

THE USE OF SHOPEE PLATFORM FOR PURCHASING JINISO FASHION BRAND: USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM) THEORY

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Abstract. In this era of increasingly advanced technology, the role of social media has become very important for everyone. One of the social media that is currently active in all corners of the world is Shopee. Shopee is a social media platform that has become very popular in recent years, especially among the younger generation. Fashion brand Jiniso often faces challenges in reaching its younger target audience and reaching them in a relevant and engaging way. In this context, Shopee can be an effective tool for fashion brand Jiniso to connect with their younger audience. The purpose of this research is to determine the use of the Shopee platform for purchasing the Jiniso fashion brand using the Technological Acceptance Model (TAM) theory. The purpose of this research is to determine the use of the Shopee platform for purchasing the Jiniso fashion brand using the Technological Acceptance Model (TAM) theory. **Design/Methods:** This research was conducted in Yogyakarta using a survey method with a questionnaire distributed online via Google Form. Researchers obtained 180 Jiniso buyers at Shopee as respondents. Researchers used Partial Least Square (PLS) to test research data. **Finding/Results:** The test results for this model show that the constructs of perceived ease of use, satisfaction and trust have a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. On the other hand, the perceived usefulness construct has no effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. **Research Limitation/Implication:** The implication of this research for Shopee is that it needs to continue to innovate and follow the latest trends in the fashion industry to maintain consumer interest. They can collaborate with well-known fashion brands, provide relevant content, and expand the choice of fashion products available on their platform. **Originality/Value:** This research has originality and added value in applying TAM theory to the use of the Shopee platform for purchasing the Jiniso fashion brand. This research can provide valuable insights for business leaders and Jiniso fashion brand owners in optimizing user experience and increasing the use of the Shopee platform for Jiniso fashion brand purchases.

Keywords: perceived ease of use; perceived usefulness; satisfaction; trust; level of use; Technology Acceptance Model (TAM).

1 INTRODUCTION

The technology acceptance model (TAM) is one of the models commonly used to explain user acceptance of the use of information technology systems. TAM is a development of the theory of Theory of Reasoned Action (TRA). This journal aims to explore the use of the Shopee platform for purchasing Jiniso fashion brand products. Jiniso is a popular fashion brand known for its trendy and affordable clothing items. By utilizing the Technology Acceptance Model (TAM) theory, this study aims to understand why consumers choose to utilize the Shopee platform to purchase Jiniso fashion brand products. In this era of advanced technology, the role of social media has become very important for everyone (Siswanto et al., 2023). One of the social media platforms that is gaining traction around the world is Shopee. Shopee is a social media platform that has become very popular in recent years, especially among the younger generation. Fashion brand Jiniso often faces challenges in reaching its younger target audience and reaching out to them in a relevant and engaging way. In this context, Shopee can be an effective tool for Jiniso fashion brands to connect with their younger audience. According to Similarweb data, Shopee is currently the marketplace category e-commerce site with the most visitors in Indonesia. Shopee's visitor growth far exceeded its main competitors, namely Tokopedia, Lazada, Blibli, and Bukalapak. Research conducted (Azkiya, 2023) aims to analyze acceptance of the iKalsel application using the Technology Acceptance Model (TAM) theory. Research conducted (Julianto & Daniawan, 2022) conducted research on the E-Commerce Information System Using Technology Acceptance Model Approach. In the context of Gap Shopee, users may find the platform very useful for creating creative and high-quality videos and for gaining popularity among their friends and followers. Gap Shopee is also famous for interactive features such as filter effects, music, and challenges that appeal to users. If users believe that Gap Shopee can help them achieve these goals, then they will be more likely to adopt the technology (Fadhilah et al., 2023). The business was founded by Dian Fiona in December 2018 and focuses on jeans for active and creative young people. They are proud to use local products because they can stay cool and active. According to Fiona, "Jiniso has meaning for Indonesian jeans because we want to be the number one local jeans brand in Indonesia." Before officially developing the Jiniso brand with various ideas and strategies, the woman born on March 15, 1993 started her business by selling unbranded jeans online. Fashion brand Jiniso can also utilize TAM to understand technology adoption. Perceived usefulness of technology in this context may relate to the use of technology to improve operational efficiency, maintain communication with clients, and enhance customer experience. Jiniso

fashion brands that use the latest technology such as artificial intelligence in design or augmented reality to create a memorable shopping experience will help increase the perceived usefulness of the technology. Ease of use of technology, such as simple and intuitive interfaces or good support, can also increase the adoption of technology by these branded fashion players. The success of technology adoption by Shopee and Fashion Brand Jiniso can be measured through the level of usage and user satisfaction. TAM provides useful guidance in understanding what is important to users and properly integrating technology in business. Through this research, we hope to provide valuable insights for both marketers and consumers alike, shedding light on the motivations and behaviors of consumers when it comes to online shopping for fashion products. By understanding the factors that influence consumer behavior, businesses

can better tailor their marketing strategies to meet the needs and preferences of their target audience, ultimately leading to increased customer satisfaction and loyalty.

2 LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Perceived Usefulness. This perceived usefulness translates into the trust that users give information system research to improve user performance (Afni & Akil, 2017). When users believe that information systems can improve their work performance and efficiency, users tend to start using information systems again. According to research conducted by (Artina, 2021), it states that perceived usefulness, perceived convenience, trust and service features positively and significantly and simultaneously affect the level of customer satisfaction using E-Money in Palembang City. Research also conducted by (Purba et al., 2020) states that there is a positive and significant influence between the variables of perceived usefulness on satisfaction. In line with research conducted by (Nurzanita and Marlana, 2020) states that perceived usefulness have a positive and significant effect on usage decisions. The results of research conducted by (Pamikatsih, 2023) show that perceived usefulness and promotions have a positive and significant effect on interest in using ShopeePay in the community in Surakarta City. Also supported by research conducted by (Iffat & Laksmi, 2023) which states that perceived usefulness have a positive and significant effect on interest in using electronic wallets. Based on the explanation above, the hypothesis of this study is as follows:

H1 : Perceived Usefulness have a positive and significant effect on the level of use of the Shopee Platform for purchasing the Jiniso Fashion Brand.

Perceived ease of use. Perceived ease of use is that users will believe that if they use an information system, users will find it easy because it is not time consuming and uncomplicated (Purba et al., 2020). If users find it easy, users quickly and effectively get the job done. Therefore, users will feel they need an information system. This theory is in line with (Muftiasa et al., 2022) found that the perceived convenience variable has a significant influence on the use of information systems. This research is also in line with research conducted by (Artina, 2021) which states that perceived benefits, perceived convenience, trust and service features positively and significantly and simultaneously affect the level of customer satisfaction using E-Money in Palembang City. In line with research conducted by (Lahagu et al., 2023) which states that perceived ease of use partially has a significant positive effect on interest in using electronic money in Pekanbaru. Research conducted by (Iffat & Laksmi, 2023) states that perceived ease of use has a positive and significant effect on interest in using electronic wallets. (Nikmah & Iriani, 2023) also conducted research, the result of which was that the convenience variable had a positive effect on impulse buying behavior using Shoppe payletter.

H2 : Perceived Ease of Use have a Positive and Significant Effect on the Level of Use of the Shopee Platform for Purchasing the Jiniso Fashion Brand

Satisfaction. User satisfaction can be understood as a user's assessment of an information system about the system meeting user expectations or vice versa (Rusnendar et al., 2023). If users believe that the information system meets the following expectations, such as a user-friendly system, then the information generated by the system can meet user needs and provide services in a timely and accurate manner, users are encouraged to use Shopee in carrying out promotions more efficiently and effectively. This is in accordance with research (Julianto & Daniawan, 2022) which shows that user satisfaction affects the use of Shopee. Research

conducted by (Febrianty & Arnu, 2022) states that customer satisfaction has a positive effect on Shopee user loyalty. This is also supported by research conducted by (Arbani, 2021) which states that trust, customer satisfaction, and user flow experience have a significant effect on the e-loyalty of Shopee application users. Research conducted by (Ramdhani, 2022) states that customer satisfaction has a positive and significant effect on repurchase intentions in the online marketplace. In line with research conducted by (Yuliana et al., 2022) states that based on the results of the study, it shows that perceived usefulness, satisfaction has a positive and significant effect on the use of e-filing in reporting taxes. (Wangsa & Harahap, 2020) also conducted research which stated that satisfaction has a significant effect on the use of e-Filing.

H3 : Satisfaction have a positive and significant effect on the level of use of the Shopee Platform for purchasing the Jiniso Fashion Brand.

Trust. Trust in the Shopee platform can influence users' decision to use this platform for purchasing Jiniso fashion brands. If users have high trust in the security and integrity of the Shopee platform, they will tend to be more comfortable to use this platform as a means of purchasing their Jiniso fashion brand. In addition, if users believe that Shopee is a trustworthy platform and can fulfill their needs in purchasing Jiniso fashion brands, they will tend to use this platform continuously. This is in line with research conducted by (Oktavia et al., 2022) which states that trust has a significant positive effect on the use of the Shopee application. High trust in the Shopee platform can also trigger consumers to choose the Jiniso fashion brand that uses this platform as their marketing channel. When consumers have high trust in the Shopee platform, they feel more confident to buy products from Jiniso fashion brands that use the platform, because they believe that the products are of high quality and reliable. Thus, it can be assumed that consumer trust can also influence the use of the Shopee platform for purchasing Jiniso fashion brands. This is also supported by research conducted by (Artina, 2021) which states that perceived benefits, perceived convenience, trust and service features positively and significantly and simultaneously affect the level of customer satisfaction using E-Money in Palembang City. Research conducted by (Purba et al., 2020) states that trust has a significant positive effect on customer satisfaction. The better the trust that customers have, the higher the level of customer satisfaction. Thus, companies must always strive to increase and improve customer trust. In line with research conducted by (Purba et al., 2020) which states that there is a positive and significant influence between trust variables on reuse intentions. This is also supported by research conducted by (Arbani, 2021) which states that trust, customer satisfaction, and user flow experience have a significant effect on the e-loyalty of Shopee application users. In line with research conducted by (Nurzanita et al., 2020) which states that trust has a positive and significant effect on usage decisions. This research is also supported by (Putra et al., 2018) which states that the effect of customer trust on customer satisfaction.

H4 : Trust have a positive and significant effect on the level of use of the Shopee Platform for purchasing the Jiniso Fashion Brand.

From the development of the hypothesis, the research framework is structured as follows:

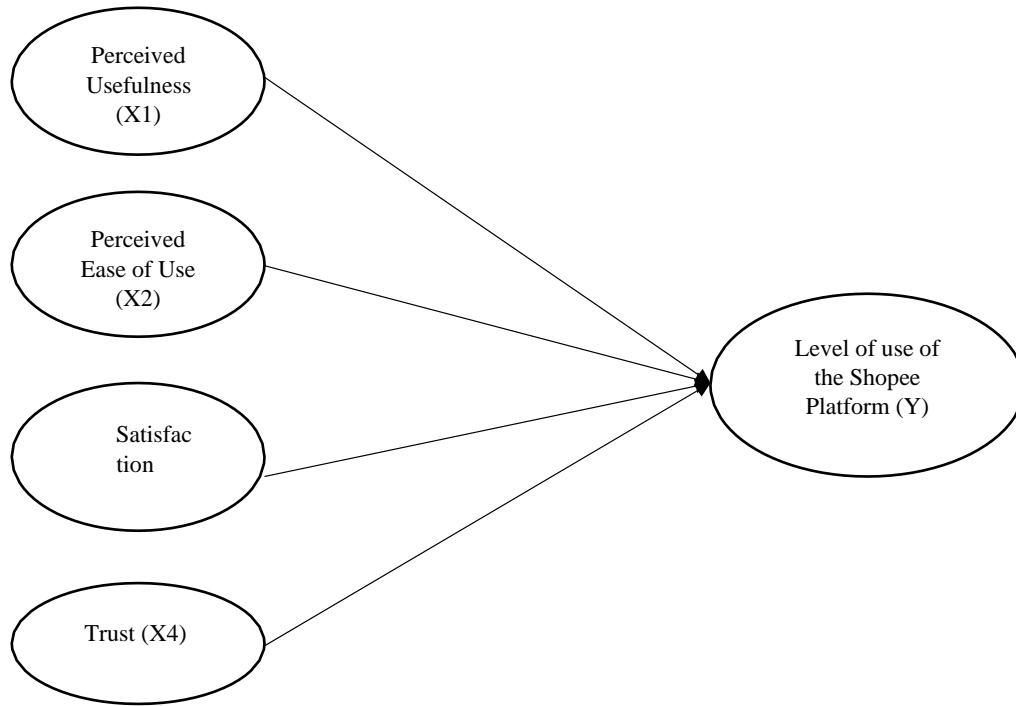


Figure 1. Conceptual Framework

Source: Davis, 1989

3 RESEARCH METHOD

This type of research is quantitative research, namely research in the form of actual numbers as the basis for any statistical investigation. The research was conducted by means of a survey to online shop buyers who use the Shopee platform in Yogyakarta. The research was conducted to determine the use of the Shopee Platform to purchase the Jiniso fashion brand using the TAM theory. The population in this study are those who have bought Jiniso through an online shop using the Shoppe platform. The sample of this research is online shop buyers who use the Shopee platform to buy Jiniso in Yogyakarta consisting of 180 respondents. The sampling method used in this study was purposive sampling. The data needed and used in this study include primary data. Primary data is obtained directly from respondents through surveys. The questionnaire was distributed in online form through Google Form. At the core of the questionnaire are questions with answer options in the form of a Likert scale or five-point scale (1 = strongly disagree and 5 = strongly agree). The data collection technique used in this research is a survey using a questionnaire. The data measurement scale in this study is using a Likert scale. The data analysis technique in this study consists of descriptive statistical analysis and SEM PLS analysis.

4 RESULT AND DISCUSSION

Respondent Demographics. Demographic description of the 180 samples that were successfully collected and classified the respondent's profile based on age, gender, current job, and education. The results of the study are described in the following table.

Table 1. Profil Respondent

Category	Frequency	Percentage (%)
Age		
17-22	99	55
23-28	52	29
29-34	20	11
≥ 35	9	5
Gender		
Male	57	32
Female	123	68
Current Job		
Civil Servant	5	3
Employee	36	20
Self-employed	17	9
Teacher	13	7
Housewife	7	4
Student	102	57
Education		
Junior High School	20	11
Senior High School	28	16
Bachelor	117	65
Postgraduate/Doctor	15	8

Source: Data processed (2023)

Table 1 shows that most respondents were aged 17–22 years, 55% (99 respondents). Respondents aged 23–28 years were 29% (52 respondents). Respondents aged 29–34 years were 11% (20 respondents). Respondents aged ≥ 35 years were 5% (9 respondents). Based on gender, most respondents were female, namely 68% (123 respondents). Respondents who were male were 32% (57 respondents). Most of the respondents in this study were students at 57% (102 respondents). Based on education, the majority of respondents were bachelor educated at 65% (117 respondents). Furthermore, 16% (28 respondents) had a senior high school education, 11% (20 respondents) had a junior high school education, and 8% (15 respondents) had a postgraduate or doctoral degree.

Measurement Test: Validity and Reliability. Convergent validity tests can be carried out by observing the outer loading factors of the observed variables in the model meet good requirements, the outer loading factors of the observed variables in the model have met good requirements, namely > 0.70 (Memon and Rahman, 2014). The factor loading values are presented in Table 2.

Table 2. Loading factor analysis results

Indicator	Loading Factor	Decision
PM1	0.922	Valid
PM2	0.932	Valid
PM3	0.930	Valid
PM4	0.889	Valid
PM5	0.881	Valid
PM6	0.922	Valid
PM7	0.906	Valid
PM8	0.756	Valid
PK1	0.708	Valid
PK2	0.899	Valid
PK3	0.910	Valid
PK4	0.920	Valid
PK5	0.914	Valid
PK6	0.901	Valid
PK7	0.891	Valid
PK8	0.884	Valid
KP1	0.822	Valid
KP2	0.900	Valid
KP3	0.909	Valid
KP4	0.833	Valid
KP5	0.880	Valid
KP6	0.877	Valid
KP7	0.898	Valid

KP8	0.869	Valid
KR1	0.867	Valid
KR2	0.919	Valid
KR3	0.918	Valid
KR4	0.913	Valid
KR5	0.931	Valid
KR6	0.826	Valid
TG1	0.889	Valid
TG2	0.891	Valid
TG3	0.888	Valid

Source: Data processed (2023)

These results indicate that all indicators of the variables used in this study have an outer loading factor value > 0.7 so that all research indicators are said to be valid.

Table 3. Composit Reliability

Variabel	Reliabilitas Komposit
Perceived Usefulness	0.969
Perceived Ease of Use	0.965
Satisfaction	0.963
Trust	0.961
Level of Use	0.919

Table 3 shows that the composite reliability value of all latent variables is greater than 0.7. These results indicate that all latent variables have good composite reliability.

Results of Structural Model Analysis (Inner Model). In this study, the R-square value test was used to explain the effect of certain exogenous latent variables on endogenous latent variables. The higher the R2 value, the better the model is in predicting the object of research. The structural model studied in this study is presented in Figure 2.

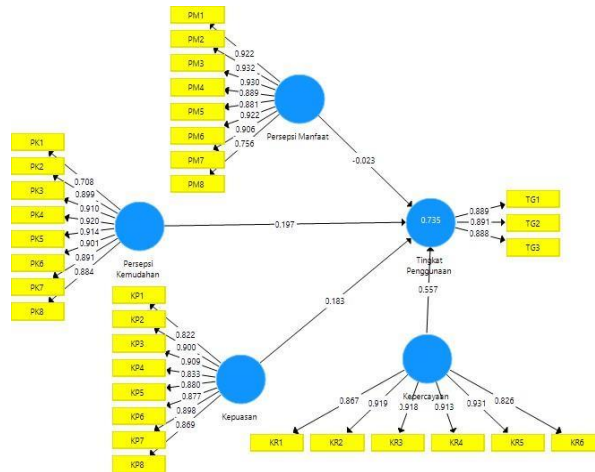


Figure 2. Research Structure

ModelSource: Data processed (2023)

Table 4. R-Square Value

Variabel	R ²
Tingkat Penggunaan	0.735

Table 4 above illustrates that the test result of the R-square value for the dependent variable of interest in using is 0.735, meaning that the relationship model built is strong.

Hypothesis Test. This hypothesis test is a causality analysis conducted to determine the relationship between variables. Causality analysis can be used to determine the influence that occurs between exogenous variables and endogenous variables. Exogenous variables are declared to have a significant effect on endogenous variables if the p value (probability) ≤ 0.05 . The hypothesis test results are presented in Table 5.

Table 5. Hypothesis Test

Relationship	Original Sample	Standard Deviation	T Statistics	P Values	Decision
Perceived Usefulness \rightarrow Level of Use	-0.023	0.094	1.242	0.405	Rejected
Perceived Ease of Use \rightarrow Level of Use	0.197	0.098	2.004	0.024	Accepted
Satisfaction \rightarrow Level of Use	0.183	0.070	2.618	0.005	Accepted

Trust β Level of Use	0.557	0.062	9.021	0.000	Accepted
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The effect of perceived usefulness on the level of use of Shopee

The results show that perceived usefulness do not have a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. Perceived usefulness is a positive view or assessment of the benefits of a thing or activity. Perceived usefulness can refer to the understanding that something will provide benefits or positive value to individuals or society. Perceived usefulness will influence a person's attitude and action towards something. If someone has a high perception of the benefits of something, they tend to be more interested and motivated to do or utilize it. This is in line with research conducted by (Andriani, 2021) that perceived usefulness have no effect on the use of e-SPT. In addition, research conducted by (Muftiasa et al., 2022) states that perceived benefits have an insignificant effect on the level of use. (Riani et al., 2023) in their research also stated that perceived benefits have no effect on the level of use of the Halodoc application. Perceived usefulness is an individual's view of the extent to which the Shopee application can provide benefits or advantages to users. For example, users may think that the Shopee app can provide convenience in shopping, more affordable prices, a greater selection of products, or a more convenient shopping experience. However, even though users have a high perceived usefulness to the Shopee app, it does not mean that they will actively use the app. There are other factors that can influence the level of use of the Shopee application, such as the quality of service provided by Shopee, such as the speed of delivery, ease of payment process, or the reliability of the application. In addition, the user need factor will also play a role, for example, if the user does not have a need to shop online, then the usage rate of the Shopee app will probably not be high. Promotions can also affect the app usage rate, such as the presence of discounts or special offers that are only available through the Shopee app. Lastly, personal preferences also play an important role in the usage of the Shopee app. Some people may prefer shopping at a physical store rather than through an online app, or vice versa.

The effect of perceived ease of use on the level of use of Shopee

The results show that perceived ease of use has a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. Perceived ease is the perception that a person has of the extent to which a task or activity can be done easily without significant difficulty. This is in line with research conducted by (Wasana & Telagawathi, 2023) which states that perceived ease of use has a significant effect on the level of use of Shopee. Research conducted by (Rusnendar et al., 2023) states that perceived ease of use has a significant effect on the level of use of the Grab Food application. In addition, these results are also in line with research conducted by (Setiawan et al., 2020) which also states that perceived ease of use has a significant effect on the use of mobile payments. In this study, it was found that perceived ease of use has a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. This can be explained by the fact that if users find the Shopee platform easy to use to make purchases of the fashion brand Jiniso, they tend to use the platform more often. Perceived ease is an important factor in influencing a user's decision to use a platform. If users feel that accessing and using the Shopee platform to purchase Jiniso fashion brands is easy and intuitive, they will be more motivated to do so. For example, if users feel that the navigation of the Shopee website or app is uncomplicated, the payment process is simple, and there are clear options to purchase Jiniso fashion brands, they will tend to feel comfortable and satisfied with

their experience. This will encourage them to use the Shopee platform repeatedly to make purchases of Jiniso fashion brands. The results of this study point to the need for Shopee and Jiniso to continuously improve the ease of use of their platforms. This can include user interface enhancements, navigation improvements, and payment experience improvements. By doing this, they can ensure that users are comfortable and satisfied with the process of purchasing Jiniso fashion brands on Shopee, and ultimately increase the usage rate of the platform.

The effect of satisfaction on the level of use of Shopee

The results show that satisfaction has a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. a feeling of satisfaction or satisfaction felt after achieving or meeting certain expectations, desires, or goals. Satisfaction can be physical, emotional, or psychological satisfaction. The existence of satisfaction can provide a sense of happiness, relief, or positive self-satisfaction. The use of the Shopee application can provide satisfaction to users. When users are satisfied with the shopping experience through the Shopee application, they tend to use the application continuously. This is in line with research conducted by (Anggraini et al., 2020) which states that satisfaction has a significant effect on application usage. Research also conducted by (Ekasari et al., 2023) states that satisfaction has a significant effect on Ruang Guru Appication Users. In addition, the results of this study are also in line with research conducted by (Safriandi et al., 2023) which states that user satisfaction has a significant effect on the level of application use. There are several factors that can influence user satisfaction, such as product quality, competitive pricing, responsive customer service, ease of navigation in the app, and a pleasant shopping experience. If users feel that the Shopee app fulfills all these aspects, they will feel satisfied and will likely use the app regularly. Conversely, if users feel dissatisfied with their experience using the Shopee app, for example due to issues with product quality or poor customer service, they will probably move on to other online shopping apps or even switch back to conventional shopping methods. Therefore, user satisfaction has a significant influence on the level of usage of the Shopee app. A positive contribution from user satisfaction will help strengthen user loyalty and increase market penetration of the Shopee app.

The effect of trust on the level of use of Shopee

The results show that trust has a significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand. trust is a belief or mental state of someone who believes something to be true or reliable in the absence of concrete or rational evidence. Trust can relate to belief in someone or something. Beliefs can be very powerful and influence a person's way of thinking, behavior, and outlook on life. Beliefs are also often the basis of morals, ethics, and values held by certain individuals or groups. This is in line with research conducted by (Subagyo et al., 2019) which states that trust has a significant effect on the level of use of Shopee. Research conducted by (Pramudito et al., 2023) which states that trust has a significant effect on the use of e-commerce applications. In addition, research by (Wang et al., 2022) states that trust affects the use of the Social Commerce Platform. Trust is a key factor in building relationships between users and e-commerce platforms such as Shopee. When users feel trust in the platform, they will feel comfortable to make online transactions, such as buying goods or using the services offered by Shopee. This trust involves users' confidence that their personal information will be kept confidential, their transactions will be carried out securely, and they will receive the promised product or service properly. Trust also influences user perceptions of the quality and reliability of the Shopee application. If users have high trust in Shopee, they are likely to believe that this platform has quality products and services, and provides reliable delivery. As a result, users will

be more likely to use the Shopee application regularly and rely on it as a place to shop online. Apart from that, trust also plays a role in building user loyalty towards the Shopee application. When users have a positive experience and feel confident in Shopee, they tend to choose to continue using the application and not look for other alternatives. This user loyalty can increase the overall level of use of the Shopee application. In this case, it is important for Shopee to continue to build user trust through various efforts, such as providing security in transactions and consumer protection, improving the quality of products and services, and handling user complaints or problems well. The higher the user's level of trust in Shopee, the greater the possibility that the user will use this application actively.

5 CONCLUSION AND RECOMMENDATION

In conclusion, the use of Shopee as a platform for purchasing Jiniso fashion brand is highly beneficial for both consumers and the brand itself. Through the lens of the Technology Acceptance Model (TAM) theory, we can see that the perceived usefulness and perceived ease of use of the Shopee platform play significant roles in shaping consumers' intentions to use the platform for shopping. By leveraging Shopee's features and capabilities, Jiniso has successfully expanded its reach, increased sales, and cultivated a strong online presence in the highly competitive fashion market. As online shopping continues to grow in popularity, it is imperative for brands like Jiniso to embrace strategic partnerships with platforms like Shopee to stay relevant and meet the evolving needs of modern consumers. Based on the overall analysis and discussion, it can be concluded as follows that perceived usefulness have no positive and significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand; perceived ease of use have a positive and significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand; satisfaction have a positive and significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand; and Trust have a positive and significant effect on the level of use of the Shopee platform for purchasing the Jiniso fashion brand.

In this research, the researcher had several limitations that might make this writing less than perfect, including: This research is limited and only focuses on consumers who have purchased Jiniso buyers, The Usage Level variable is explained by an R-Square value of 73.5% and the remaining 26.5% can be explained by the variable perception of usefulness and comfort found in the research (Putri and Novianti, 2016). Suggestions for future researchers, they can conduct research using other variables outside of the variables used in this research, such as perceptions of usefulness and comfort (Putri and Novianti, 2016). Future researchers are expected to increase the number of research variables and increase the number of samples. Apart from that, further research can also look at the seller's side in using the Shopee platform. Furthermore, the practical advice is that Shopee needs to continue to innovate and follow the latest trends in the fashion industry to maintain consumer interest. They can collaborate with well-known fashion brands, provide relevant content, and expand the choice of fashion products available on their platform. In this way, consumers will be more interested and continue to choose Shopee as their fashion purchasing platform. In implementing these suggestions, Shopee can also conduct surveys and communicate with consumers to understand their needs and preferences. Involving consumers in platform development will help Shopee produce improvements that are relevant and in line with market needs.

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