

MEASURING THE APPEAL OF ONLINE SHOPPING: THE ROLE OF APP EASE OF USE AND CONSUMER TRUST ON REPEAT PURCHASE DECISIONS ON THE SHOPEE E-COMMERCE PLATFORM

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Abstract

This study aims to measure the attractiveness of online shopping through an analysis of the influence of ease of use of applications and consumer trust on repeat purchase decisions on the Shopee e-commerce platform. The background of this study is based on the increasing number of online shopping transactions in Indonesia, especially through Shopee, which is one of the platforms with the largest number of users. This study uses a quantitative approach with an explanatory research method. Data were collected through an online questionnaire distributed to 120 active Shopee user respondents who had made repeat purchases. The data analysis technique used was multiple linear regression. The results of the study indicate that ease of use of the application and consumer trust have a positive and significant effect, both partially and simultaneously, on repurchase decisions. Ease of application navigation, transaction speed, and trust in the security and consumer protection system have proven to be important factors in forming user loyalty. These findings provide strategic implications for e-commerce managers to improve user experience and build a strong trust system to retain consumers in the long term.

Keywords: *Online Shopping, Ease of Use, Consumer Trust, Repurchase Decision, E-Commerce, Shopee.*

1. INTRODUCTION

The rapid development of information technology has changed the landscape of consumer behavior in shopping. One significant change is the shift from conventional shopping activities to online shopping. E-commerce has become a global phenomenon that is able to transform the consumption patterns of modern society. In Indonesia, the growth of e-commerce is very rapid, reflected in the increase in the number of online shopping platform users and the total value of digital transactions each year.

Changes in consumer behavior in recent years have shown a growing preference for digital-based transaction models. This is inseparable from the rapid increase in internet penetration, changes in urban lifestyles, and shopping habits that increasingly prioritize time efficiency, convenience, and transaction security. In this context, e-commerce is a strategic alternative for modern consumers in meeting their needs more practically and flexibly.

Indonesia, as one of the countries with the largest number of internet users in the world, is experiencing rapid growth in digital transactions. Shows that the value of Indonesia's digital economy has reached USD 77 billion and is predicted to continue to increase every year (Anwar, 2023). The largest contribution comes from the e-commerce sector, which reaches almost 60% of the total value. Shopee, as a major player in this market, continues to demonstrate its dominance in terms of the number of users, transaction volume, and growth of seller partners.

E-commerce platforms such as Shopee, Tokopedia, Lazada, and Bukalapak have become dominant players in Indonesia's digital world. Among these platforms, Shopee recorded the most significant performance. Based on the iPrice report (2023), Shopee ranks top in terms of the number of site visits, the number of application downloads, and user retention rates (Fadillah, 2024). Shopee's popularity is interesting to study, especially in relation to the factors that influence consumer repurchase decisions.

One of the factors of Shopee's success is its ability to create a superior user experience through application features that are designed to be easy to use by all groups. This application provides intuitive navigation, fast search options, extensive payment method integration, and real-time order tracking features (Inggaris, 2023). This convenience is the main reason why consumers not only make their first purchase, but also repeat purchases.

On the other hand, consumer trust plays a vital role in the digital ecosystem. Unlike physical stores, online shopping requires consumers to make transactions with parties they do not meet directly. In this condition, trust is a crucial prerequisite for consumers to feel safe when making payments, providing personal information, and waiting for products to be delivered. Shopee builds trust through the Shopee Guarantee, seller rating system, 24-hour customer service, and fast dispute reporting features.

However, even though platforms like Shopee have provided a fairly complete ecosystem, there are still variations in repeat purchase decisions between consumers. Some users remain loyal, while others only make one purchase. This phenomenon shows that there are psychological factors and subjective perceptions that influence these decisions (Winarti, 2023). Therefore, it is important to measure the extent to which ease of use and consumer trust play a role in driving repeat purchases, so that companies can develop more targeted retention strategies.

In the world of e-commerce, repeat purchase decisions are one indicator of success in building long-term relationships with customers. The more often consumers make repeat purchases, the higher their loyalty to a platform. This loyalty is not only influenced by price or promotion, but also by two important factors: ease of use and consumer trust (Lisdayanti, 2024).

Ease of use of the application plays a major role in shaping a pleasant user experience. An intuitive interface, speed of access to information, and ease of payment process can increase user convenience when making transactions. On the other hand, consumer trust in the platform concerns the perception of security, reliability of information, and the commitment of service providers in handling complaints. The combination of these two factors is believed to be the main driver in repurchase decisions (Jou, 2024). Although there has been a lot of research on e-commerce, there is still a research gap that has not been widely explored, namely the simultaneous influence of ease of use and consumer trust on repurchase decisions specifically on the Shopee platform.

Therefore, this study aims to measure the appeal of online shopping by focusing on the role of ease of use of the application and consumer trust in encouraging repeat purchases on the Shopee platform. This study attempts to answer these needs by focusing on the Shopee platform, due to its dominant position in the Indonesian market and high level of user interaction. The findings of this study are expected to not only provide theoretical contributions to the digital marketing literature, but also provide practical insights for industry players in building strategies based on user experience and consumer trust.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

E-commerce (electronic commerce) is the process of buying, selling, marketing goods and services through electronic systems such as the internet or computer networks (Reptiningsih, 2023). In

the Indonesian context, e-commerce has developed into a dominant platform in the digital transaction process, with companies such as Shopee, Tokopedia, and Lazada leading the market.

According to Aulia (2024) e-commerce covers a wide range of activities: online transactions, digital-based customer service, electronic supply chain management, to digital payment systems. The success of e-commerce depends not only on price or product, but on user experience and the level of trust in the platform.

Shopee, as one of the biggest players in the Southeast Asian market, implements aggressive local strategies such as free shipping programs, flash sales, and daily discount vouchers. However, the two main components that determine user loyalty are an easy-to-use application interface and a strong trust system between sellers and buyers.

Consumer behavior refers to the process individuals undertake in searching for, selecting, using, and evaluating products or services to meet their needs (Kotler & Keller, 2016). In the context of online shopping, this process is influenced by many factors such as risk perception, practicality, ease of access, and credibility of information.

According to Nurhasanah (2024), digital consumer behavior is very dynamic and prone to change based on previous shopping experiences, including after-sales service and user interaction. In e-commerce, this behavior is characterized by a preference for platforms that provide convenience, speed, and security in transactions.

Repeat purchases are one of the real forms of consumer loyalty. If consumers are satisfied with their previous experience, they tend to make repeat purchases. Therefore, identifying factors that influence repeat purchases is an important strategy for e-commerce companies.

Ease of use of an application is the extent to which a person believes that using a system will be free from heavy effort (Tobing, 2023). This concept is an important part of the Technology Acceptance Model (TAM), which states that the easier a technology is to use, the more likely users are to accept it. In the context of e-commerce applications, ease of use relates to intuitive application navigation, speed of product search and filtering, simple checkout process and integration with digital payment methods. According to Firdausi (2024), ease of use has a positive effect on the intention to continue using the application. In other words, the easier an application is to use, the higher the likelihood that consumers will make repeat purchases.

Trust in e-commerce is defined as the expectation that another party (seller or platform) will not misuse information or disappoint consumers in transactions that cannot be directly monitored (Decatoria, 2025). In online shopping, trust is formed from consumer perceptions of transaction security (personal data, payments), seller credibility (reviews, ratings, interactions) and platform commitment in handling complaints or disputes.

According to Jou (2024), trust is a key determinant in driving purchasing decisions in a risky online environment. Shopee builds this trust through features such as Shopee Guarantee, rating and review systems, and return services. Trust not only determines the first purchase decision, but also plays a big role in repeat purchase decisions, especially when consumers are satisfied with the platform's response and responsibility to problems that arise.

Repurchase decision is a form of consumer behavior that shows a tendency to repurchase products or services from the same seller based on previous experience (Oliver, 1999). This decision is influenced by factors such as customer satisfaction, trust, service quality, and ease of transaction process (Tobing, 2023).

According to Reptiningsih (2023), in the Expectation-Confirmation Model (ECM) theory, consumers tend to repeat purchases if their experience matches or exceeds initial expectations. In e-commerce, repeat purchases can be seen from the frequency of visits to the application, monthly transaction value and loyalty to the brand/platform. Repeat purchase decisions reflect the company's success in building effective customer relationship management, and are a key indicator of customer loyalty in the digital era.

3. RESEARCH METHODOLOGY

This study uses a quantitative approach with an explanatory research method, namely research that aims to explain the causal relationship between variables through hypothesis testing. The main focus of this study is to test the effect of ease of use of the application and consumer trust on repurchase decisions on the Shopee e-commerce platform. A quantitative approach is used because this research is oriented towards measuring the relationship between variables using numerical data, which is then analyzed using inferential statistics.

The population in this study were all active users of the Shopee platform in Indonesia who had made online shopping transactions at least twice in the last three months. The sample was selected using a purposive sampling technique, namely the selection of samples with certain criteria that are relevant to the purpose of the study. The sample criteria are, Minimum age 17 years, Have made repeat purchases on Shopee, Access the Shopee application using a mobile device (Android/iOS).

The minimum number of respondents set refers to Roscoe's formula (1975) which states that the number of samples in good quantitative research ranges from 30–500 respondents (Winarti, 2023). In this study, a minimum of 100 respondents was targeted to provide good validity and reliability. Data collection techniques are carried out through, Questionnaires. The main instrument for data collection is a closed questionnaire based on a 5-point Likert scale, from a scale of 1 (strongly disagree) to 5 (strongly agree). The questionnaire is divided into four main parts, namely:

1. Respondent demographic data (age, gender, shopping frequency, etc.).
2. Questions about the ease of use of the application (adapted from Davis, 1989).
3. Questions about consumer trust (adapted from Pavlou, 2003).
4. Questions about repurchase decisions (adapted from Oliver, 1999 and Bhattacharjee, 2001).

The questionnaire was distributed online via Google Form, with distribution using social media such as Instagram, WhatsApp, and e-commerce forums. Secondary data was obtained through scientific literature, journal articles, official Shopee reports, and documentation from related agencies relevant to the research topic.

Validity test is conducted using Pearson Product Moment correlation to determine whether each statement item is suitable for use. Reliability test uses Cronbach's Alpha, with a value > 0.70 is considered reliable.

Used to describe the characteristics of respondents and the distribution of answers to each variable. Includes normality, multicollinearity, and heteroscedasticity tests to ensure that the data meets the assumptions of multiple linear regression. To measure the influence of independent variables (ease of use and consumer trust) on the dependent variable (repurchase decision), the following regression equation is used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Information:

Y = Repurchase Decision

X₁ = Ease of Use of Application

- X_2 = Consumer Trust
- β_0 = Constants
- β_1, β_2 = Regression Coefficient
- ε = Error Term

The F test is used to determine the simultaneous influence. The t-test is used to determine the effect of each independent variable on the dependent variable. To find out how much the independent variable contributes to explaining the variation of the dependent variable. Data processing is done with the help of statistical software such as IBM SPSS version 25.

4. RESULTS AND DISCUSSIONS

This study involved 120 respondents who were active users of the Shopee application. Respondent characteristics are presented based on age, gender, frequency of use of the Shopee application, and frequency of repeat purchases.

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Age	17–25 tahun	72	60%
	26–35 tahun	38	31.7%
	>35 tahun	10	8.3%
Gender	Woman	78	65%
	Man	42	35%
Shopping Frequency per Month	1–2 kali	36	30%
	3–5 kali	58	48.3%
	>5 kali	26	21.7%

The results show that most respondents are young and female, which is indeed the dominant target of Shopee users in Indonesia. All question items have a correlation value > 0.30 and are significant ($p < 0.05$), which means they are valid. Cronbach’s Alpha value, Ease of Use: 0.812, Consumer Trust: 0.8, Repeat Purchase: 0.841. All values above 0.70 : reliable. Normality: Kolmogorov-Smirnov test shows p-value 0.145 (>0.05) : Normal data. Multicollinearity: Tolerance > 0.10 and VIF < 10 : No multicollinearity. Heteroscedasticity: Glejser test shows p-value > 0.05 : No symptoms of heteroscedasticity.

$$Y=1,245+0,435X_1+0,386X_2$$

Information:

- Y = Repeat Purchase Decision
- X_1 = Ease of Use
- X_2 = Consumer Confidence

F count $>$ F table and p-value $< 0.05 \rightarrow$ Ease of use and consumer trust simultaneously have a significant effect on repurchase decisions. Both independent variables have a positive and significant partial effect on repeat purchases.

Table 2. F Test, T test Results

F Count	F Table ($\alpha=0,05$; $df=2,117$)	Significance	
48,902	3,07	0,000	
Variables	t count	t table	Sig.
Ease of Use	5,842	1,980	0,000
Consumer Trust	4,911	1,980	0,000

The findings show that the ease of use of the Shopee application significantly influences repeat purchase decisions. This supports the TAM theory by Davis (1989), which states that the easier a technology is to use, the more likely a person is to continue using it. Shopee has succeeded in presenting a user-friendly interface, quick search features, a product filter system, and easy payments (Nurhasanah, 2024). This creates a pleasant user experience and encourages repeat purchases. Trust has been shown to be an important factor in repeat purchase decisions, consistent with findings by Fadillah (2024) and Inggaris (2023). Consumers feel comfortable transacting on Shopee because of consumer protection such as Shopee Guarantee, a transparent rating system, and a return policy. When consumers feel that the platform is trustworthy, they are not only satisfied but also willing to make repeat transactions, even in larger amounts. Simultaneously, ease of use and trust form an important foundation for customer loyalty in e-commerce. Shopee, which is able to manage both well, has become the main platform of choice in Indonesia.

5. CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, several things can be concluded as follows Ease of Use of the Shopee Application has been proven to have a positive and significant influence on repeat purchase decisions. The easier the application is to use, starting from navigation, product search, checkout process, to payment methods, the more likely consumers are to make repeat purchases. Consumer Trust in Shopee also shows a positive and significant influence on repeat purchase decisions. Factors such as consumer protection guarantees, seller credibility, user reviews, and problem resolution systems contribute greatly to building trust that drives customer loyalty. Simultaneously, ease of use of the application and consumer trust have a strong influence on repeat purchase decisions, contributing 45.5% to the variation in repeat purchase decisions. This shows that these two variables are key aspects that e-commerce platforms must pay attention to in increasing user loyalty. Shopee as the object of study has succeeded in combining an easy-to-use interface with a good protection system to create a digital ecosystem that encourages consistent repeat transactions.

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