
	34 – 40	18	9.00%
	>40	48	24.00%
Job	Housewife	32	16.20%
	Private Sector Employee	42	21.00%
	Student	85	42.40%
	Civil Servant	19	9.50%
	Entrepreneur	22	11.00%
Region	Loa Janan Ilir	10	5.00%
	Palaran	31	15.70%
	Samarinda Ilir	11	5.50%
	Samarinda Kota	47	23.30%
	Samarinda Seberang	23	11.40%
	Samarinda Ulu	44	21.90%
	Samarinda Utara	20	10.00%
	Sambutan	4	2.10%
Sungai Kunjang	10	5.00%	

(Source: Data Kuesioner 2024)

Based on Table 2, the measurement of the convergent validity of this study was measured by looking at the value of the Average Variance Extracted (AVE) which will be valid if the value of each variable was greater than 0.50, conclusively, all variables have passed the test of convergent validity and discriminant validity. Reliability testing were done using Cronbach's alpha criteria. An instrument is considered reliable if the value of Cronbach's alpha has a minimum score of 0.6. Table 2 shows reliability test results of this study. Based on the results of the reliability test we can see that all indicators of each variable have a value of more than 0.8. This means that research data from the research variables in this study are valid and meet the requirements for the level of good reliability. Table 2 represents validity and reliability test results of this study.

Table 2. Validity and Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)

Innovativeness	0.848	0.858	0.897	0.686
Customer Satisfaction	0.918	0.920	0.942	0.803
Perceived Ease Of Use	0.927	0.933	0.948	0.821
Purchase Intention	0.928	0.931	0.949	0.823
Social Media Marketing	0.836	0.844	0.890	0.671

(Source: Data Analysis using SmartPLS version 4)

The next test will be inner and outer model test. The inner model test was done by calculating the coefficient of determination (R²). The value of the coefficient of determination is categorized into three categories, namely the value of R² (r-square) of 0.25 is indicated as weak, the value of R² (r-square) of 0.50 is indicated moderate and the value of R² (r-square) of 0.75 is indicated substantial. Table 3 shows coefficient of determination results

Table 3. The Results of Coefficient of Determination

Variable	R-square	R-square adjusted
Customer Satisfaction	0.677	0.672
Purchase Intention	0.732	0.727

(Source: Data Analysis using SmartPLS version 4)

Based on Table 3, the value of the R² analysis of Customer Satisfaction of 0.677. This means that 67.7% of Customer Satisfaction variable can be explained by innovativeness, perceived ease of use, social media marketing and the remaining 32.3% is explained by other variables outside this study. While the results of the R² analysis of purchase intention are 0.732. This means that 73.2% of the purchase intention variable can be explained by innovativeness, perceived ease of use, social media marketing and the remaining 26.8% is explained by other variables outside this study. We further done cross-validated redundancy test or Q² test. Q² test is only applied to the affected variable using a reflective measure. The value of Q² which is greater than 0 (zero) for the variable will have predictive relevance for the construct.

Table 4. Q² Analysis

Variable	Q ² predict
Customer Satisfaction	0.662
Purchase Intention	0.670

(Source: Data Analysis using SmartPLS version 4)

The results of the Q² shown on table 4 explain the value greater than 0 (zero) which indicates the observed values have been reconstructed properly. Where Customer Satisfaction has a value of 0.662 and Purchase intention has a value of 0.670. So, it can be concluded that all variables have predictive relevance.

The next test was inner model test which were done by testing hypotheses or p-values (bootstrapping). This test was aimed to test the hypotheses in this study and to find out the relationship between the variables contained in this study between one variable and another [4]. Each hypothesis will be tested to see the results of the analysis and its significant value. If the positive and significant value is <0.05 then it is declared proven or accepted, on the contrary if it is negative and not significant > 0.05 then the

hypothesis is rejected. In Table 5 and Table 6 we can see summary of hypotheses test and indirect effect results.

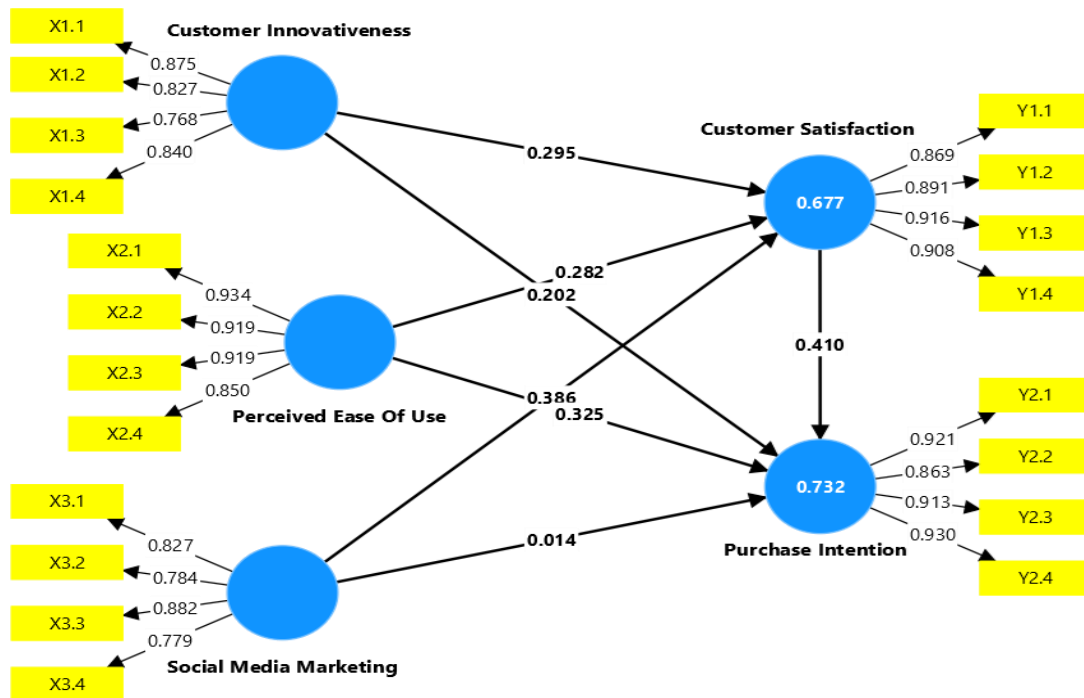


Figure 4.

Table 5. Hypothesis Test Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Innovativeness -> Customer Satisfaction	0.295	0.289	0.100	2.960	0.003	Supported
Innovativeness -> Purchase Intention	0.202	0.203	0.079	2.571	0.010	Supported
Perceived Ease Of Use -> Customer Satisfaction	0.282	0.287	0.095	2.964	0.003	Supported
Perceived Ease Of Use -> Purchase Intention	0.325	0.320	0.089	3.660	0.000	Supported
Social Media Marketing -> Customer Satisfaction	0.386	0.387	0.063	6.162	0.000	Supported
Social Media Marketing -> Purchase Intention	0.014	0.013	0.054	0.252	0.801	Not Supported
Customer Satisfaction -> Purchase Intention	0.410	0.413	0.090	4.543	0.000	Supported

(Source: Data Analysis using SmartPLS version 4)

Table 6. Results of Indirect Effect

Indirect Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Innovativeness -> Customer Satisfaction -> Purchase Intention	0.121	0.117	0.043	2.788	0.005	Supported

Perceived Ease Of Use	->						
Customer Sastisfaction	->	0.116	0.120	0.052	2.242	0.025	Supported
Purchase Intention							
Social Media Marketing							
-> Customer Sastisfaction		0.158	0.161	0.047	3.348	0.001	Supported
->Purchase Intention							

(Source: Data Analysis using SmartPLS version 4)

Hypothesis testing is carried out to determine the effect between the variables used in this study, namely the effect of Innovativeness, Perceived Ease of Use and Social Media Marketing on Purchase Intention through Customer Satisfaction. This study uses Smart PIs as a tool to test the first hypothesis to the seventh hypothesis. Hypothesis results are shown in table 5.

Innovativeness on Customer Satisfaction

Based on the results of Table 5 above, we can see on the first path that innovativeness has a t-statistic of 2.960 and p-values of 0.003. It can be interpreted that the t- statistics is more than 1.96 and the p-value is less than 5% or 0.05, so the first hypothesis is accepted. Therefore, Consumer innovativeness has significant influence on customer satisfaction of using Shopee. The results of this study are supported by (Bellingkrodt & Wallenburg, 2014; Chiu & Cho, 2014), which states that consumer innovativeness has a significant and positive effect on Customer Satisfaction. This means that if the consumer innovativeness is higher in Shopee consumer, the Customer Satisfaction will also be higher for using Shopee application. consumers when shopping they try to buy and consume new products or services offered and this is innovativeness (Salleh & Razak, 2021); Sonia & Blanca, 2012).

Customer Innovativeness on Purchase Intention

The second path shows that Consumer innovativeness has a t-statistics of 2.571 and p-value of 0.001. It can be interpreted that the t-statistics is more than 1.96 and the p-value is less than 5% or 0.05, so the second hypothesis is accepted. Therefore, Consumer Innovativeness as significant influence on Purchase Intention. This is because consumer purchase intention arises when there are new offers available on the Shopee application (Reyvina & Tunjung Sari, 2021). The results of this study are supported by (Shah et al, 2022; Yildirim et al, 2021; Salem et al, 2019) which states that Innovativeness has a significant and positive effect on Purchase Intention. This means that the Shopee application provides offers that are always up to date and the appearance of the application is updated so that it persuades consumers to buy products using the Shopee application.

Perceived Ease of Use on Customer Satisfaction

In the third path analysis, we can see that Perceived Ease of Use has a t-statistics of 2.964 and p-value of 0.003. It can be interpreted that the t-statistics is more than 1.96 and the p-value is less than 5% or 0.05, so the third hypothesis is accepted. Hence, we can conclude that Perceived Ease of Use has significant influence on Customer Satisfaction. In shopping, consumers look for the ease of use of an application, applications that present simple features will make consumers feel satisfied (Karinda & Dwiridotjahjono, 2024). The results of this study are supported by (Novira, 2024; Olivia Marchyta, 2022; Suryatenggara & Dahlan, 2022) which states that innovativeness has a significant and positive effect on perceived value. However, research conducted by (Kenyta, 2022) states that perceived ease of use does not have a significant effect on customer satisfaction, so this study refutes these findings.

Perceived Ease of Use on Purchase Intention

The fourth path shows that Perceived Ease of Use has a t-statistic of 3.660 and p-values of 0.000. It can be interpreted that the t-statistics is more than 1.96 and the p-value is less than 5% or 0.05, it means that the fourth hypothesis is accepted. Thus, Perceived Ease of Use has significant influence on Purchase Intention. The results of this study are supported by (Asmarina et al, 2022; Auwabina et al, 2023; Isma et al, 2021; Rahmiati & Yuannita, 2019) which states that Perceived Ease of Use has a significant and positive effect on Purchase Intention. That is, a consumer will be more interested in using the shopee application for shopping because of the ease of using the application, and in this study reject the findings of (Ismail et al, 2021) which state that Perceived Ease of Use has no significant effect on Purchase Intention.

Social Media Marketing on Customer Satisfaction

It can be seen at the fifth path that the Social Media Marketing variable has a t-statistics of 6.162 and p value of 0.000. It is interpreted that the t-statistics is more than 1.96 and the p-value is less than 5% or 0.05, so the fifth hypothesis is accepted. Thus Social Media Marketing has significant influence on Customer Satisfaction of using Shopee application. The results of this study are supported by (Daya et al, 2022; Suharto et al, 2022; Wahyudi & Parahiyanti, 2021; Yang et al, 2020) who stated that Social Media Marketing has significant and positive effect on Customer Satisfaction. It can be concluded that the Shopee application is able to provide good marketing information on products available in the Shopee application so that it can trigger consumer satisfaction.

Social Media Marketing on Purchase Intention

At the sixth path we can see that the Social Media Marketing variable has a t-statistics of 0.252 and a p-value of 0.801. It can be interpreted that the t-statistics is less than 1.96 and the p-value is more than 5% or 0.05, so the sixth hypothesis is rejected and Social Media Marketing has no significant influence on purchase intention of Shopee application. The results of this study are supported by (Yanti & Handayani, 2024; Mikhael & Susan, 2022) which state that Social Media Marketing has no significant effect on purchase intention. That is, although advertisements and information are available on the Shopee application, consumers rarely see advertisements and information available so that social media marketing is always ignored by consumers. However, this study rejects research conducted by (Hijratunnisa et al, 2023; Aryanti & Sahal 2023; Almohaimmeed, 2019) which stated that Social Media Marketing has a significant effect on Purchase Intention.

Customer Satisfaction on Purchase Intention

At the seventh path we can see that the Customer Satisfaction variable has a t-statistics of 4.543 and a p-value of 0.000. It can be interpreted that the t-statistics is more than 1.96 and the p-value is less than 5% or 0.05, so the seventh hypothesis is accepted and Social Media Marketing has significant influence on purchase intention of Shopee application. The results of this study are supported by (Karsiningsih & Rafsanjani, 2023; Kadop & Yansen, 2023; Juliana et al, 2020; Watanabe et al, 2019) which state that Customer Satisfaction has significant effect on purchase intention. That is, this means that consumers who are satisfied with the offer, ease and complete marketing information will trigger consumer intention to buy (Angela & Kesumahati, 2019).

Indirect Influence Testing

Based on the results of the indirect effect test which can be seen in Table 6 that Customer Satisfaction is able to mediate the influence between Customer

Innovativeness, Perceived Ease of Use and Social Media Marketing on Purchase Intention, meaning that consumers in using the Shopee shopping application who are looking for new products, ease of use and offers in marketing are able to increase consumer intention to take shopping actions after they feel satisfaction.

CONCLUSION AND SUGGESTION

The results in this study have also made a practical contribution online shopping application, especially Shopee in Samarinda related to several things based on the research results. It can be concluded that only sixth hypotheses in this study are accepted, where the influence of Social Media Marketing has no significant effect on Purchase Intention. The results of this study are expected to provide tangible benefits for consumers who want to buy new products. Consumers can solve various problems related to innovativeness, perceived ease of use and social media marketing towards purchase intention with customer satisfaction as mediation.

Based on the results of this study, it is hoped that companies can make further efforts on how to increase purchase intention, such as providing a simple application display, providing attractive offers, features that can be simplified, providing interesting advertising content and providing competitive shopping promos. Future research can also investigate different mediating variables or even include moderating variables that can help increase consumer purchase intention on online shopping applications such as Shopee. For example, switching costs that arise when consumers find online shopping applications that offer lower costs, such as shipping costs and others.

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