The Impact Analysis of E-Commerce Usage on Behavior Changes of Shopee Customers in Indonesia

Silvia Ekasari
STIE Manajemen Bisnis Indonesia, Indonesia
silvia.ekasari@stiembi.ac.id

Yusi Faizathul Octavia
Prodi Manajemen, Sekolah Tinggi Ilmu Ekonomi AMM Mataram, Indonesia
yusifaizathul@stieamm.ac.id

Y. R. Satato
Prodi Manajemen, STIEPARI, Indonesia
must.satatoe@gmail.com

Ratnawita
Prodi Manajemen, STIMA IMMI, Indonesia
witadosen@gmail.com

Putri Ekaresty Haes
Prodi Ilmu Komunikasi, Universitas Pendidikan Nasional, Indonesia
ekarestyhaes@undiknas.ac.id

Abstract:

The purpose of this study was to determine the impact of e-commerce on changes in habits and consumptive behavior among online buyers. The research method used is qualitative research, with data collection techniques through in-depth interviews with ten informants consisting of students and employees who have shopped online at least once a month. The results of the study show that the presence of various e-commerce platforms in Indonesia influences the changing patterns of people's shopping in this digital era. Consumer trust in e-commerce exists because the hopes and expectations that exist in the community as online buyers can be realized. The existence of various e-commerce sites in Indonesia has an influence on people's shopping habits. In addition, the influence of product advertisements, flash sales, free shipping, and discounts makes people, as consumers, continuously want to shop online, resulting in a consumptive lifestyle. In line with Baudrillard's consumptive theory, consumers in e-commerce shop no longer because of use value or exchange value but because there is a sign value attached to the product. So that people no longer buy goods to fulfill their daily needs but to fulfill their desires and to improve their image, lifestyle, and social status in society.

Keywords: e-commerce, consumptive behavior, online buyers, consumer.

Introduction

At this time, the digital industry continues to experience rapid growth and progress, followed by increasingly advanced and developing technological developments. Many online-based sites or applications have sprung up to facilitate all activities in the community. Starting from the ease of ordering transportation to the ease of ordering various repair, service, and maintenance services. Likewise, with the convenience of buying food without having to bother leaving the house, you can buy whatever products you want. Now, any goods or services needed or desired by the public can be reached more easily through online-based buying and selling sites. The term online shop is often referred to as e-commerce, online shop, or virtual shop. In terms of language, online shop comes from two syllables, namely shop and online. Shop refers to a fixed place or building where items such as clothing, food, electronic products, etc. are sold. Online refers to the situation when a person is connected to a larger network or system. From the two terms above, it can be concluded that an online shop is a place where the activity of buying and selling merchandise or goods is connected to the internet network; this activity is called online shopping (Adji, 2014).

Online shopping is a process in which consumers buy goods and services directly from a seller in real-time, without intermediaries, via the Internet. Online shopping refers to the process of purchasing goods or services from people who sell via the internet, as well as buying and selling services online without having to meet face-to-face with the seller or buyer. In other words, online shopping is the activity of buying and selling goods and services through online-based buying and selling websites without having to meet directly with sellers and buyers. Shopping online has now become a trend and a phenomenon in various circles of Indonesian society. Since the existence of online stores, people's shopping habits have shifted. Those who previously bought basic needs directly by visiting conventional stores are now switching to visiting online shops. This is due to the ease and practicality offered by buying online. The ease of transactions offered in online shopping is an attraction for the public to dive deeper into online shopping sites (Afriyani, 2021).

This study wants to see what factors form public trust when choosing online shopping in e-commerce so that people continue to buy products online in e-commerce, which then becomes the people's consumptive habits themselves. The author chooses online buyers on the platform because it is one of the largest e-commerce platforms in Indonesia and is the most prominent compared to its competitors. The author also sees that many consumers, both before and after the COVID-19 pandemic, are happier to carry out buying and selling activities online on e-commerce platforms because there are many offers, such as promos and flash sales, that are eye-catching. This shows that after the COVID-19 pandemic, people in Indonesia visited e-commerce platforms more frequently and made online shopping transactions. The proliferation of various online-based shopping site platforms such as Tokopedia, Shopee, Bukalapak, Blibli, Lazada, etc. is frequently visited by people in this digital era. This e-commerce site provides convenience and practicality to the public in obtaining electronic, health, fashion, and food products easily and quickly (Baudrillard, 2009).

Most people have complained about the same problem regarding an online shopping system that doesn't live up to expectations. For example, non-original goods, damaged or defective goods, goods not arriving, goods not matching the product description, etc. Even though people know there are various risks that can occur at any time when shopping online. However, on the other hand, there are still many people or online buyers from various backgrounds who still like to shop online; this is due to the public's trust in the e-commerce platform itself. One of the e-commerce platforms (online shops) that is currently on the rise and mushrooming as well as being the trusted choice of the Indonesian people is the Shopee e-commerce platform. Shopee sells a variety of selected products at affordable prices, lots of flash sale products, and attractive discounts on certain days, such as National Online Shopping Day (HARBOLNAS) or Indonesia's Independence Day on August 17, which is eye-catching, so that many consumers are addicted to continuous shopping. in e-commerce (Purbaningsih et al., 2021). Based on this phenomenon, the authors try to identify what factors cause the Indonesian people to trust e-commerce so much that it becomes a consumptive habit.

Literature Review

The concepts of customer satisfaction and trust are interrelated because trust comes from satisfaction. According to research, customers who truly believe that they are satisfied will automatically recommend the item or product to other consumers, which is usually done by word of mouth. This consumer trust is important for producers because it indicates that consumers are satisfied with the presence of the online-based buying and selling store. For this reason, producers must also protect and know the wishes of consumers so that they can maintain their trust. The existence of online-based shopping sites or applications is not only beneficial for buyers but also provides great opportunities for people who want to try opening businesses in various fields online (Mujiyana & Elissa, 2013). In addition, the general factors that cause people to make decisions about buying online include convenience in choosing the products offered, completeness of information, availability of products and services, as well as cheaper product costs and efficient time. In addition, people no longer need to fear standing in line and jostling with other people to buy an item that is needed or desired. Likewise with crowds, facing hot air, traffic jams, and limited time. This is no longer a problem for people when shopping at online stores. Consumers can now buy any goods or products they need with one click while sitting pretty and waiting for the package to come to their house. But on the other hand, the presence of online shopping has made people's lifestyles much more consumptive than before (Khotmi et al, 2022).

Consumptive behavior is the act of using goods or products that have not been completed, meaning that a product or item has not been used up or is being used by someone who is already using goods or products of the same type from another brand. In addition, buying goods or products for reasons of prizes being offered or because many people also buy and use these goods or products. In this case, consumptive behavior in purchasing consumer goods is often not very useful. Consumptive is the same as wasteful behavior, which is defined as "consumption beyond actual needs". The lifestyle of the consumptive society itself cannot be separated from the advertisements that are scattered on various social media platforms (Pawanti, 2013). Today's lifestyles are increasingly diverse and free-flowing. The lifestyle of the people is not limited to certain classes but includes all classes and generations. Evidenced by the rise of product advertisements that have sprung up on social media, this has made it a breakthrough for manufacturers to market their products easily so they can reach consumers, especially millennials, who can easily find out various product information offered through trading platforms or social media. That way, because of the ease of obtaining information from various advertisements found on social media, it is easy for the public to know what products are trending and are widely purchased by all groups. This is what makes society more and more consumptive. In addition to people's lifestyles becoming more consumptive due to the influence of product advertisements and the convenience offered by buying online, today's people no longer consume products based on their use value and only consume products because there are symbolic and sign values (messages and images) attached to them (Sesario et al., 2023). This can be illustrated by people who only want to consume branded products that are funny, good, or even products that are trending in society. The products mentioned earlier are products that are consumed by today's consumptive society.

Methodology

In this study, the authors chose to use a type of descriptive-qualitative approach. In this study, the research subjects were consumers or online buyers on e-commerce platforms. The informant collection technique in this study used a purposive sampling technique. The subjects in this study were ten informants who had shopped online at least once a month without being limited by the same area coverage. Of the ten informants selected, eight were female and two were male. In this study, the authors used an unstructured interview technique, namely free interviews. Data reduction in this study was carried out by coding. After the data is reduced, the next step is to display it. The fourth step in Miles and Huberman's qualitative data analysis is drawing conclusions and verifying them.

Case studies

Store ratings or product ratings greatly influence online buyers or consumers to form trust before buying an item through an online store. Usually, before buying from the chosen online store, they will see and pay attention to the store's rating or product rating before buying the items needed. This was similarly expressed by an informant named Afa, who revealed that the store's reputation and product ratings greatly influenced him before deciding to shop at an online store. Before deciding to buy online at an e-commerce site, Afa first looked at the rating of one of the stores he was looking at. Then, if the rating of the store he finds is good, he will trust it. Then, after the trust was formed, Afa only dared to transact at the store. Likewise, an informant named Fiy revealed the same thing: a high rating with a minimum rating of 4.8 to 4.9 indicates that the shop can be trusted to make buying and selling transactions online. This certainly influenced him to shop online at e-commerce sites. This was similarly expressed by an informant named Ad, who said that he always pays attention to store ratings before buying at online stores.

Buyer reviews or product reviews from previous buyers are important things to note for consumers in e-commerce before deciding to buy products online. Many considerations are carefully thought out by prospective online buyers to get the goods they want and also meet their expectations. Therefore, before deciding to shop at an e-commerce store, consumers will usually think and consider rationally by looking at reviews or product reviews from previous buyers in several stores and then comparing them one by one with reviews from other stores. This shows that the satisfaction of previous buyers, indicated by good ratings and followed by good product reviews from previous buyers, gives influence and trust, both directly and indirectly, to other prospective buyers who will buy products at the same store. From these informants, all of them revealed that product reviews, along with real photo evidence and video evidence of products purchased by previous buyers, influenced their desire to buy goods or products at the intended store. In other words, consumers or buyers will buy products or goods in e-commerce (online stores) that have clear, positive reviews. That is what forms the trust of consumers or buyers in e-commerce: having the courage to make shopping transactions online.

In addition to product ratings and reviews, the number of products sold in an online store is one of the important things that must also be considered, as well as a consideration for consumers in e-commerce. The large number of products sold is usually because the products are sold at prices that are relatively more affordable and cheaper than those at other stores. Low prices are indeed the reason for every consumer to buy goods or products sold online. When compared to shopping directly at the store, the price of products sold online is cheaper and more economical. This is because products or goods sold online are not required to pay place tax to trade. With more and more varied products offered at an online store or e-commerce platform, consumers or online buyers will be more interested in buying and selecting these products at the online store or e-commerce platform. The more consumers who visit the online store, the more it will provide great opportunities for sellers to gain large profits from increased sales. In this case, an e-commerce platform that offers a wide selection of products, ranging from products in the beauty category, home appliances, clothing, health, electronics, and food. The variety of product choices offered makes consumers feel at home for a long time. It is for this reason that there are many product choices that prospective buyers prefer and trust when shopping online.

User-friendly is a condition where users get comfort and convenience in using the website, software, tools, or systems. Likewise with e-commerce platforms that offer convenience and comfort for consumers. The features offered are quite easy to use. Advertising media is used to promote a product or online store to the wider community. That way, people will know which products are on promos, discounts, or are cheap. Online advertisements are an effective business strategy in this digital era. Usually, products and services that are often promoted sell far more than those that do not use advertising promotion media. In other words, stores that use advertising to promote their products often see increased sales. From the results of the author's interviews with 10 informants who are online buyers, it was revealed that they often see various product advertisements on social media and also on television. In addition, products are also advertised by influencers who are endorsed by certain brands.

Several informants revealed that the commodities that consumers usually buy in e-commerce are sometimes items that are not really needed. However, they buy these items for certain reasons. Because these discounted items make people continue to buy the same items. Constantly purchased goods will certainly have an impact on a

consumptive lifestyle. Several informants who were interviewed agreed that goods purchased continuously will contribute to a consumptive lifestyle. In addition, spending becomes uncontrollable and causes life to become more wasteful and consumptive. From several informants interviewed, the authors see that consumers in e-commerce are uncertain about how many times they shop online in a month. This is because online buyers buy only at certain times, such as when prices are dropping, there are discounts, and there are certain events, such as National Online Shopping Day (HARBOLNAS).

From several informants interviewed, there were several who revealed that the existence of influencers did influence them to buy similar products and increased the frequency of online shopping. However, on the other hand, it influenced the informants to buy similar products due to influencers' solicitations; on the other hand, it also made the informants aware that the products they bought were not suitable for themselves, and the informants realized that they were only being consumed by advertisements from influencers. From the results of the interviews that the authors obtained, several informants revealed that the convenience offered by online shopping sometimes makes spending difficult to control. An informant named Afa revealed that sometimes when shopping online, he did not consider in advance which ones he needed or just wanted. Almost the same, the informant Fiy revealed that she also sometimes buys things she doesn't really need. The two informants both revealed that they sometimes bought an item not because it was needed but because it was purely based on their desire to own it. Informants also revealed that they realized that the goods they bought were no longer bought because of their benefits but because of the symbolic values and images contained in them.

From the results of interviews with informants, the authors also found that there were some informants who consumed products or goods because the image of the goods was cute, good, and branded. However, the items he had bought went unused and ended up not being used. According to several informants interviewed by the authors, they had the same reasons for buying goods or a product, for example, because the goods were cute and good. However, there were other informants who bought goods not only because they were cute and good but also because they were branded. This is similar to what Jean P. Baudrillard said: that currently people no longer consume products because of their use value and exchange value, but because there is an image or message conveyed in these products. Products advertised with positive product reviews by various influencers are also one of the factors that influence consumers in e-commerce to increase their frequency of online shopping. This certainly greatly influences consumers to use and buy the same products as what they have seen in advertisements, whether advertised by well-known artists or local influencers. Unknowingly, they are carried away by doing the same thing, namely, buying the same product. Especially if the product was purchased because it was viral, had good product reviews, and was bought by many people at that time. The desire to buy a product after watching an advertisement or seeing various product advertisements can sometimes be tempting to the eye. Especially if the advertised product is one that is sought after at a fairly cheap price. Various good and attractive photo and video advertisements are actually a strong attraction for consumers.

After the implementation of the PSBB/WFH, many people prefer to shop online because it is considered easy and they don't have to bother leaving the house. People who used to visit shops, markets, and malls in person are now switching to shopping online through various e-commerce platforms. They order the products they need through e-commerce platforms. According to several informants who ordered products or goods while waiting for the order to come to their home address, online shopping is much more efficient and easier without having to bother getting ready to leave the house. In addition, shopping online can save energy and time. In addition, other informants revealed that shopping online is more flexible in choosing products than coming and directly choosing them at the store.

Conclusion

The presence of various e-commerce platforms on the internet has an impact on the patterns of people's shopping in this digital era. Now people are used to shopping through e-commerce because it is considered practical without leaving the house, they are comfortable choosing goods online, and transactions are safe and fast. This is also based on public trust in the existence of online shops on the internet, one of which is the Shopee e-commerce platform, which is the choice of many people in Indonesia. Meanwhile, the factors for forming public trust when

choosing online shopping include that before shopping online, consumers pay attention to store ratings, product reviews from previous buyers, the number of products sold, whether the Shopee application is widely used by people, complete product information, and more product choices. varied, user-friendly Shopee applications, and finally advertising media, which is also a factor in building public trust in choosing online shopping in e-commerce. Trust, customer satisfaction, and the existence of shopping flash sale events in e-commerce make consumers continuously influenced and lured to always shop online through e-commerce. This is what makes people's habits and behaviors more conducive to online shopping. In addition, today's people buy products solely not to fulfill their life's needs but to fulfill their desires and to improve their social status in society.

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