

# **THE DETERMINANT OF PUBLIC INTEREST USING ONLINE SHOPPING APPLICATION DURING COVID 19 PENDEMIC: CASE STUDY ON SHOPEE APPLICATION USAGE AMONG UNISHAMS STUDENTS AND STAFFS**

**Rahayati Ahmad<sup>1\*</sup>,**

**Sharifah Nur Atikah Syed Abdul Rahim<sup>2</sup>**

**Syahiza Arsad<sup>3</sup>**

**Faizatul Hasliyanti Ghazali<sup>4</sup>**

**Roslida Zalila Rusli<sup>5</sup>**

<sup>1,2,3,4,5</sup> Kuliyyah Muamalat & Sains Pengurusan, International Islamic University Sultan Abdul Halim Mu'adzam Shah, Kuala Ketil, Kedah.

Corresponding Author : rahayati@unishams.edu.my.

## **Abstract**

*Online shopping is not the latest thing in Malaysia right now. This online shopping became popular especially during the Covid 19 pandemic, where people start to accept this new norm of shopping using the online shopping application. Being at home and searching for products online are the easiest ways to purchase a product without occurs a lot of costs. There are many online shopping mediums that can be used to make purchases online, one of them is by using the Shopee application. This study will analyze 100 questionnaires established by the previous study with some modification to suit the public interest in the use of Shopee applications among International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS) students and staff. The data were analyzed using descriptive analysis and T-Test using IBM SPSS statistics software. Based on this case study it was found that online loyalty, Price Selection and Customer Services were the main factors that influence Shopee users used as a medium for online purchase application among International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS) students and staff.*

## **Introduction**

The COVID- 19 pandemic has caused consumer habits to change from offline consumerism to online consumerism. (Moon et al., 2021) knows Online Shopping. These changing trends of internet shopping and online food delivery services create a great impact on the distribution and service industries in the world nowadays since it is a form of electronic commerce that allows customers to purchase goods or services directly from a vendor over the internet using a web browser and an application which usually available 24 hours a day, and many customers around the world have access to the internet at work, at home, and even at everywhere (R. Pardede & Pandown, 2018). This new age of globalization, industrial rivalry is extremely strong in both domestic and foreign markets when the citizens of the industry are using internet expertise and selling electronically, known as e-commerce. E-commerce is a platform that assists the business transactions process between two parties in exchanging of goods, services and information (Indrajit, 2001). R. Pardede & Pandown (2018) claimed that one of the pioneer of e-commerce company in South East Asia and popular in Malaysia is Shopee. Shopee is an international e-commerce firm that first appeared in Singapore in early 2015. Shopee provide millions of product all around the world which can be easily found in the browse including health & beauty, electronics, fashion, home & living, baby & toys and more.

Based on the study by R. Pardede & Pandown (2018) Shopee manage to sustain in e-commerce market because perceived value and trust proved significantly influence on repurchase intention in Shopee Online Shop. Shopee introduced several selling and buying policies. The risk-free payment policies had increased the confidents among the online shopper when Shopee Guarantee to releases payment when there is confirming receipt of order. Shopee also have strong logistics support when they manage to track the orders from payment to delivery via up-to-date shipping information. The company also introduced app-exclusive offers and daily deals notifications that be made for the customers to purchase their lovable product in low price in daily promotion. This application also constantly has the customer personalized product recommendations from what products they browsed before. All the products can get the customer rating and reviews that we can use to survey which shop have the best sellers and services. Customers can get Shopee Coins with every purchase they made and the order tracking is 100% protection with Shopee Guarantee.

Based on the study by R. Pardede & Pandown (2018) study on 100 respondents in Indonesia confirm that the Indonesian online consumers have perceived value and trust on Shopee Online application. How about Malaysian online consumers especially among students and staff of International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS)? Are they having the same perceived value and trust on Shopee Online application? After the launch of several online shopping applications in Malaysia, every individual in Malaysia traps themselves in online shopping in addition to the matter can facilitate all their daily affairs. But the problem not many conducted in identifying the level and the factors that made the using this Shopee

application as a popular online shopping platform here also in International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS) students and staff especially during the Covid 19 pandemic.

Koch et al. (2020) claimed that Covid 19 pandemic had paralyzed economics and social business activities all around the world. The shutdown of most retail stores and services had caused the consumers looking for other alternatives to satisfy their consumption needs using online shopping through e-commerce. The existent of new digitalized e-commerce online shopping in Malaysia before the Covid 19 pandemic were not trendy like now. But Koch et al. (2020) study found that the consumer behaviour patterns during the Covid 19 pandemic in Vietnam change toward accepting online shopping when the retailers have put much effort into building, improving, and promoting their online stores to maintain a competitive edge among them. Previous research had verified the determinants of purchase intentions in the context of e-commerce in their country but how Malaysian consumers react towards online shopping especially Shopee online application. Therefore this study will identify the factors or main reason that makes International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS) students and staffs choose online shopping application. Whether they use this application because they want to follow the current trends or due to the entertainment and enjoyment experienced they found when engaging with the online application which shows great amount of product with extraordinary price range selection. Therefore, this paper will determine the level of Shopee online application usage among students and staff of International Islamic University Sultan Abdul Halim Mu'adzam Shah (UniSHAMS), and to investigate the main reasons that influence the users to use Shopee as their online shopping application during Covid 19 pandemic.

## **Literature review**

Pertaining to online shopping, several factors affect consumer preference and buying behavior. As aforesaid in the previous section, based on the relevant literature, there are six most relevant attributes vis-à-vis i) price selection criteria; ii) customer service; iii) system quality; iv) e-service quality; v) perceived value and vi) online loyalty.

### **Price Selection Criteria**

Price is one of the main determinant related to customer selection which carry the impact various factors such as quality of the product (Swani & Yoo, 2010), promotion technique (Tellis, 1986), distribution channel (Bryla, 2018) and others. In online shopping, customer tend to compare the price offered by the vendor and make their decision to purchase that product (Kim et. al, 2012). Boonyah (2020) found that the price selection remains one of the top three selection factors that influenced the respondents decision-making in Shopee online good or service

## **Customer Service**

Customer care is a core part of a company's value proposition and a key source of distinction and strategic advantage in nearly all sectors of businesses. Brohman. et. al (2009) stated that the ongoing growth of online shopping services application with strong and new information technology has inspired people to change their shopping behaviour. Kacmar & Borchgrevink (2003) claimed attitudes towards customer care and customer satisfaction define the relationship between the expectations and attitudes of service providers towards service-related duties and the perceptions of customer satisfaction with their service experience. The findings of his study indicate that the understanding of the quality of service in an organization is closely associated with the employees' capability to fulfil customers needs. Susskind, Blodgett, Wakefield & Barnes (1995) claimed that customer service strongly associated with customer satisfaction and they want to be treated with politeness and dignity. Real customer loyalty is an incredibly beneficial quality for an online service provider when the online customer refused to change to another online services provider.

## **System Quality**

McKinney, Yoon & Zahedi (2002) define quality of the system as perceived output of the website by consumers through the uptake and transmission of information. The consistency of the system is the accepted standard of the consumer satisfaction with the technological and practical performance of the website (Kim & Kwon, 2012). When shopping online, customers need to focus on the explanations and images given by the website to comprehend the items, they can place more emphasis on device assets such as ease of use, ease of navigation, response time, and download time (Dickinger & Stangl, 2013). Overby & Lee (2006) stated that shopping portals can have a consistent interface, consistently categorizing products and a range of choices can help shoppers locate sales with less clicks and less physical costs.

## **E-Service Quality**

Qalati et. al (2021) investigated on the understanding of how improvements in service quality in dealing with potential customers, website content and the reputation of the company. In a virtual company, there is no face-to-face interaction, and it is much more critical for a shopping website to provide customers with good facilities as a promise whilst the customer is browsing for details, making purchasing orders and waiting for their order to be shipped (Ahn, Ryu & Han, 2004). Internet service quality evolving on an E-SERVQUAL scale consisting of 7 dimensions, namely E-S-Qual (E-Core-Service Quality Scale) and E-RecS-Qual (E-Recovery-Service Quality Scale) (Parasuraman, Zeithaml & Malhotra, 2005). E-S-Qual includes all levels of user engagement with the website which is the degree to which it promotes reliable and profitable website shopping, ordering and delivery. E-RecS-Qual is an indicator of the efficiency of our online services following the agreed recovery process where a service has crashed. By giving high quality electronic services, company can gain competitive advantage and normally service quality greatly affects customer satisfaction.

### **Perceived Value**

Customer experiences complexities while obtaining a product or service through online. As the online market has no personal contact, the chances of cheating and forgery are high. The success of any online retailers depends on the trust of the customers. Butz & Goodstein (1996) linked perceived value to consumer orientation of the service suppliers which creation confidence in the relationship between the buyer and the seller on the basis of the buyer's faith that the seller will deliver a good or service that is able to reach or surpass the standards of the buyers on a regular basis. Thus Overby & Lee (2006) on the other hand, used Utilitarian value as an indicator variable to determine the perceived value. The Utilitarian value incorporates more cognitive dimensions of behaviors, such as economic value for money and comfort, and time savings measurement, such as internet shopping for consumers because of their convenience in locating and matching retailers, assessing the price/quality ratio. Therefore, Hedonic consumption are facets of customer behaviour that are related to aspects of multi-sensor, fantasy and emotional person with product awareness, including tastes, smells, scents, pictures, visual sensation quest, emotional excitement and fantasy (Hirschman & Holbrook, 1982).

### **Online Loyalty**

Loyalty is refer on a positive attitude toward a product or service which can be measure by the behaviroal of customer in repeat purchase the product. Consumer loyalty is characterized as a willingness to buy back a product or service in a continuous manner in the future, resulting in frequent purchases of a product or service with the same brand, even when there is an impact on the situational and marketing efforts that have the potential to trigger the action of switching to a product or service with another brand (Hur, Ko, & Valacich, 2013). Shang, Chen & Liao,(2006) stated that loyalty is divided in two which are the duty to repeat orders and the act of buying back. Loyalty is also a deep commitment to buy goods and services regularly from the same company in the future. Next, loyalty is not only a commitment, but an act of buying back. Anderson & Srinivasan (2003) on the other hand, described E-loyalty as a favorable attitude towards the company website of the client, which contributes to the conduct of the repurchase and to the repetition of visits, including behavioral and behavioral aspects. Thus, this study will investigate the factors that influence the users' loyalty to use Shopee as their online shopping application.

The theoretical framework for the research are as follow:

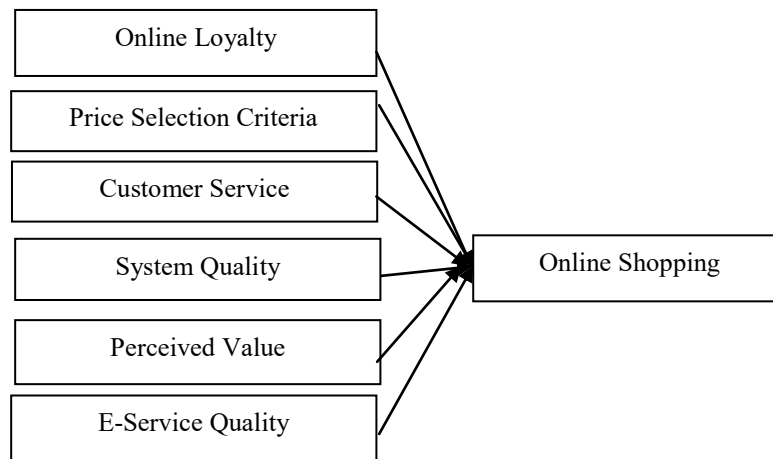


Figure 2.0 The theoretical framework

## METHODOLOGY

### Respondents

The study is conducted in UniSHAMS by taking 100 respondents using convenient random sampling method. The method choose was consistent with several studies on customer perception toward online shopping (Dixena & Engineering, 2018; Kanchan et al., 2015; Vaghela, 2014). Nevertheless, the present study finally managed to gather information from 73 respondents from a total 100 respondents. This study used Google Forms to perform an online questionnaire, which posed a challenge in getting a complete response from the 100 respondents.

### Measurement

The questionnaire was developed in this study consisted of three parts, namely personal details (5 items), knowledge (3 items) and experience using Shoppe application (17 items). The items for the questionnaire were adopted with some modification from several previous studies by Koch et al. (2020), Krizanova et al. (2019) and Pham et al. (2020). In addition, electronic media and books was also referred in developing the items in the questionnaire. Moreover, the respondents were given an option of five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) fort each item asked in the part 2 and part 3. The attributes of a questionnaire survey are described in the table below.

Attributes	Variable	Measurement/Symbol
Gender	1- Men 2- Woman	The gender of respondents.

Age	1- Under 18 2- 18-24 3- 25-34 4- 35-44 5- 45- 54 6- Above 54	The age of the respondents.
Races	1- Malay 2- Chinese 3- Indian 4- Others	The races of the respondents.
Status	1- Single 2- Married 3- Others	The status of the respondents.
Occupation	1- Student 2- Workers 3- Others	The occupation of the respondents.
Dependent Variable		
Online Loyalty	L1, L2, L3	The loyalty of the respondents using Shopee application.
Independent Variable		
Price Selection Criteria	P1, P2, P3	The preferences of price offered by sellers in Shopee application.
Customer Service	C1, C2, C3, C4, C5	Level of respondents' satisfaction in customer service provided by Shopee application.
E-Service System and Information Quality	E1, E2, E3, E4, E5	System and quality information are given for the usefulness of respondents' knowledge.
Perceived Value	V1, V2, V3, V4	Perceived value received by respondent using Shopee application.

Table 3.1 Attribute from The Questionnaire Survey

### **Data Analysis**

The collected data was analysed using SPSS whereby the descriptive analyses such as mean score, frequency, percentage and standard deviation were used to explain the profile of the respondents as well as each items in the questionnaire. Furthermore, this study also performs Reliability analysis to check the value of Cronbach alpha and an inferential analysis namely T-Test.

## **RESULT**

### **Frequencies Analysis On Personal Information and Details of the Respondents**

The research findings of this part presented the respondents personal data including gender, age, races, status and occupation. The statistical techniques used for data analysis were percentage ratio and frequency counting. The finding was presented in table as follow:

#### **Gender of The Respondents**

<b>Gender</b>		
<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	10	13.7
Female	63	86.3
Total	73	100

Table 4.0 Gender of the Respondents

Gender is one of the factors that causes the tendency of such a thing. This indicates either men or encounters are more likely to use the Shopee application. Based on the table 4.0 above, there are 73 respondents who have filled out the survey through Google form that has been distributed. For men, there are 10 respondents received which is 13.7% of the total respondents and women have 63 respondents received equivalent to 86.3%. This shows that women are more likely to use the Shopee application due to the convenience that makes not much energy wasted.

#### **Age of The Respondents**

<b>Age</b>		
<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<18	0	0
18 - 24	30	41.1
25 - 34	30	41.1
35 - 44	9	12.3
45 - 54	4	5.5
>54	0	0
Total	73	100

Table 4.1 Age of the Respondents

Age is an important factor in filling out a survey form. This is because, age determines a person to make a good purchasing decision according to the way an individual's maturity thinks. According to the data of the study, there are 73 respondents who have given answers and the frequency rate is as shown in the table. As can be seen Table 4.1 none of the respondents under the age of 18 for which is individuals under the age of 18 need to ask permission from parents to use the Shopee application to prevent unwanted things from happening. For respondents aged 18-24 years and 25-34 years, respectively, had a percentage rate of 41.1%. For the age of 35-44 years has a percentage rate of 12.3% and for the age of 45-54 years gets a percentage of 5.5%. As well as the age category of 55 years and above, no respond was found. This shows that this



age is easier to ask for help from their children who are more skilled to use the Shopee application to make online purchases.

#### **Races of The Respondents**

<b>Races</b>		
<b>Races</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Malay	70	95.9
Chinese	1	1.3
Indian	0	0
Others	2	2.7
Total	73	100

Table 4.2 Races of the Respondents

Race is also one of the data collected to fulfill this study. This question has 73 respondents and the frequency is shown as in the Table 4.2. There are 5 options available, namely the Malay, Chinese, Indian and other races. The multi-racial society in Malaysia makes this not to be taken lightly. According to table above, the respondents 95.9% are ethnic Malays, the Chinese have 1.3% and other races have 2.7%. For the Indians got no response. And it can be seen that the data indicates that the majority is ethnic Malay that using the Shopee application.

#### **Status of The Respondents**

<b>Status</b>		
<b>Status</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Single	43	58.9
Married	30	41.1
Others	0	0
Total	73	100

Table 4.3 Status of the Respondents

The status of the respondent is one of the personal details included in the data. The Table 4.3 shown that the single respondents has the highest percentage which is 58.9% with 43 responds compared to married respondents which have 41.1% with 30 responds. And no responds for others categories. Singles tend to more use in Shopee application a lot than married people. It is maybe married people is busy with their family life compared to single person that live alone without having a high commitment in important things besides their works.

#### **Occupation of the Respondents**

<b>Occupation</b>		
<b>Occupation</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Students	30	41.1
Workers	37	50.7
Others	6	8.2

Total	73	100
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Table 4.4 Occupation of the Respondents

Occupation is the most important factor for using the Shopee application. They need to have the financial resources to buy online in the Shopee application. As seen in the Table 4.4 shown, employees have the highest percentage of 50.7% with 37 respondents while, students in the second level with 41.1% collected 30 respondents who gave their answers in the Google form survey. For other categories had 8.2% with 6 respondents. Other categories may be those who are still unemployed looking for a job who use the Shopee application to find items that are cheaper than items sold in nearby stores.

### Reliability Test

The questionnaire used were going through reliability testing process. A commonly accepted measure of internal consistency reliability is Cronbach's coefficient alpha. Nunnally (1978) suggested that an alpha of 0.70 be the minimum acceptable standard for demonstrating internal consistency. The Cronbach's coefficient alpha for this study is 0.935 which explained that the internal consistency of the data was acceptable.

**Case Processing Summary**

		N	%
Cases	Valid	73	100.0
	Excluded <sup>a</sup>	0	.0
	Total	73	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.5 Case Processing Summary

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.933	0.935	20

Table 4.6 Reliability Statistics

### Likert Scale

The respondent must only mark the response that corresponds to the study's title on this questionnaire. Scales are used to represent the answers in this segment. The respondent should select an answer based on the five scales of agreement given in the Likert scale, which has five answers. The Likert scale was used to create the five answers. The questionnaire style rating scale, according to Mohd Najib Abdul Ghafar (1999), uses the Likert scale system, in which respondents choose a response from low to extreme. The below are the five answers dependent on the Likert scale:

Scale	Statement	Score
1	Strongly Disagree	1
2	Disagree	2
3	Unsure	3
4	Agree	4
5	Strongly Agree	5

Table 4.7 Likert Scale Rating

To gather correct data, questionnaires were created using Google Forms. The findings of the analysis are displayed in the form of a table showing the frequency, percentage and mean. Mean score values are classified into three levels, namely:

Range	Interpretation
1.00-1.80	Strongly Disagree
1.81-2.61	Disagree
2.62-3.42	Unsure
3.43-4.23	Agree
4.24-5.00	Strongly Agree

Table 4.8 Mean Score Value

The researchers presented an overview of the overall results obtained from a questionnaire performed on all respondents and their mean values to clarify the overall findings of the collections. In this section there are 5 factors that have been classified from the questionnaire survey provided in Google form which make the respondents who use the Shopee application. The below are the overall findings:

### Descriptive Analysis

		1		2		3		4		5			
Likert Scale		Strongly disagree		Disagree		Unsure		Agree		Strongly Agree		Min	Std. Dev.
No		No	%	No	%	No	%	No	%	No	%		
DEPENDENT VARIABLE													
ONLINE LOYALTY													
L1	I have known Shopee application for a long time.	0	0.0	0	0.0	7	9.58	24	32.87	42	57.53	<b>4.48</b>	<b>0.669</b>
L2	I will keep always using Shopee application forever.	0	0.0	2	2.73	19	26.02	32	43.83	20	27.39	<b>3.95</b>	<b>0.807</b>
L3	I have downloaded Shopee application	0	0.0	2	2.73	8	10.95	23	31.50	40	54.79	<b>4.38</b>	<b>0.793</b>

	for a long time.												
<b>TOTAL MEAN ONLINE LOYALTY</b>												<b>4.27</b>	
<b>INDEPENDENT VARIABLES</b>													
<b>1. PRICE SELECTION CRITERIA</b>													
P1	I find that all the price offered in Shopee application way cheaper than other places.	0	0.0	2	2.73	12	16.43	29	39.72	31	42.46	<b>4.26</b>	<b>0.773</b>
P2	I find that the price can make peoples save more.	0	0.0	1	1.36	12	16.43	31	42.46	29	39.72	<b>4.20</b>	<b>0.763</b>
P3	All the promotion made in Shopee application is worth it.	0	0.0	3	4.10	19	26.02	25	34.24	26	35.61	<b>4.01</b>	<b>0.89</b>
<b>TOTAL MEAN PRICE SELECTION CRITERIA</b>												<b>4.15</b>	
<b>2. CUSTOMER SERVICES</b>													
C1	I have received my order in good condition.	0	0.0	3	4.10	9	12.32	36	49.31	25	34.24	<b>4.13</b>	<b>0.787</b>
C2	I find that delivery services provided by Shopee is quite fast.	1	1.36	1	1.36	22	30.13	33	45.20	16	21.91	<b>3.84</b>	<b>0.828</b>
C3	I have received the correct product for my order.	0	0.0	4	5.47	12	16.43	28	38.35	29	39.72	<b>4.12</b>	<b>0.881</b>
C4	I find that seller in Shopee application treats the customers well.	0	0.0	2	2.73	26	35.61	27	36.98	18	24.65	<b>3.83</b>	<b>0.834</b>
C5	All the Shopee products have a good quality.	1	1.36	5	6.84	36	49.31	22	30.13	9	12.32	<b>3.45</b>	<b>0.851</b>
<b>TOTAL MEAN CUSTOMER SERVICE</b>												<b>3.87</b>	
<b>3. E SERVICE SYSTEM INFORMATION QUALITY</b>													
E1	I always know the promotion in the Shopee application.	3	4.10	9	12.32	23	31.50	21	28.76	17	23.28	<b>3.55</b>	<b>1.106</b>

E2	I find that Shopee application is easy to use.	0	0.0	0	0.0	5	6.84	19	26.02	49	67.12	<b>4.60</b>	<b>0.618</b>
E3	I always update this Shopee application.	0	0.0	8	10.95	15	20.54	25	34.24	25	34.24	<b>3.91</b>	<b>0.997</b>
E4	I always use Shopee application in my daily life.	4	5.47	10	13.69	21	28.76	18	24.65	20	27.39	<b>3.55</b>	<b>1.191</b>
E5	I always spent most of the time in Shopee application.	8	10.95	11	15.06	27	36.98	18	24.65	9	12.32	<b>3.12</b>	<b>1.154</b>
<b>TOTAL MEAN E-SERVICE SYSTEM INFORMATION QUALITY</b>												<b>4.68</b>	
<b>4. PERCEIVED VALUE</b>													
PV1	I trusted all the seller in Shopee application.	0	0.0	8	10.95	34	46.57	26	35.61	5	6.84	<b>3.38</b>	<b>0.775</b>
PV2	I find that the seller in the Shopee will be responsible in case of damage.	0	0.0	5	6.84	29	39.72	22	30.13	17	23.28	<b>3.69</b>	<b>0.908</b>
PV3	I have always make a purchase using Shopee application.	3	4.10	8	10.95	19	26.02	19	26.02	24	32.87	<b>3.73</b>	<b>1.158</b>
PV4	I would recommended Shopee application to others.	1	1.36	0	0.0	14	19.17	35	47.94	23	31.50	<b>4.08</b>	<b>0.795</b>
<b>TOTAL MEAN PERCEIVED VALUE</b>												<b>3.72</b>	
<b>TOTAL MEAN</b>												<b>3.91</b>	<b>0.879</b>

Table 4.9 The Descriptive Analysis

According to the *Table 4.9* above, there are 2 variables used, namely dependent variable and independent variable. For the dependent variable, online loyalty is the factor used. While for independent variables, price selection criteria, customer service, e-service system and information quality and perceived value are among the factors used for the survey questionnaire questions distributed. Each factor will be discussed in the next paragraph.

#### Online Loyalty

First of all, this study looks at online user royalty to Shopee application which is included in the dependent variable category. The mean for this factor is 4.27 which the Likert scale states that most respondents agree with the statement given in this survey question L1 has the highest mean of 4.48 compared to other questions. The stated statement got an agreeable answer from the majority of respondents which they knew Shopee application there was quite a long time.

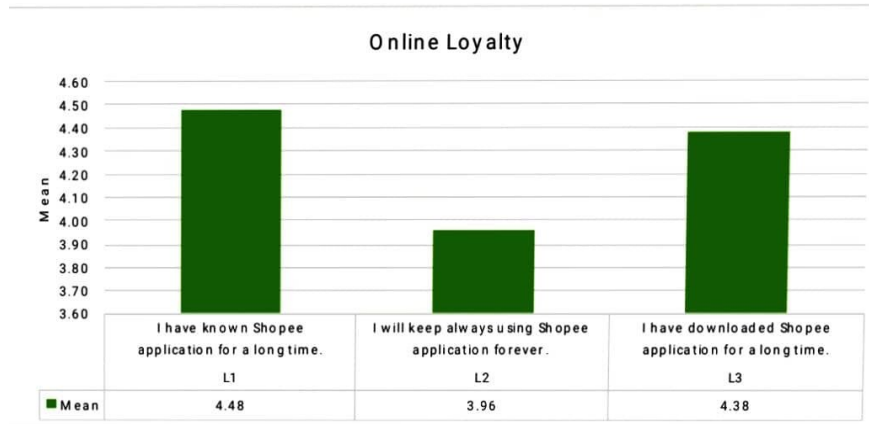


Figure 4.1 Online Loyalty

This means, the respondents are always updated with the change of time where traditional buying and selling needs to be changed to online buying and selling to facilitate everyone's daily life. L2 also make a strongly agree with that statement that saying they have downloaded Shopee application for a long time. That makes users in Malaysia aware with the aware of the existence of shopee applications in this country of Malaysia. Figure 4.1 shows the difference between the three questions in this factor.

### Price Selection Criteria



Figure 4.2 Price Selection Criteria

For the independent variable, the researcher will discuss the next factor which is the price selection criteria first before discussing the other factors. Price selection is not an unfamiliar reason for an individual before making a purchase. They will first compare which price is cheaper between stores to become a smart consumer. Based on *Figure 4.2*, the mean for this factor is 4.15 which is a high number of respondents who have answered this survey question. Of course Shopee users use this application due to the price offered being cheaper than other online shopping platforms as well as existing stores. A total of 4 questions are provided for this category and question P1 has the highest mean of 4.26. P1 had a related question of whether they saw the price offered as cheaper than elsewhere and had an agreed answer from the majority of respondents. This is one reason loyal Shopee users use this app.

### Customers Services

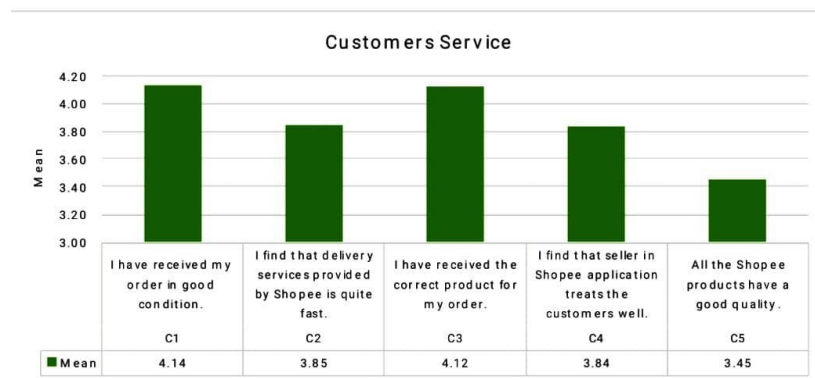


Figure 4.3 Customers Services

Next is customer service. This factor is important for customers who want to make a purchase in any of the stores available in the Shopee app. Not with that, the Shoppe team is also one of the parties responsible for handling customer service. The mean for this factor is 3.87 which can be said that the respondent is not sure how much customer service is provided by the Shopee team or the seller in the Shopee application. Maybe they have no experience and are not in the situation and they remain neutral. Question or statement C1 related to whether the order received in good condition has the highest mean in this factor of 4.13. Most respondents agreed that they received the items ordered in good condition. This shows that the seller packs the goods properly so that it reaches the buyer in a good and safe condition.

### E Service System Information Quality

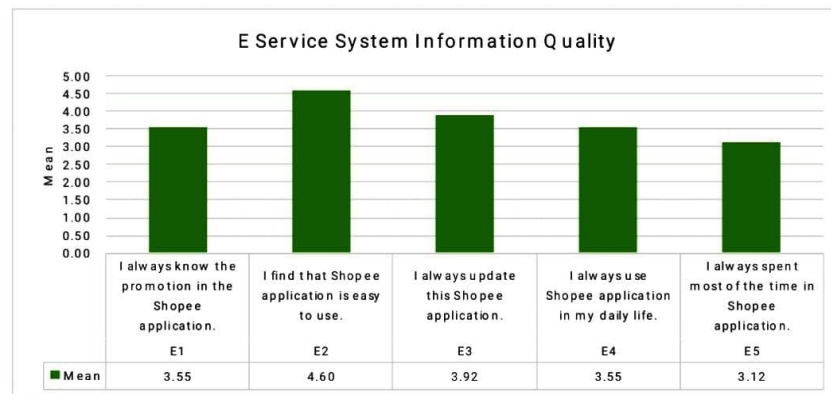


Figure 4.4 E Service System Information Quality

After that, the factors that the researcher wants to comment on are related to e-service system and information quality. This factor indicates whether the user can see the system services used by the Shopee application is easy or difficult to operate or use. They also see whether the information provided by the Shopee in the application is useful or not. Therefore, the mean obtained for this factor is 4.68 which is the highest mean among these five factors. This shows that most respondents strongly agree that the Shopee application has a good system and quality information. Question E2 for this factor has the highest mean of 4.60. They strongly agree that the Shopee app is very easy to use. This shows the Shopee can be said to be user -friendly which provides an application that makes it easy for users to use it without any hassle.

### Perceived Value

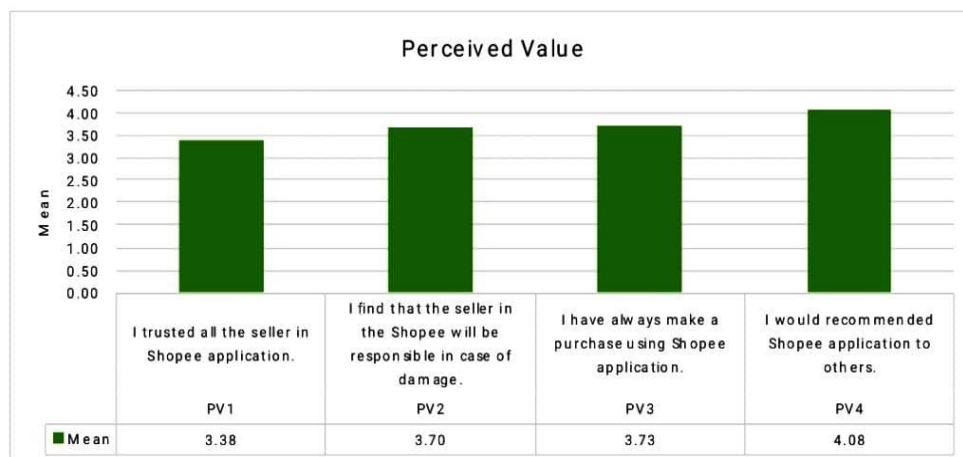


Figure 4.5 Perceived Value

Lastly, the factor discussed is the perceived value received by users when using this Shopee application. The value received by the users is very important for the seller to see whether the user is satisfied or not when making a purchase of the Shopee application. The mean for this



factor is 3.72. This means users are still not sure whether the seller in the Shopee app is trustworthy or not. There are also users who often change sellers to see how far the seller provides services to some of these users. This makes them neutral only with this factor. Statement for this factor that is PV4 has the highest mean than the others that is 4.08 which they will recommend others to use the Shopee application. They agree with the statement indicating they are comfortable and will continue to use the app.

### **T-Test**

The T Test a statistical test that is used to compare the means of two or more groups. Based on the table below L1, L3, E3 and P1 should a significant change in mean value difference among other variable/question used in this study.

	T	df	Test Value = 0			
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
L1	57.213	72	0.000	4.479	4.32	4.64
L2	41.920	72	0.000	3.959	3.77	4.15
L3	47.239	72	0.000	4.384	4.20	4.57
E1	27.407	72	0.000	3.548	3.29	3.81
E2	63.656	72	0.000	4.603	4.46	4.75
E3	33.589	72	0.000	3.918	3.69	4.15
E4	25.458	72	0.000	3.548	3.27	3.83
E5	23.123	72	0.000	3.123	2.85	3.39
PV1	37.296	72	0.000	3.384	3.20	3.56
PV2	34.801	72	0.000	3.699	3.49	3.91
PV3	27.496	72	0.000	3.726	3.46	4.00
PV4	43.872	72	0.000	4.082	3.90	4.27
C1	44.895	72	0.000	4.137	3.95	4.32
C2	39.728	72	0.000	3.849	3.66	4.04
C3	39.986	72	0.000	4.123	3.92	4.33
C4	39.315	72	0.000	3.836	3.64	4.03
C5	34.679	72	0.000	3.452	3.25	3.65
P1	46.776	72	0.000	4.233	4.05	4.41
P2	47.092	72	0.000	4.205	4.03	4.38
P3	38.547	72	0.000	4.014	3.81	4.22

Table 4.10 The Overall T-Test Result

Symbol	Description	Test Value = 0					
		T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
1. ONLINE LOYALTY							
L1	I have known Shopee application for a long time.	57.213	72	0.000	4.479	4.32	4.64
L3	I have downloaded Shopee application for a long time.	47.239	72	0.000	4.384	4.20	4.57
2. E SERVICE SYSTEM INFORMATION QUALITY							
E2	I find that Shopee application is easy to use.	63.656	72	0.000	4.603	4.46	4.75
3. PRICE SELECTION CRITERIA							
P1	I find that all the price offered in Shopee application way cheaper than other places.	46.776	72	0.000	4.233	4.05	4.41

Table 4.11 The Result from the Highest Mean of T-Test Result

Referring to table 4.10 and 4.11 above, the following are the main factors that influence UniSHAMS students and staffs to use the Shopee application. The 3 main factors that tend to the use of Shopee for consumers in Malaysia are online loyalty, e-service system and information quality, and price selection criteria. For the online loyalty factor, respondents have strongly agreed with statements L1 and L3. L1 stated that they have known the Shopee app for a long time which means they already know the Shopee app and have been faithfully using it for quite some time. As for the L3 statement, they strongly agree that they have downloaded the Shopee app in the long run as well. This means they are loyal to using Shopee from then to now due to the advantages of the application itself which can make their hearts attracted. Further, the statement for e service system and information quality factors has a very agreeable answer from the respondents on statement E2. A statement stating that the Shopee app is very easy to use had a positive impact on the respondents. On average they strongly agree with the statement that the Shopee really wants to win the hearts of consumers by providing applications that are easy to use while providing the best promotions to consumers. Finally, for the price selection criteria factor, statement P1 has received high agreement among respondents. P1 states that the prices offered in the Shopee app are cheaper than prices elsewhere. Most consumers nowadays are looking for cheaper prices of goods because nowadays, it is necessary to always be frugal in using spending money in order to be able to save in the future. Therefore, if the price offered by the app Shopee is cheap, they need to take that opportunity so that they can spend that extra money on more needy expenses. Thus, all the factors narrated had the highest mean and had the highest agreement also from the respondents. Because of that, Shopee application is an application that has interest from UniSHAMS students and staff to continue to use it.

## **Conclusion**

The main objective of this study to determine the level of UniSHAMS students and staffs use Shopee application platform in online shopping using the Google form survey questions. By using a Likert scale 1 to 5 from strongly disagreed to strongly agreed, researcher can see their level of interest in using this Shopee application. Through the overall mean of 3.91, obtained from the survey data, this shows that UniSHAMS students and staffs agree that they use the Shopee application as their online shopping platform. There are 5 factors that are broken down from the survey questions, namely online loyalty, price selection criteria, customer service, e-service system and information quality and perceived value. Following these five factors, the researcher can compare which factors have the highest mean that makes UniSHAMS students and staff interested in using the Shopee application.

The T-Test analysis clarified that online loyalty, e-service system and information quality and price selection criteria are the significant factors that influence the used of Shopee application among the UniSHAMS students and staff. For the online loyalty factor, statements L1 and L3 have high approval from the respondents. L1 is a statement that indicates that they have known about the Shopee application for quite some time. The statement shows that Shopee have been attracting consumers for a long time (Pham et al., 2020). Shopee has entered the Malaysian market since 2016, and during that period, Malaysians are well known to Shopee applications (Moon et al., 2021). As for the L3 statement, it shows that UniSHAMS students and staff have downloaded Shopee for a long time. This is related to the L1 statement which after they found out about the existence of the Shopee, then they decided to download the application to allow them to explore the application and indirectly change their way of life to the latest technology. Furthermore, for e-service and information quality factors, E2 statement which states that the Shopee application is an application that is easy to use has a mean of 4.60 which it shows is strongly agreed by the majority of respondents . This findings significant with the study done by Pham et al. (2020). For anyone who is new to Shopee and wants to use it, definitely have no trouble to use it because the arrangement displayed in the app is very easy to understand and not too fibrous. Moreover, the smooth use of this application should also be known by users. Finally a factor of price selection criteria. Statement P1 is that the price offered by the Shopee application is cheaper than other stores or places get approval from the respondents. Nowadays, price plays a major role for each individual for which they also need money for other expenses. Therefore, UniSHAMS students and staff consumers choose Shopee as an online shopping platform that allows them to buy at cheap prices with the same quality.

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