The influence of convenience, security, and risk perception on the usage of the Shopee application

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ABSTRACT

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The increased utilization of e-commerce applications such as Shopee has become a significant trend in electronic commerce. However, the factors influencing user behavior in adopting and using the Shopee application are not yet fully understood. Some users face concerns related to data misuse by irresponsible parties. This research aims to analyze the influence of ease of use, security, and risk perception on the utilization of the Shopee application. Risk perception and security are pivotal factors in users' decisions to engage in online transactions, while ease of use also plays an essential role in encouraging the use of e-commerce applications. This study employs a quantitative approach by gathering data through an online survey of active Shopee application users. The research sample will be randomly selected from various age groups and demographic backgrounds, with a total of 100 respondents to obtain representative results. The questionnaire instrument includes questions related to ease of use, security, risk perception, and Shopee application usage. Multiple Linear Regression analysis is utilized to analyze the data. The research findings show that ease of use and security have a significant and positive influence on Shopee usage, while risk perception has a significant and negative impact on the utilization of the Shopee application

1. Introduction

E-commerce has experienced rapid growth in recent years, driven by technological advancements and changes in consumer behavior. The use of e-commerce applications has become a significant trend in online shopping in various countries. E-commerce applications have dominated the world of e-commerce in recent years. E-commerce applications are software that enables users to shop, sell, and conduct online business transactions through mobile devices such as smartphones and tablets. In response to changing consumer behavior, which increasingly relies on mobile devices for online interactions and shopping, many leading e-commerce companies have launched their own applications (Riquelme and Rios, 2010).

The use of e-commerce applications has transformed the way people shop. By downloading these applications, users can easily explore and purchase a wide range of products and services, from clothing and electronics to food and everyday items, without the need to visit physical stores (Pavlou and Fygenson, 2016). E-commerce applications often offer various features that enhance the shopping experience, such as product recommendations based on user preferences, secure payment systems, and responsive customer service. This has changed how companies conduct their business and how consumers interact with brands and products (Kim and Forsythe, 2018).

Shopee is one of the leading e-commerce platforms that offer a variety of products and services to consumers (Statista, 2021). Shopee is one of the leading e-commerce platforms in Asia that has played a significant role in transforming the e-commerce landscape in the region. Founded by Sea Group in 2015, Shopee has grown to become one of the most popular e-commerce applications in Asia, with coverage in several countries, including Indonesia, Malaysia, Singapore, Thailand, and the

Philippines. Shopee offers a wide range of products and services, from clothing and electronics to food and everyday necessities. The platform has created a strong e-commerce ecosystem with features such as Shopee Mall, which provides products from well-known brands, ShopeePay for secure and easy payments, and various attractive promotions and discounts (Koh, 2021).

Shopee has leveraged the rapid growth in mobile device usage in Asia and expanded its business reach by providing a user-friendly mobile application. Additionally, they have continued to develop logistics and delivery services to meet the increasing customer demand. Shopee has played a crucial role in facilitating online trade in the Asian region and supporting the growth of e-commerce in that area.

However, despite Shopee's widespread success and popularity, some users have experienced various issues while using the application. Common issues include concerns about the authenticity and quality of products sold on the platform, personal data security, and the reliability of the delivery system. Although Shopee has implemented various measures to address these issues, some users may still feel skeptical about the overall shopping experience. Challenges for Shopee and other e-commerce platforms include continually building user trust and confidence by ensuring product quality, enhancing security measures, and optimizing their logistics systems.

Usability, security, and risk perception are key factors that can influence users' decisions to adopt and use e-commerce applications. Usability encompasses how easy the Shopee application is for users to use, while security pertains to data protection and secure transactions. Usability, in the context of the Shopee application, includes how easily users can navigate, explore, and interact with the platform. This includes aspects such as an intuitive user interface, user-friendly design, and ease of finding desired products. An easy-to-use Shopee application can minimize barriers for users in exploring various products, completing purchases, and having a smooth shopping experience. Usability is highly important in driving the adoption and sustainable use of the Shopee application, especially given the high level of competition in the e-commerce market today (Good et al., 2013).

Meanwhile, security aspects in the context of the Shopee application relate to the protection of users' personal data and secure transactions. Users are often required to enter personal and financial information when shopping online, such as addresses, credit card numbers, and other sensitive data. Therefore, it is important for Shopee to maintain the confidentiality and integrity of user data and protect them from potential security threats such as hacking or fraud. Users who feel that the Shopee application provides a high level of security will be more inclined to transact and interact with the application without concerns (Good et al., 2013).

On the other hand, risk perception involves users' doubts and concerns related to the security of personal data and the risks of online transactions. Risk perception, in the context of the Shopee application, is a crucial factor influencing users' decisions to shop online. It involves how much users feel that online transactions and the use of the application are safe and will not jeopardize the security of their personal data. Common concerns often include the risk of personal data being hacked, misuse of personal information, or online transaction fraud. Users who perceive these risks as high or feel that the e-commerce application does not provide adequate protection against these threats are more likely to be hesitant in using the platform. Therefore, it is important for Shopee to understand and address users' risk perceptions by providing strong data protection, transparency, and education related to online shopping security (Kim and Forsythe, 2018).

2. Method

This research employs a quantitative approach with a survey method. Survey research is a research method involving data collection from a number of respondents representing a specific population using questionnaires or structured interviews (Fowler, 2014). The purpose of survey research is to systematically gather quantitative information about the attitudes, opinions, behaviors, or characteristics of respondents in relation to a specific research topic or question. Surveys are often used to measure specific variables, identify patterns, trends, or relationships, and to understand people's perceptions or attitudes towards a topic (Dillman et al., 2014).

The respondents in this research are 100 users of the Shopee application. Data collection is carried out using questionnaires. Data analysis is conducted using Multiple Linear Regression analysis.

Multiple Linear Regression analysis is a statistical method used to understand the relationship between two or more independent variables (predictor variables) and a dependent variable (response variable). The main objective of this analysis is to understand how changes in the independent variables are related to changes in the dependent variable. In multiple linear regression, there is one dependent variable to be predicted or explained, while there are two or more independent variables used as predictive factors. The multiple linear regression model assumes that the relationship between the dependent variable and the independent variables is linear, meaning that changes in the independent variables will result in proportional changes in the dependent variable (Montgomery et al., 2012).

Multiple Linear Regression analysis involves the calculation of regression coefficients for each independent variable, which measures the extent of the contribution of the independent variable to the dependent variable. The results of this analysis can be used to make predictions or explain the relationships between these variables (Kutner et al., 2014).

3. Result and Discussion

Result

Table 1.   The results of the Multiple Linear Regression Test can be seen in the following table:

Variable	Coefficient of Regression	t-value	*p-value*	Description
Convenience	0,327	2,926	0,014	Significant Positive
Security	0,240	4,531	0,000	Significant Positive
Risk Perception	0,192	3,204	0,036	Significant Negative

Source: Data Analysis, 2023

Table 1 shows notably, Convenience exhibits a significant positive impact on the usage of the application, with a coefficient of 0.327 and a corresponding t-value of 2.926, yielding a p-value of 0.014, indicating its statistical significance. Similarly, Security also exerts a significant positive influence on application usage, as reflected by its coefficient of 0.240, t-value of 4.531, and a remarkably low p-value of 0.000, reaffirming its substantial statistical significance. Conversely, Risk Perception demonstrates a significant negative relationship with application usage, as indicated by its coefficient of 0.192, t-value of 3.204, and a p-value of 0.036, all of which signify its statistical significance. These findings underscore the importance of these factors in shaping the utilization of the Shopee application

The results presented in Table 1 suggest that Convenience and Security play vital roles in positively influencing the usage of the Shopee application. The positive coefficients and low p-values associated with these variables affirm their significant impact on the application's utilization. Specifically, the Convenience factor, with a coefficient of 0.327, indicates that users are more likely to engage with the Shopee application when it offers a user-friendly and efficient shopping experience. Similarly, the Security variable, with a coefficient of 0.240, highlights the importance of ensuring data protection and secure financial transactions to foster users' trust and active interaction with the application. Conversely, the Risk Perception factor, with a coefficient of 0.192, exhibits a significant negative relationship, signifying that users' concerns about potential security risks may hinder their usage of the application. These insights emphasize the need for companies, such as Shopee, to prioritize user-friendly interfaces, data security, and transparent practices to promote positive user experiences and foster confidence, ultimately contributing to the continued use of their applications.

Discussion

The Influence of Convenience on the Usage of the Shopee Application

The analysis results indicate that convenience has a significant and positive influence on the usage of the Shopee application. This is evidenced by the p-value of 0.014, which is less than 0.05. Convenience is an essential factor that has a significant and positive impact on the usage of the Shopee

application. In this context, convenience refers to how the Shopee application provides a simple, efficient, and user-friendly shopping experience for its users.

The Shopee application is designed with a user-friendly interface, clear navigation, and a well-organized structure. This allows users to quickly find the products they are looking for without encountering significant obstacles (Lu et al., 2018).

The Shopee application excels in providing a seamless shopping experience due to its user-friendly interface, intuitive navigation, and well-structured design. These elements collectively create a platform that allows users to effortlessly locate the products they desire without encountering substantial hindrances, as emphasized in a study by Lu et al., (2018). The intuitive user interface of the Shopee app makes it accessible and easy to understand, ensuring that users can swiftly adapt to the platform regardless of their level of technological proficiency. Clear navigation menus and logically organized sections enable users to browse through a plethora of products, ensuring that their shopping journey is both efficient and hassle-free.

One notable aspect contributing to Shopee's user-friendliness is the streamlined and quick payment process. Shopee has simplified payment procedures, enabling users to input their payment information with ease, thus avoiding the complexities that could impede the purchase process. The application offers a variety of user-friendly payment options, including credit card payments, bank transfers, e-wallet solutions, and even cash-on-delivery (COD) services. This versatility empowers users to select the payment method that aligns best with their preferences and requirements. Furthermore, Shopee regularly presents users with enticing promotions, discounts, and coupons that can be easily viewed within the app, activated, and utilized for significant savings. This convenience not only encourages users to conduct transactions within the Shopee application but also cultivates their loyalty by providing them with a wide array of appealing deals (Vankatesh et al., 2013). Shopee's commitment to user convenience is further reinforced through responsive customer support channels such as in-app chat and reporting features, instilling a sense of security by ensuring that help is readily available when needed. These cumulative facets of user-friendliness ultimately ease the online shopping process and contribute to heightened user comfort and satisfaction, fortifying Shopee's ability to attract and retain users in an increasingly competitive e-commerce market.

The payment process is easy and fast. Shopee has streamlined the payment process, making it easy for users to input their payment information, avoiding complexities that could hinder the purchasing process. Shopee provides various user-friendly payment options, such as credit card payments, bank transfers, e-wallets, and even cash on delivery (COD). This flexibility allows users to choose the payment method that best suits their needs. Shopee frequently offers various promotions, discounts, and coupons to users. Users can easily view these offers within the application, activate them, and get significant discounts. This convenience encourages users to continue using the Shopee application to find the best deals (Vankatesh et al., 2013).

Shopee's commitment to enhancing user confidence and satisfaction extends to its provision of multiple accessible avenues for users to reach out to their customer support services, as outlined in information available on the Shopee Official Website (2023). The inclusion of live chat functionality enables users to engage in real-time conversations with support representatives, facilitating swift resolution of concerns or inquiries. Additionally, the reporting feature empowers users to promptly flag any issues they may encounter during their interactions on the platform.

These customer support mechanisms are fundamental in cultivating a reassuring environment for users. It ensures that they are not alone in navigating the complexities of online shopping and can swiftly seek assistance if faced with challenges or uncertainties. The availability of efficient customer support bolsters users' trust in Shopee's commitment to their well-being, further solidifying the platform's position as a reliable and user-centric e-commerce option. In an era where the e-commerce landscape is teeming with options, the assurance of responsive assistance contributes significantly to Shopee's competitive advantage and its ability to maintain a strong market presence.

The ease of using the Shopee application simplifies the online shopping process, and users tend to feel more comfortable and satisfied with the experience. Therefore, continuous improvements in usability can help support the growth and user retention of the Shopee application. Shopee provides responsive customer service through in-app chat, allowing users to quickly ask questions or voice complaints. This convenience provides users with peace of mind, knowing they can receive assistance if needed.

Shopee continually introduces innovative features, such as Shopee Live, Flash Sales, and ShopeePay, providing an engaging and enjoyable shopping experience for users. Shopee's dedication to enriching the user experience goes beyond merely simplifying the shopping process. The platform consistently demonstrates its innovative spirit by introducing an array of exciting features. Among these features, Shopee Live stands out as a dynamic tool for engaging with users. Shopee Live enables sellers to showcase their products through live streaming, allowing them to interact with potential buyers in real time. This interactive format grants users the opportunity to ask questions, seek additional information, or even negotiate terms before making their purchasing decisions. Shopee Live has redefined how users can engage with sellers, fostering a closer connection that goes beyond traditional online shopping.

In addition to Shopee Live, the platform boasts a variety of other attractive features, including Flash Sales. This feature offers limited-time discounts and promotions, creating a sense of excitement and urgency among users. The thrill of securing a great deal within a tight timeframe enhances the overall shopping experience. Furthermore, ShopeePay, the platform's integrated payment solution, streamlines and simplifies transactions for users. It provides an added layer of convenience by enabling secure and efficient payments, further contributing to the user's shopping satisfaction. In essence, Shopee's consistent drive for innovation results in a captivating and enjoyable shopping journey for users, ensuring that their online retail experience is not only efficient but also brimming with excitement and unique opportunities.

The Shopee application offers a wide range of products from various categories and sellers. The ease of browsing and finding desired products provides users with access to a variety of options, from clothing to electronics, food, and much more. This allows users to find anything they are looking for on a single platform, enhancing the attractiveness and practicality of the Shopee application.

Shopee recognizes the significance of fostering transparent and seamless communication between users and sellers, and their in-app chat feature has been pivotal in achieving this goal. By enabling users to interact directly with sellers, the platform promotes a sense of trust and confidence among shoppers. This in-app chat feature has revolutionized the way users can engage with sellers, as it facilitates open and direct communication. Users can pose queries about product details, request additional information, or even negotiate terms, creating a more personalized and informed shopping experience.

In this online marketplace, users often rely on their interactions with sellers to make informed purchase decisions. The ability to communicate with sellers directly within the app empowers users, allowing them to clarify any doubts or seek specific product details before committing to a purchase. As a result, this user-friendly and effective communication channel plays a crucial role in enhancing the overall shopping experience on Shopee. It underlines the platform's commitment to customer satisfaction by providing a conducive environment for buyers and sellers to engage and ensuring that users feel confident and well-informed throughout their online shopping journey.

The Shopee application is accessible from mobile devices, allowing users to shop anytime and anywhere. The ability to shop on mobile devices aligns with busy modern lifestyles and mobility. It also enables users to take advantage of offers and promotions at any time, even when they are on the go.

The Influence of Security on the Usage of the Shopee Application

The analysis results demonstrate that security has a significant and positive influence on the usage of the Shopee application, as indicated by a p-value of 0.000, which is less than 0.05. Security is a critically important factor that significantly impacts the usage of the Shopee application. The Shopee application collects users' personal data, such as payment information and shipping addresses. Strong security in the protection of this personal data is crucial because users must feel confident that their

personal information will not be misused. Users who believe their data is secure are more likely to engage in transactions and interact more actively within the application. Data protection is also related to compliance with data privacy laws.

The Shopee application facilitates numerous financial transactions, including credit card payments, bank transfers, and digital wallets. Security of financial transactions is vital to prevent fraud and unauthorized access. Users must be certain that their financial information is safe and that their payments will be processed correctly. This factor positively impacts user trust in the Shopee application (Chaffey et al., 2019).

As one of the leading e-commerce platforms in Asia, Shopee plays a key role in securing the market against fraud and counterfeit products. Features provided by Shopee, such as ratings, reviews, and return policies, have a significant impact on ensuring the authenticity and quality of products sold on this platform. With a rating and review system from previous buyers, prospective buyers can gain valuable insights into the purchasing experience of specific products. A robust return system also assures buyers that they can return products if they are found to be inconsistent with the description or have quality issues. Research by Fink (2018) highlights Shopee's role in creating a safe and trusted shopping environment for users by ensuring that the products offered on this platform are genuine and of high quality.

Shopee has a responsive customer service team and security support to assist users in cases of potential security threats or other issues. Easy access to this assistance helps users feel safe and protected when using the application. Security support also aids in addressing issues that may arise, such as transaction fraud or conflicts between buyers and sellers.

Security is indeed a foundational element supporting a healthy relationship between users and e-commerce applications like Shopee. Users have high expectations regarding the protection of personal data and transaction security when shopping online. When they believe that an e-commerce platform provides strong protection against security threats, such as fraud and data breaches, they tend to be more confident in conducting transactions and interactions with the platform. Personal data protection becomes crucial because users often need to provide personal information, such as addresses and payment data, when shopping online. Therefore, users want assurance that this information will not be misused or exposed to unauthorized parties.

In addition to personal data protection, transaction security is also a critical factor in maintaining user trust. This includes secure payment methods, such as using advanced data encryption to protect users' financial information. When users feel that their payments are secure and their transaction information is protected, they are more likely to shop regularly and select a specific e-commerce application as their preference. Studies mentioned by Chaffey, Smith, and Ellis-Chadwick (2019) clarify the importance of data protection and transaction security in building user trust in the context of digital marketing. In an evolving e-commerce world, companies like Shopee must prioritize security to retain and attract users.

Furthermore, protection against fraud and counterfeit products is a critical element in increasing the usage of the Shopee application. Security, in this context, includes active monitoring by the platform for dishonest sellers or counterfeit products. Offering features like ratings, reviews, and strong return policies helps reduce the risk for users and provides assurance that they will get what they pay for. Fink (2018) also describes the importance of this security factor in influencing online purchasing behavior.

Shopee's ability to respond to and efficiently address security issues is a crucial pillar in maintaining user satisfaction on the platform. In an evolving e-commerce era, transaction security and customer protection are highly important. Shopee recognizes the importance of having responsive customer support and security teams to address issues that may arise during transactions. When users experience security-related problems, such as suspicious transactions or receiving potentially counterfeit products, they can contact Shopee's support team for assistance and appropriate solutions.

Providing easy access to this support team means that Shopee listens to user concerns and is ready to act quickly to resolve these issues. The ability to respond promptly helps build user trust in the platform because they know that Shopee will support them in their online shopping experience. This

is crucial in building long-term relationships with customers, as satisfied users are more likely to continue shopping on Shopee and even recommend the platform to others.

In the highly competitive world of e-commerce, security and responsiveness in handling security issues are key to winning and retaining loyal users. It is also essential in maintaining a company's reputation. Shopee, with its proactive approach to security issues and responsive customer service, has proven itself as an e-commerce platform that cares about user safety and convenience, which in turn helps them maintain a strong market share.

The Influence of Risk Perception on the Use of the Shopee Application

The analysis results indicate that risk perception significantly and negatively influences the use of the Shopee application. This is confirmed by a p-value of $0.036 < 0.05$. Risk perception has a significant and negative influence on the use of the Shopee application. Users often assess risks associated with online shopping, such as the risk to the security of personal information and financial security when deciding to use an e-commerce application. This affects user behavior, as perceived risks can hinder the use and purchases made through the Shopee application. In a study by Wang et al. (2016), it was found that users with high risk perception tend to be more cautious and slower in making online purchases. They may prefer to transact on other platforms they consider safer.

Risks related to counterfeit products or products not meeting their descriptions are also a primary concern for users. They are worried that they may receive counterfeit or subpar products that do not meet their expectations, leading to dissatisfaction. This can reduce user trust in the Shopee application and influence their decisions to shop through the platform. In research by Lin and Hsieh (2016), it was found that product quality risk is one of the factors influencing user satisfaction in the context of e-commerce.

Managing risk perception becomes key to increasing the use of the Shopee application. The platform needs to continuously improve its strong security policies and product quality, as well as provide transparent information to users. This way, users can feel more confident in using the Shopee application and are more likely to continue transacting on the platform.

Negative risk perception toward the use of the Shopee application can also be related to privacy and data security issues. Users often worry that their personal information, such as credit card data or identity information, may be accessed by unauthorized parties when they shop online. Risks associated with privacy breaches and data security can hinder the use of e-commerce applications. In a study conducted by Dinev and Hart (2006), they found that privacy risk is one of the key factors influencing user decisions in online transactions. Therefore, to increase the use of the Shopee application, the company needs to provide strong guarantees regarding user privacy and data security.

Additionally, risk perception can also be related to uncertainty in the purchasing and product delivery process. Users may be concerned about delivery delays or products not meeting their expectations. Therefore, Shopee needs to ensure that the purchasing and delivery process runs smoothly and that the products sold match the provided descriptions. This will help reduce risks and increase user trust in the Shopee application.

4. Conclusion

Based on the analysis and discussion, the following conclusions can be drawn: Convinience has a significant and positive influence on the usage of the Shopee application. Security has a significant and positive influence on the usage of the Shopee application. Risk perception has a significant and negative influence on the usage of the Shopee application. Based on the research findings, the following recommendations can be provided:

Strengthen the security factor of the application. To maximize the usage of the Shopee application, the company should continue to invest in security factors. This includes ensuring that all payment transactions are conducted securely, maintaining strong user data protection, and developing innovative security measures. By enhancing the security of the application, the company can instill confidence in users that they can shop online safely.

Educate users about risks and protection. Regarding negative risk perception, the company can address this issue by providing education to users on how to protect themselves while shopping online. The company can offer information on detecting fraud, avoiding fraudulent activities, and evaluating seller security. This will help reduce the fear and doubts that may arise in users' minds and enhance a positive risk perception.

Improve transparency and customer satisfaction. It is crucial for the company to provide transparency in services and business policies. The company should strive to deliver a satisfying customer experience and resolve customer issues quickly and efficiently. Satisfied customers are more likely to avoid risks and continue using the application. This can also have a positive impact on Shopee's brand image.

5. Acknowledgement

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