



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



**BRS20103 : RESEARCH METHODOLOGY**

**Literature Review & Research Methodology**

**Determinants of Customer's Intention to Use Shopee in Jakarta**

**Lecturer and Supervisor :**

**Dr. NURKHALIDA MAKMOR**

	STUDENT NAME	MATRIX ID	
	PADITA TRI CONDRO SEKARWANGI	012022091729	

**POLITEKNIK  
NEGERI  
JAKARTA**

**DEPARTEMENT OF BUSINESS MANAGEMENT AND LAW  
FACULTY OF BUSINESS MANAGEMENT & PROFESSIONAL STUDIES  
MANAGEMENT AND SCIENCE STUDY  
MANAGEMENT AND SCIENCE UNIVERSITY  
FEBUARY 2023**



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## Table of Content

<i>Chapter 1</i> .....	4
1.2 Introduction.....	4
1.3 <i>Problem Statement</i> .....	5
1.4 <i>Research Objective</i> .....	6
1.5 <i>Research Questions</i> .....	7
1.6 <i>Definitions of Key terms</i> .....	7
1.7 <i>Significant of The Study</i> .....	7
2.0 <i>Introduction Literature Review</i> .....	8
2.0.1 <i>Dependant Variable</i> .....	8
2.0.2 <i>Independant Variable</i> .....	9
2.1 <i>Underpinning Theory</i> .....	10
2.1.1 <i>UTAT Theory</i> .....	10
2.2 <i>Conceptual Framework</i> .....	11
2.3 <i>Hypotheses Development</i> .....	12
<i>Chapter 3</i> .....	14
<i>Research Methodology</i> .....	14
3.0 <i>Research Design</i> .....	14
3.1 <i>Population</i> .....	14
3.2 <i>Sample Size</i> .....	14
3.3 <i>Unit of Analysis</i> .....	15
3.4 <i>Sample Design</i> .....	15
3.5 <i>Questionnaire Design</i> .....	15
3.6 <i>Data Collection</i> .....	18
3.7 <i>Summary</i> .....	18
<i>Chapter 4</i> .....	20
<i>DATA ANALYSIS</i> .....	20
4.1 <i>Overview the chapter</i> .....	20
4.2 <i>Demographic</i> .....	20



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

4.3 Descriptive analysis .....	22
4.4 Normality.....	23
4.5 Reliability Analysis .....	23
4.5 Correlation Table .....	25
<b>CHAPTER 5</b> .....	28
<b>DISCUSSION AND CONCLUSION</b> .....	28
5.1 Introduction .....	28
5.2 Summarization and Interpretation .....	28
5.3 Implication of Study .....	31
5.4 Limitation & Recommendation.....	32
5.5 Conclusion .....	33
<i>References</i> .....	35





Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## DETERMINANTS OF CUSTOMER'S INTENTION TO USE "SHOPEE" IN JAKARTA

Padita Tri Condro Sekarwangi

*Faculty of Business Management & Professional Studies, Management and Science  
University, Shah Alam, Malaysia*

[Paditasekarwangi@gmail.com](mailto:Paditasekarwangi@gmail.com)

### Abstract

This study's objective is to identify the characteristics that impact consumer intention to use Shopee in Jakarta by conducting collecting data via gforms . The intention to utilize is the study's dependent variable, while the three independent factors are trust, an orientation toward time savings, and hedonic motivation. Using the convenience sample approach, a total of 385 questionnaires were sent out to residents of East Jakarta through various online platforms (including Whatsapp, Instagram, and Twitter). The Statistical Package for the Social Science, version 27.0 (SPSS). On the basis of the test analysis's findings in Chapter 4, it can be concluded that the three independent factors, namely trust, time-saving orientation, and hedonic incentive, are all significant when combined with the one dependent variable, intention to use. So, the Time Saving Orientation of customers is the primary factor that influences their inclination to use Shopee. In addition, Trust and Hedonic Motivation are the two factors that most influence a customer's inclination to use Shopee in Jakarta. understanding of consumer desire to use Shopee in Jakarta for Small and Medium Enterprises (SMEs) and the Government in order to advance local items in online purchases and advance the economy of the Indonesian state. using privately held resources, such the facilities supplied by Shopee.

**Keywords : Intention to Use, Trust, Time Saving Orientation and Hedonic  
Motivatio**



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## Chapter 1

### 1.2 Introduction

Many economic and social developments occurred during the Covid-19 epidemic, and many operations were relocated to the Internet environment. Customers seek to avoid personal touch during this time period and instead rely more on e-commerce and social commerce. As a result of people's fear of being infected with the virus and remaining at home and avoiding physical contact with other people, the number of e-commerce sales and revenue has grown significantly (Pantelimon, Georgescu, & Posedaru, 2020; Trans, 2020). This circumstance allows businesses to use the Internet to market their goods and attract new clients. Many businesses are beginning to offer items and services online (Faraoni, Rialti, Zollo, & Pellicelli, 2019; Franco & Regi, 2016; Mainardes, Souza, & Correia, 2020). Furthermore, in recent years, social commerce, also known as social business, has evolved, and is broadly described as e-commerce operations carried out on social media platforms (McLachlan, 2020). While e-commerce platforms provide several benefits to both vendors and customers, there are hazards and obstacles that must be addressed.

The quality and assurance of services provided by e-commerce platforms is an issue that has grown in importance since the outbreak of the pandemic. Although the number of online sales has expanded fast, the company's production processes, product distribution logistics, and customer relations have deteriorated (Donthu and Gustafsson, 2020; Açıkgöz and Gunay, 2020; Watanabe and Omori, 2020). One of the most significant factors of trust in e-commerce is customer perception of service quality (Qalati et al., 2021). According to (Buckley and Majumdar., 2018), the service sector is important in today's world since it gives value to customers, financial flows, and the creation of numerous jobs throughout the globe. (Thus, Schafran et al., 2018) suggest that these organisations' services are more dynamic and accessible, using the following examples: (1) online banking (e-banking); (2) online education (e-learning); (3) buying and selling through the internet (e-commerce); and (4) e-commerce platforms (eg Shopee, Zalora, and others).



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

According to (Google Temasek.,2019), Shopee has become the application with the largest total number of monthly active visitors. Several promotions carried out by Shopee in this quarter, such as cashback, free shipping with no minimum purchase, and the selection of brand ambassadors from renowned persons close to consumers, may be used to demonstrate Shopee's perseverance in capturing markets, particularly in Indonesia. Shopee got 190.7 million visitors from Indonesia, according to (Data Similarweb., 2022). This result represents an increase of 11.37% over the previous month, when Shopee website visitors totalled 171.2 million in July 2022. Given the possible concern in this field of research, the current work used the extended UTAUT as a foundation theory. The current research is being conducted to understand more about the conceptual framework, which comprises of three determining components (time saving orientation, trust, and hedonic motivation). In addition, the author attempts to provide techniques for improving the effectiveness of e-commerce platforms in determining customer intentions to use e-commerce platforms in Jakarta.

### 1.3 Problem Statement

#### Problem

When it comes to ecommerce use on smartphones, quality and trust are very important. Due to the loss of trust caused by selling personal data from consumers to unscrupulous individuals, Qalati et al. (2021) report that many customers are still reluctant to shop online due to concerns about privacy, perceived risk, lack of trust in e-commerce platforms, and perceptions of low service quality and also E-commerce includes elements of environmental sustainability; For example, in making a purchase, consumers only see pictures or videos provided by the seller, and sometimes when consumers receive the goods, they do not match their expectations. therefore Various online marketplaces display online reviews along with product descriptions, making it easier for consumers to find out about the uses of products and brands which will then influence consumer purchase intentions (Chakraborty, 2019a). In e-Wom, some users



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

often share opinions with other consumers by posting reviews about products and providing comments, as one of the exchanges information and means of communicating via the internet (Ciao et al., 2011). According to Watson et al., (2018) information in online reviews such as ratings and number of reviews has an important role in increasing online product sales. Online reviews can provide important information for individuals who then influence the individual to shop online (Tran and Strutton, 2020). The social component includes aspects of human needs and cultural development which are the focus (Sun et al., 2013). The possibility of replacing conventional and physical businesses with virtual stores may result in job loss for some, but e-commerce also opens up job prospects for employers and those who are digitally literate (Biagi and Falk, 2017). In an effort to increase its income and financial position, businesses often concentrate on economic factors (Bergman, 2014). Economic sustainability, which is a requirement for business development and growth, is often hampered. However, if there is significant environmental damage, no company can develop the economy. Therefore, all aspects of sustainability can be said to be equally important. As a result, the authors hope to find the best answers to consumer difficulties, which will later influence e-commerce solutions to increase consumer confidence in order to increase consumer trust facilities and increase shopee profits.

#### 1.4 Research Objective

1. To determine the relationship between time saving orientation with Intention to use E – Commerce Platforms (Shopee)
2. To determine the relationship between trust with Intention to use E – Commerce Platforms (Shopee)
3. To determine the relationship between hedonic motivation with Intention to use E – Commerce Platforms (Shopee)



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## 1.5 Research Questions

1. Does time saving orientation significant influence with intention to use E – Commerce Platforms (Shopee) ?
2. Does trust significant influence with intention to use E – Commerce Platforms (Shopee)?
3. Does hedonic motivation significant influence with intention to use E – Commerce Platforms (Shopee)?

## 1.6 Definitions of Key terms

- **Time Saving Orientation**

Time saving orientation is the most critical factor to influence customers' motivation to use the technology-based self-service

- **Trust**

firm belief in the character, ability, strength, or truth of someone or something.

- **Hedonic Motivation**

the influence of a person's pleasure and pain receptors on their willingness to move towards a goal or away from a threat.

## 1.7 Significant of The Study

The research was conducted because the trust of consumers and other facilities towards purchasing interest via e-commerce platforms is helpful to e-commerce parties such as Shopee, Zalora, and Tokopedia. However, via customer purchasing interest, it will support the economic growth of the current government and MSMEs, creating new employment and innovating to enhance the performance of e-commerce platforms as technology develops.





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Introduction

The study that the researcher conducted is summarized in this chapter. Here is a succinct description of the results. Research goals, a framework, and research methods are only a few of the problems that are briefly explored in this section. In this chapter, the study's key conclusions are also discussed. The results of empirical studies that were conducted based on the data analysis are reported in this section. After that, the present study's ramifications are examined. There are offered further scientific contributions. An analysis of the limits and potential research areas follows.

#### 5.2 Summarization and Interpretation

The covid-19 pandemic has a significantly different impact on purchasing. Multiple e-commerce sites enable people to do transactions solely using mobile devices. The Shopee app enables users to use only one program to make purchases, order food, and make other payments. Although Shopee is an established online retailer in Indonesia, it has had to modify its facilities over time to meet the needs of its customers. In this study, three independent variables—time-saving orientation, trust, and hedonic motivation—are discussed. For this study, every one of the factors listed above has been examined. The following are the findings of the variable hypothesis that influences customers' intents of using the Shopee app in Jakarta, especially East Jakarta:

##### 5.2.1 Relationship between time saving orientation and intention to use

In summary, the potential results shown in time saving orientation in using the Shopee application in Jakarta, especially East Jakarta, have significant advantages. This is in accordance with what was conveyed to respondents that customers prefer to use Shopee



## © Hak Cipta milik Politeknik Negeri Jakarta

### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkannya dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

for their online purchases because it is faster and more convenient. Furthermore, the speed of time and practicality in using Shopee helps consumers in many ways.

The findings of this study reliable studies by Sultan and Uddin (2011) Arcoding to the result of a study “Consumers’ attitude towards online shopping: factors influencing gotland consumers to shop online”.

The findings presented above indicate that Shopee's implementation of a trust has a significant impact on the factors that determine a customer's propensity to use Shopee in Jakarta..

### 5.2.2 Relationship between trust and intention to use

In summary, the potential results shown in trust in using the Shopee application in Jakarta, especially East Jakarta, have significant advantages. This is in accordance with what was conveyed to respondents that customers prefer to use Shopee because consumers buying goods online cannot see directly only from pictures or videos and sellers sometimes provide pictures but do not match the original so there is a facility to provide reviews from consumers as material. ratings and consumers can interact with each other.

The main findings back up previous research undertaken by Chueamuangphan, K. V. (2019) arccoding to the result packaging waste from E-commerce: consumers’ awareness and concern. Sustainable Waste Management: Policies and Case Studies.

The findings presented above indicate that Shopee's implementation of a trust has a significant impact on the factors that determine a customer's propensity to use Shopee in Jakarta.

### 5.2.3 Relationship between hedonic motivation and intention to use

In Summary, the potential results shown in hedonic motivation in using the Shopee application in Jakarta, especially East Jakarta, have significant advantages. This is in accordance with what was conveyed to respondents that customers prefer to use shopee because there are products that follow trends that are always updated on the shopee



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

application and make online purchases or like looking at products as an escape from stress resulting in hedonistic consumer behavior.

The findings of this study reliable studies by Picot-Coupe, K. K.-L. (2020) arcoding to the still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. Journal of Business Research.

The findings presented above indicate that Shopee's implementation of a hedonic motivation has a significant impact on the factors that determine a customer's propensity to use Shopee in Jakarta.

Table 5.2 Sumaration Hypothesis

	Research Question (RQ)	Research Objective (RO)	Research Hypothesis	Result
H1	Does time saving orientation significant influence with intention to use E – Commerce Platforms (Shopee) ?	To determine the relationship between time saving orientation with Intention to use E – Commerce Platforms (Shopee)	There is a relationship between Trust and Intention to Use Shopee	Suppoested
H2	Does trust significant influence with intention to use E – Commerce Platforms (Shopee)?	To determine the relationship between trust with Intention to use E – Commerce Platforms (Shopee)	There is a relationship between Time Saving Orientation and Intention to Use Shopee	Suppoested



Hak Cipta :

- 1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
- 2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

H3	Does hedonic motivation significant influence with intention to use E – Commerce Platforms (Shopee)?	To determine the relationship between hedonic motivation with Intention to use E – Commerce Platforms (Shopee)	There is a relationship between Hedonic Motivation and Intention to Use Shopee	Suppoested
----	--	--	--	------------

Based on table 5.2 summaration hypothesis which explains the research question (RQ), Research Objective (RO) and Research Hypothesis so that the three independent variables namely time saving orientation, trust and hedonic motivation are related to the intention to use e commerce platforms and have the results supported.

5.3 Implication of Study  
 5.3.1 Theoretical

The framework built by the author can be used to show how the theory of this research is put into practice because it is built using the independent and dependent variables stated by the author, ensuring that no other framework is identical to this framework from previous studies. In addition, this framework can serve as a guide for future studies on shopper performance and other independent variables.

5.3.2 Empirical

The empirical implication of this research is that it can become a reference for conducting research on Intention to use e-commerce platforms that are influenced by time-saving orientation, trust, and hedonic motivation. However, research on business performance can also be done with different variables.



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

### 5.3.3 Practical

The results of this research are expected to be input for online business people regarding the development of products or services online. This research provides the benefit of knowing individual interest in shopping online at the Shopee marketplace. In addition, the shopee company can improve existing facilities as a form of increasing loyalty to consumers. Research conducted on online markets, namely e-commerce, can provide knowledge about market opportunities that exist in the online world. The results of this research can be a guideline for how businesses in the online market can continue to be developed, given the focus of the research, namely online reviews found on each online shopping platform. Thus, business people can develop products or services and take advantage of the feature

### 5.4 Limitation & Recommendation

This research has a number of limitations that arose during its conduct. As a result of the limitations encountered during the research, the researcher has a number of suggestions for future researchers. The investigation limitations and recommendations are as follows:

#### 5.4.1 Limitation

Regardless of the results of this study, the researcher acknowledges that this study has a number of limitations. These are the limitations of this study:

1. At the time of questionnaire completion, respondents were not given instructions. Consequently, it is possible that the respondents did not comprehend the queries.
2. Due to the fact that the majority of respondents were obtained through an online survey, the objectivity of this field is limited.

#### 5.4.2 Recommendation

According to the findings, contributions, and limitations of this study's research. Several recommendations have been made:



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkannya dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

1. In the not-too-distant future, the Shopee app will be adopted by a large number of individuals, particularly consumers who enjoy e-commerce purchasing and SME entrepreneurs. Therefore, additional research can readily increase the number of consumers and entrepreneurs used as the population.
2. Because more proprietors are implementing the Shopee App for their businesses, determining the area for additional research is facilitated. It can enhance and provide additional information regarding the intention to use the Shopee app for business to future researchers. pertaining to the intent to use the Shopee App in future research.
3. Providing instructions **online** is a new challenge for future researchers, as this study used an online form without detailed instructions to collect responses. It was extremely difficult to ensure that respondents completed the questionnaire because the majority of respondents disregarded the instructions at the top. In order for future researchers to avoid making erroneous calculations, it is anticipated that they will provide new ideas for implementing new methods of supplying online instructions to respondents.

### 5.5 Conclusion

Time saving orientation, trust and hedonic motivation are three important factors that must be considered in consumer intention to use e-commerce, namely shopee, because these three things can determine the company's success in the future, especially in this case Shopee is a pioneer of business ideas in this field, especially in Indonesia, so these three factors must be the main targets that must be maintained or developed in the future.

Based on the discussion and testing that has been carried out, it can be concluded that time saving orientation has a positive and large influence on Shopee's customer satisfaction in Jakarta. For the innovation variable which has a correlation of .552 (52.2%) and with a regression analysis of .000. This indicates that Shopee has also been able to implement time savings to provide fast time in online shopping and satisfaction



## © Hak Cipta milik Politeknik Negeri Jakarta

for consumers. Furthermore, it can be seen that Trust has an impact on consumer intention to use shopee in Jakarta. This study found a relationship between service quality with .460 (46%) and with a regression analysis of .000. This shows that trust is good enough because shopee applies the facility to review goods or services when shopping by its consumers so that at the time of purchase consumers feel honest. The last is hedonic motivation shows the highest value of .593 (59.3%) which means that shopee services and facilities have a strong impact on consumer habits, namely hedonic motivation at shopee in Jakarta. Then it produces an R Square value of 0.424, namely (42.4%) which means that the value of the independent variable, namely hedonic motivation, on the dependent variable, namely Customer Satisfaction, has a strong impact on each other.

### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta





## References

- Alkharabsheh, O. H. M., & Zhen, B. H. (2021). The Impact of Content Marketing, Social Media Marketing And Online Convenience On Consumer Buying Decision Process. *CoMBInES-Conference On Management, Business, Innovation, Education And Social Sciences*, 1(1), 1823–1834. <https://journal.uib.ac.id/index.php/combin/es/article/view/4723>
- Alreck, P. a. (2002). The hurried consumer: time-saving perceptions of Internet and catalogue shopping. *Journal of Database Marketing and Customer Strategy Management*, 10.
- Antonio. (2022). Investigating the intention to use fitness app: the role of the perceived attractiveness of fitness center customers. *Sport, Business and Management: An International Journal*, 12(2042-678X).
- Ariffin, S. K. (2021). Understanding the consumer's intention to use the e-wallet services *Comprendiendo la intencion del. Spanish Journal of Marketing - ESIC*, 25(2444-9709).
- Ashraf, M. T. (2021). Users' attitude and intention to use mobile financial services in Bangladesh: an empirical study. *South Asian Journal of Marketing*, 2.
- Babin, B. a. (2020). Meta-analytic evidence on personal shopping value. *Recherche et Applications En Marketing*.
- Babin, B. D. (n.d.). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20.
- Bergman, M. (2014). 7 quality of inferences in mixed methods research: calling for an integrative framework. *Advances in Mixed Methods Research*.
- Biagi, F. a. (2017). "The impact of ICT and e-commerce on employment in Europe". *Journal of Policy Modeling*, 39.
- Bird, J. (2018). "What a waste: online retail's big packaging problem". Retrieved from Forbes.Com: : [www.forbes.com/sites/jonbird1/2018/07/29/what-a-waste-online-retails-big-packaging-problem/#117f751e371d](http://www.forbes.com/sites/jonbird1/2018/07/29/what-a-waste-online-retails-big-packaging-problem/#117f751e371d)

### Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkannya dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta





**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

- Buckley P. and Majumdar, R. (2018). The Services Powerhouse: Increasingly Vital to World Economic Growth. Deloitte Insights, 17.
- Chang, M. C. (2005). Literature derived reference models for the adoption of online shopping. *Information and Management*, 42.
- Chakraborty, U. (2019a) 'Perceived credibility of online hotel reviews and its impact on hotel booking intentions', *International Journal of Contemporary Hospitality Management*, 31(9), pp. 3465–3483. doi: 10.1108/IJCHM-11- 2018-0928.
- Chow, S. (n.d.). Trust development and transfer in social commerce: prior experience as moderator. 115.
- Chueamuangphan, K. V. (2019). "Packaging waste from E-commerce: consumers' awareness and concern. *Sustainable Waste Management: Policies and Case Studies*, 1.
- Fard, S., & Alkelani, A. (2019). E. Habit as a moderator of the association of utilitarian motivation and hedonic motivation with purchase intention. mplications for social networking websites.
- Handarkho, Y. D. (2020). Social experience vs. social technology in enhancing the intention to use social commerce: a case study of Indonesia. *Journal of Enterprise Information Management*, 34(1741-0398).
- Handarkho, Y. D. (2020). The intentions to use social commerce from social, technology, and personal trait perspectives: analysis of direct, indirect, and moderating effects. *Journal of Research in Interactive Marketing*, 14(2040-7122).
- Hasan, A. A.-T. (2022). Determinants of intentions to use foodpanda mobile applications in Bangladesh: the role of attitude and fear of COVID-19. *South Asian Journal of Marketing*(2738-2486).
- Jacoby, J. S. (n.d.). Time and consumer behavior: an interdisciplinary overview. *Journal of Consumer Research*, 22(44).
- k Sumaedi, I. G. (2020). A model of intention to use official COVID-19 websites. *Health Education*, 120.



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

- Picot-Coupey, K. K.-L. (2020). Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. *Journal of Business Research*, 126.
- Pitchay, A. A. (2021). Determinants of customers' intention to use online food delivery application through smartphone in Malaysia. *British Food Journal*, 124.
- Qalati, S. V. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: the mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business and Management*, 8(1).
- Schafran, A. M. (2018). Replacing the services sector and three-sector theory: urbanisation and control as economic sectors. *Regional Studies*, 52.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill building approach* (5th ed.). West Sussex, UK: John Wiley & Sons Ltd.
- Shin, D. (2013). User experience in social commerce: in friends we trust. *Behaviour and Information Technology*, 32.
- Similarweb. (2022). Top Websites Ranking for Marketplace in Indonesia. Retrieved from <https://www.similarweb.com/top-sites/indonesia/category/e-commerce-and-shopping/marketplace/>
- Sultan, M. a. (2011). "Consumers' attitude towards online shopping: factors influencing godland consumers to shop online". Masters Thesis.
- Sun, Q. Z. (2013). On-surface formation of onedimensional polyphenylene through Bergman cyclization". *Journal of the American Chemical Society*, 135.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53–55. <https://doi.org/10.5116/ijme.4dfb.8dfd>
- Tran, V. D. and Can, T. K. (2020) 'Factors affecting the credibility of online reviews on tiki: An assessment study in vietnam', *International Journal of Data and Network Science*, 4(2), pp. 115–126. doi: 10.5267/j.ijdns.2020.2.005.
- Twum, K. K. (2021). Using the UTAUT, personal innovativeness and perceived financial cost to examine student's intention to use E-learning. *Journal of Science and Technology Policy Management*, 13(2053-4620).



**Hak Cipta :**

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
  - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
  - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

Watson, J., Ghosh, A. P. and Trusov, M. (2018) 'Swayed by the Numbers: The Consequences of Displaying Product Review Attributes', *Journal of Marketing*, pp. 1–86. doi: <https://doi.org/10.1177%2F0022242918805468>.

Wessel, R. (2019). Retrieved from Wrap battle: how to tackle E-commerce packaging waste": : [www.dhl.com/global-en/home/about-us/delivered-magazine/articles/2019/issue-2-2019/tackle-ecommerce-packaging-waste.html](http://www.dhl.com/global-en/home/about-us/delivered-magazine/articles/2019/issue-2-2019/tackle-ecommerce-packaging-waste.html)

Yonghan Zhu, R. W. (2022). Does gender really matter? Exploring determinants behind consumers' intention to use contactless fitness services during the COVID-19 pandemic: a focus on health and fitness apps. *Internet Research*(1066-2243).

