

ANALYSIS OF THE EASE OF USE OF THE SHOPEE APPLICATION IN MEETING VARIOUS LEVELS OF CONSUMER NEEDS

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Abstrak

Keywords:

Ease of Use,
Shopee,
E-commerce,
Consumer Needs,
User Satisfaction

The rise of e-commerce in Indonesia has significantly shifted consumer shopping habits, largely due to the convenience provided by digital platforms. Shopee stands out as one of the most frequently used applications because of its user-friendly features. This study examines how the ease of use of Shopee supports the fulfillment of consumer needs based on Maslow's hierarchy. Using a quantitative approach, data were collected from 105 respondents through an online questionnaire. The findings reveal that both product search and payment features are perceived as highly easy to use, with approval rates exceeding 89%. Shopee is most effective in fulfilling secondary needs (83.8%), followed by tertiary needs (67.7%) and primary needs (65.8%). Most respondents also reported positive shopping experiences and high satisfaction levels. Overall, the platform's ease of use plays a significant role in supporting consumer needs and satisfaction, although improvements are still needed in meeting primary needs more effectively.

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INTRODUCTION

The digital era has influenced how consumers make purchases. With the development of *e-commerce* and the proliferation of marketplaces, consumer behavior has shifted from *offline* to *online* shopping. This shift is driven by the ease of shopping, as *online* shopping is often considered easier and more enjoyable (Jeremiah & Tarigan, 2023). In Indonesia, the development of *e-commerce* has shown significant growth, driven by wider internet access and changes in people's lifestyles as they seek convenience when shopping. Shopee is one of the leading *e-commerce* sites in Indonesia, providing various types of products, ranging from daily necessities to electronic devices.

The level of usability is one of the crucial aspects that influence consumers' choices in utilizing *e-commerce* applications. *User-friendly* applications will improve the shopping experience and increase customer satisfaction. Consumers have various needs, ranging from tertiary needs (such as food and hygiene), secondary needs (such as bags, shoes, and sports equipment), to tertiary needs (such as luxury goods and electronic devices). The ability of an *e-commerce* platform to meet these various needs is an important measure in assessing the effectiveness of *the platform* in question.

LITERATURE REVIEW

E-commerce

According to Furkonudin (2016), *e-commerce* is a dynamic combination of technology, applications, and business processes that connect companies, consumers, and specific communities through electronic transactions. Based on several definitions of *e-commerce*, it can be concluded that *e-commerce* is the buying and selling of goods or services through an information network known as the internet. The success and rapid development of *e-commerce* are greatly influenced by user experience. This is in line with one of the main considerations for *online* shoppers, namely convenience.

User convenience

Ease of use is one of the considerations for *online* shoppers. The ease of use of a system is measured based on how easy computer technology is perceived to be to understand and use (Setyarko Yugi, 2019). Meanwhile, according to Davis (2017), *perceived ease of use* is defined as the level of user expectations regarding the effort required to use a system.

Hierarchy of needs and its relation to Shopee

As reported in the book *An Analysis of Abraham H. Maslow's A Theory of Human Motivation* by Stoyan Stoyanov (2017), Maslow, in constructing his "hierarchy of needs," sought to show that humans are fundamentally motivated to fulfill a series of needs. Therefore, it can be said that the ease of use of the Shopee application is key in facilitating consumers in fulfilling various levels of needs, from basic to tertiary needs. Shopee utilizes digital technology to provide easy and secure payment systems, such as cash on delivery (COD), bank account transfers, ATMs, *Shopee Pay*, Indomaret, and Alfamart. This flexible payment system simplifies transactions even for novice users (Anisa Puspita1, 2025).

Online shopping is a process of purchasing goods or services from sellers without having to meet face-to-face between the seller and the buyer because the goods being sold are listed on the internet (Hasdani et al., 2021). Based on the results of the 2018 Snapcart Asia Pacific research, Shopee is the most popular *e-commerce platform* and the one most frequently used by consumers. A total of 37% of respondents answered that they most often use Shopee for *online* shopping in Indonesia.

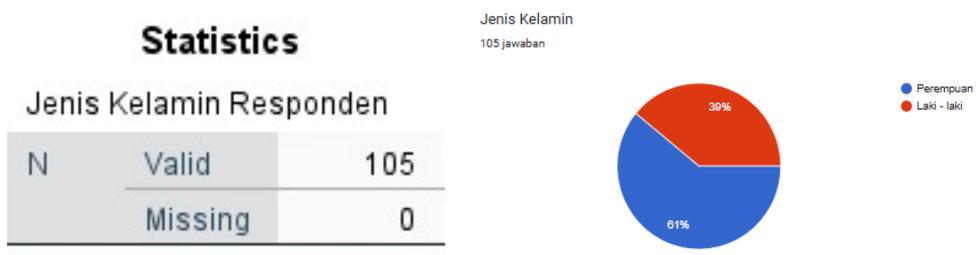
RESEARCH METHODS

Based on the theoretical review above, the researcher analyzed the relationship between the ease of use of the Shopee application and its ability to meet various levels of consumer needs. Ease of use was measured through the product search process and payment methods, while the fulfillment of needs was grouped into primary, secondary, and tertiary needs. This study used a quantitative approach with a descriptive survey method. According to Sugiyono (2018), quantitative methods are research methods based

on a specific population or sample, conducted by collecting data using several research instruments, and quantitative or statistical data analysis, aimed at testing predetermined hypotheses.

Data collection for this study was conducted using a questionnaire distributed online via social media using Google Forms. The measurement used a Likert scale from 1 to 5, where 1 meant strongly disagree and 5 meant strongly agree. The researcher used the Non-Probability Sampling technique, which is a sampling technique that does not give equal opportunities to each member of the population when selected as a sample (Sugiyono, 2018). The type of Non- Probability Sampling used was Convenience Sampling, according to Uma Sekaran (2013), Convenience Sampling is a method of sampling by selecting respondents who are most easily accessible and then choosing them as subjects.

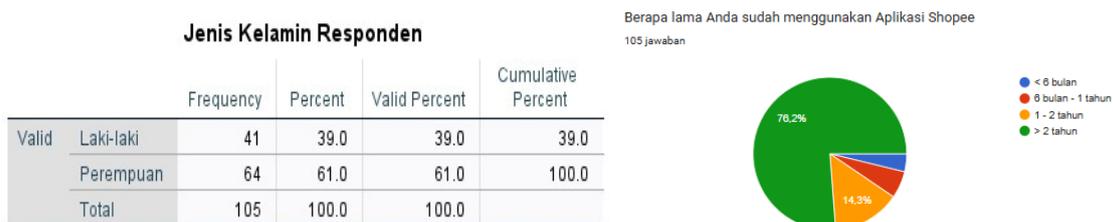
RESULTS AND DISCUSSION



Source: SPSS data processing results

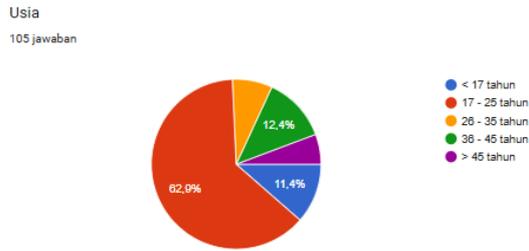
Source: Questionnaire distribution results

The initial data collected shows that the questionnaire distributed *online* via *Google Forms* was completed by 105 respondents (N = 105). The distribution of respondents based on gender is as follows:



Source: SPSS data processing results

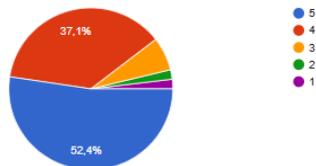
Source: Questionnaire distribution results



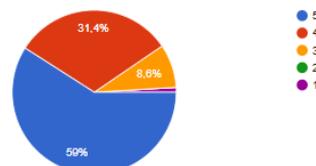
Source: Questionnaire distribution results

These results show that female respondents dominated the questionnaire completion with 64 respondents, equivalent to 61.0% of the total sample. Meanwhile, there were 41 male respondents, or around 39.0%. Around 85 respondents, or around 76.2%, had used the Shopee app for more than 2 years. This indicates that the sample studied has sufficient loyalty and experience in using the application, so that their assessment of ease of use can be considered valid and tested. Overall, the dominance of respondents aged 17-25 indicates that the younger generation is the main segment of *e-commerce* users. Meanwhile, the higher proportion of women is in line with the trend of *online* shopping, which is generally more popular among women.

Proses mencari produk di Shopee sangat mudah.
105 jawaban



Metode pembayaran Shopee mudah digunakan.
105 jawaban

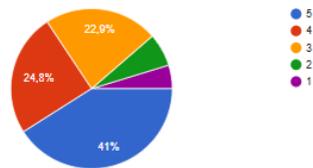


Source: Questionnaire distribution results

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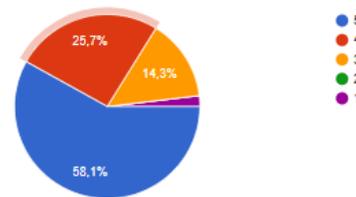
89.5% of respondents agreed or strongly agreed that the product search process on Shopee was easy to do. This includes 55 respondents (52.4%) who strongly agree and 39 respondents (37.1%) who agree. This demonstrates the effectiveness of the app's search and navigation features, with the ease of payment methods receiving a slightly higher rating, reaching 99% positive responses. The majority of respondents, namely 62 respondents (59.0%), strongly agreed with this ease. These research results indicate that Shopee has successfully integrated various payment methods that are diverse and easily accessible, which is very important in supporting smooth user transactions.

Shopee membantu saya memenuhi kebutuhan sehari-hari/primer seperti : (Beras, minyak, makanan, sabun, deterjen, perlengkapan kebersihan).
105 jawaban



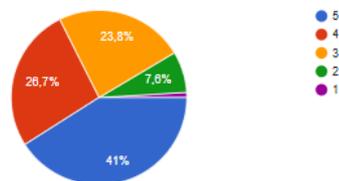
Source: Questionnaire distribution results

Shopee memudahkan saya dalam memenuhi kebutuhan aktivitas rutin seperti (Tas, sepatu, buku, aksesoris, alat olahraga, dll).
105 jawaban



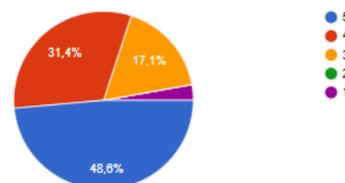
Source: Questionnaire distribution results

Shopee memudahkan saya untuk membeli elektronik seperti: (Handphone, laptop, kipas angin, jam tangan).
105 jawaban



Source: Questionnaire distribution results

Saya merasa puas menggunakan Shopee untuk berbelanja.
105 jawaban



Source: Questionnaire distribution results

In this study, the indicator of primary needs fulfillment recorded the lowest positive percentage, namely 65.8% (43 respondents strongly agreed and 26 respondents agreed). Although the majority still agreed, the percentage of neutral (22.9%) and disagree/strongly disagree (11.5%) responses was quite significant compared to other needs categories. This indicates that even though Shopee is used to purchase basic needs, respondents may still consider other factors (such as freshness, local availability, or shipping costs), so the level of satisfaction with the ease of fulfilling primary needs is not as high as secondary and tertiary needs. The fulfillment of secondary needs (as indicated by routine shopping activities) recorded the highest positive percentage, namely 83.8% (61 respondents strongly agree and 27 respondents agree). This shows that the Shopee app is most effective and optimal for fulfilling routine daily needs.

The fulfillment of tertiary needs also shows strong positive results, with a total percentage of 67.7% (43 respondents strongly agree and 28 respondents agree). This figure shows that respondents also take advantage of the convenience of the application to purchase high-value items related to self-development or status needs. The fulfillment of needs based on Maslow's Hierarchy shows a significant difference in positive responses from respondents. This satisfaction level of 80% shows that the majority of users have a positive experience and are satisfied with the services provided by Shopee. However, 17.1% of respondents chose the neutral category for the overall satisfaction variable. This neutral figure indicates that there is room for improvement in the services provided by Shopee in order to attract and convert neutral users into highly satisfied users.

Reliability Statistics

Cronbach's Alpha	N of Items
.883	7

Source: SPSS data processing results

The results of the Reliability Statistics data processing in SPSS show that the internal consistency of the instrument, consisting of 7 dimensions, was tested using Cronbach's Alpha coefficient. The instrument showed a Very Strong reliability level with a value of $\alpha = 0.883$. This value exceeds the accepted limit (e.g., 0.70), so it can be concluded that the instrument has high internal consistency and its measurement results are stable and reliable.

CONCLUSION

The results of this study can be concluded that the Shopee application has a very high level of ease of use, as indicated by the majority of respondents who rated the product search feature and payment methods as aspects that are easy to use and very helpful in the transaction process. This ease of use contributes directly to Shopee's effectiveness in meeting various levels of consumer needs based on Maslow's hierarchy. Shopee is most optimally used to meet secondary needs, with a positive response rate of 83.8%, indicating that this application is most often used for routine shopping activities such as clothing, personal items, and other non-primary needs. For tertiary needs, particularly the purchase of electronic goods and high-value items, Shopee continues to show positive performance with an approval rate of 67.7%, indicating a fairly strong level of user confidence in transaction security and service quality.

Meanwhile, the fulfillment of primary needs has the lowest positive percentage, at 65.8%, indicating that although Shopee is still used for purchasing basic necessities, factors such as shipping costs, product freshness, and local availability are considerations that can reduce the level of user comfort in purchasing primary needs through this platform. Overall, the shopping experience on Shopee has a general satisfaction rate of 80%, confirming that the Shopee app has succeeded in providing a convenient, fast, and satisfying shopping experience. However, there are still a small number of respondents who are neutral, indicating that there is room for Shopee to improve its services and optimize its features to provide a better experience in the future. These findings are consistent with the results of previous studies, particularly those conducted by Davis 2017 and Hasdani et al., 2021, which state that perceived ease of use is the key to the adoption of e-commerce technology. This is confirmed by research data showing that the majority of respondents rated Shopee's search and payment methods as very easy to use. This technical ease directly contributes to the effectiveness of the application in meeting the hierarchy of user needs according to Maslow's theory.

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