Factors Affecting MSMEs Using Shopee Food

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ABSTRACT: Recently, many new skincare products have been circulating in Indonesia. This is because of the availability of opportunities to gain market share in the skincare product business sector in Indonesia. The purpose of this study is to determine the influence of the dimensions of Advertise, Price and Product Quality on the Purchasing Decision of MS Glow products. This study is a quantitative research and the respondents in this study are 111 respondents. In this study, the sample was taken by nonprobability sampling, namely by accidental sampling technique. Based on data analysis, it shows that: (1) Advertise has a positive and significant effect on Purchase Decision, (2) Price has a positive and significant effect on Purchase Decision, (3) Product Quality has a positive and significant effect on Purchasing Decision.

KEYWORDS: Advertise, Price, Product Quality, Purchase Decision.

I. INTRODUCTION

Technology is developing rapidly in this era and has an important role in obtaining information and economic growth in Indonesia. The rapid development of technology has made human work lighter so that it has a positive impact in every field. Almost all aspects of life today have been digitized, such as examples of developments that occur in the economic and business fields are market places, one of which is in the field of Online Food Delivery (OFD).

Online Food Delivery (OFD) service is an internet-based food ordering and delivery system that connects customers with restaurant partners through websites and mobile applications [1]. Before the Covid-19 pandemic, OFD services were already known and grew widely, but OFD services were increasingly used by the public during the Covid-19 pandemic. This is evident from the results of research conducted by McKinsey in 2020, which stated that the use of OFD services increased by 34% during the Covid-19 pandemic in Indonesia [2]. The availability of platforms such as OFD has changed the landscape of the culinary business. Now restaurants and MSMEs in the culinary sector have the ability to expand their market and reach more consumers without being limited by geography. In addition, OFD provides comfort and convenience for consumers because they can order food and drinks without having to come to the restaurant or related MSMEs. In Indonesia itself, the OFD that already exists first are, Grab Food on the Grab application and GoFood on the Gojek application, as well as the OFD application that is being talked about by the general public is Shopee Food.

The beginning of PT Shopee Internasional Indonesia was present in Indonesia in 2015 as a marketplace. Shoppe is ready to compete with companies that have similar features such as Go-food and Grabfood in other applications and then started running its operations in April 2020. At that time, Shopee Food only served the purchase of frozen food, soft drinks, various cakes, and processed foods. However, after that, Shopee Food began to serve food and beverage orders in collaboration with local MSME actors, especially in the food and beverage (FnB) industry. ShopeeFood can help promote and sell food from small industries. Not only serving food delivery from one location to another, but also helping to promote the local food industry, especially in the area around Banyumas. Banyumas Regency is one of the cities in Central Java province. A combination of traditional food in Banyumas.

To support this research, the researcher used the Technologycal Acceptance Model (TAM) to analyze culinary MSMEs in Banyumas. According to Davis et al. [3], the concept of TAM is a theory that offers a foundation for studying and understanding the behavior of technology users in receiving and using the technology offered. Davis [3] developed TAM with variable perceived usefullness and perceived ease of use. The TAM concept developed by Davis [4] is a theory that can be used to explain the factors that can affect the acceptance of a system and describe how a system can be accepted by users and used by system users in supporting their daily activities. According to Davis [4] an app that is considered easier to use will most likely be accepted by users.

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In the TAM model, perceived usefulness is defined as a belief of potential users that work performance will be better when adopting a certain application system [4]. If it is associated with the context of using OFD services, then Perceived Usefulness is interpreted as a person's belief that the use of OFD services can be a useful way to order food [1]. Perceived Ease of Use is defined as a person's belief that the use of a system can be free from effort [4]. In the context of using OFD services, Perceived Ease of Use is defined as a person's anticipation of mental and physical difficulties when using a technology or when adapting to technology [5].

Another variable in this study is the User Interface (UI) variable. User Interface (UI) is an interface design that focuses on the beauty of a display, and good color selection [6]. The goal is to make the appearance of the site or application more pleasing to the eye and visitors feel at home for a long time. The user interface creates an emotional bond with the user through an attractive and beautiful design. Because based on research conducted by Khotimah [7] stated that there are people who have complaints about the Shopee application where one of the complaints is about the user interface (User Interface). The system display known as the user interface (UI) interacts with the user by displaying tools, menus, buttons, forms, and some of their capabilities. In other words, the screen that the user sees when using the operating system [8]. UI/UX is very important because UI/UX has the ability to make it easier for users when using an application, get feedback from interactions between users and applications, and know user needs.

This is the novelty of this research. Therefore, the researcher is interested in conducting a study with the aim of analyzing the factors that affect the intention of culinary MSMEs in using ShopeeFood services in Banyumas with the title of the research, "Factors Affecting MSMEs Using Shopee-Food". Based on the research problems that have been described above, this study has the following objectives: 1) To determine the influence of perceived ease of use on behavioral intention to use Shopee Food, 3) to determine the influence of perceived usefulness on behavioral intention to use Shopee Food, 3) to determine the influence of user interface (UI) on behavioral intention to use Shopee Food.

II. LITERATURE REVIEW AND HYPOTHESIS FORMULATION

TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (TAM) was first introduced by Fred Davis in 1989 as a framework for understanding and predicting how users receive and use information technology. This model focuses on two main factors, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which directly affect behavioral intention to use and actual use of technology.

The TAM model consists of perceived usefulness, perceived ease, behavioral intention, below is an explanation of several factors in the TAM model, including:

1. Perceived Usefulness

   Perceived usefulness is a stage where a person believes that a particular system can improve the performance of the user's tasks. It can be interpreted that the benefits of the use of information technology are able to improve the performance and work achievement of anyone who uses it.

2. Perceived Ease of Use

   The view of ease of use is the extent to which a system must convince users that the information technology to be applied is something that is user friendly and not a burden for them.

3. Behavioral Intention to Use

   Behavioral intention to use is the behavioral tendency possessed by users to continue to apply or utilize an information technology. (Davis, 1989)

Behavioral Intention to Use

Davis (1989) stated that this intention is influenced by the perception of usability (PU) and ease of use (PEOU). External factors such as previous user experience, training, and organizational support can also strengthen this relationship. Behavioral Intention to Use is a person's intention to use a particular technology and is considered the main determining factor in the actual behavior of technology use. Venkatesh and Davis (2000) suggest that attitudes towards technology can mediate this relationship.

Perceived Usefulness

Perceived Usefulness refers to a person's belief that the use of technology will improve their performance. In Davis's (1989) research, Perceived Usefulness was found to have a significant influence on the intention to use technology. The higher a person's perception of the benefits of technology, the more likely they are to use it. Mathieson (1991) identified PU as a key factor in decision-making to adopt technology.

Perceived Ease of Use

Davis (1989) showed that Percevied Ease of Use not only affects perceived usefulness but also has a direct influence on

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the intention to use technology. Agarwal and Prasad (1999) found that prior user experience can improve the perception of ease of use of technology. King and He (2006) note that Percevied Ease of Use is very important in the early stages of technology adoption because early adopters tend to be more sensitive to the complexity of the system.

The Relevance of TAM in Modern Research

TAM has become a widely used framework in information technology research. This model is often modified and developed by adding new variables, such as trust, task technology fit, and intrinsic motivation. One popular extension is the Unified Theory of Acceptance and Use of Technology by Venkatesh et al. (2003). TAM remains relevant to evaluate the acceptance of new technologies, such as cloud-based applications, online learning, and e-government services. These studies continue to demonstrate the importance of the relationship between Perceived Usefulness, Perceived Ease of Use, and Behavioral Intention to Use in understanding technology adoption.

User Interface (UI)

According to *John, et al*. (2012:193-196) in the research of *A' yuni and Chusumatuti*, there are a number of guidelines that need to be considered in designing User Interfaces. Here is an explanation of each guideline:

1. Affordance and Visibility
   Affordance is concerned with the ease with which users understand the functions and workings of controls, so that users can use them well. Visibility is related to the ease of finding controls and the presence of feedback provided by the system.
2. *Consistenc*
   Consistency involves setting up information, menus, icon sizes and shapes, and system workflows. With this consistency, users can understand the position of the menu, how it flows, and its functions more quickly just by looking at it at a glance.
3. Shortcut
   Shortcuts aim to speed up the interaction between users and the system, so that the user's work can be completed more efficiently.
4. Feedback
   Feedback ensures that the system responds to user actions, so they know that the system is processing or has completed a command. Without feedback, users can be confused as to whether the command has been successfully processed.
5. Dialogs That Yield Closure
   Each step in the User Interface should be structured with a clear flow, starting from the beginning, middle, to the end. The dialog needs to provide information to the user whether the interaction they are making was successful and what action to take next.
6. Error Handling
   A good User Interface design is able to prevent common mistakes and help users to overcome them. If something goes wrong, the system should provide a clear message about what went wrong and how to fix it.
7. Easy Reversal of Actions
   The system needs to be designed so that users can easily go back to the previous step, explore other options, or undo actions that have already been taken. A cancellation button or menu should be provided in each dialog to make this process easier.
8. Reduce Short-Term Memory Load
   Desain User Interface harus menghindarkan pengguna dari keharusan mengingat banyak hal, seperti berpindah dari satu bentuk atau dialog ke yang lain. Sistem juga perlu memberikan panduan visual dan alat bantu lain untuk membantu pengguna melacak proses yang sedang mereka jalani.

Framework of Thought
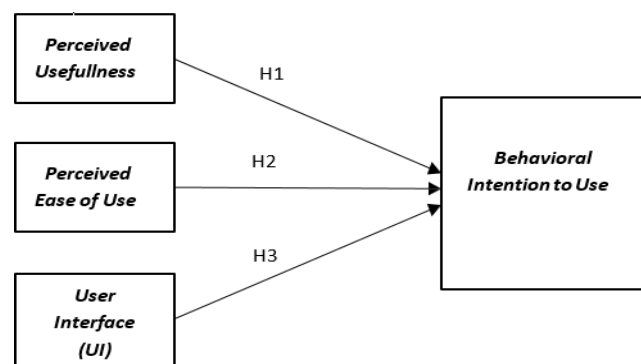
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Research Hypothesis

H1: Perceived usefullness has a positive and significant effect on behavioral intention to use ShopeeFood. H2: Perceived ease of use have a positive and significant effect on behavioral intention to use ShopeeFood. H3: User Interface has a negative and significant effect on behavioral intention to use Shopee Food.

III. METHOD

Type of Research

The type of research conducted is survey *research*. In this study, the researcher did not perform any manipulation actions on the variables studied, thus the researcher only reported what happened (Suliyanto, 2018).

Sample Size Determination

Sugiyono (2012) stated that a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. Population determination can make it easier to attract samples that will be used as a data source.

In this study, the size of the population cannot be known for sure, so the author chose the sampling technique using the Non Probability Sampling method with the sampling technique used, namely the Accidental Sampling technique. According to Sugiyono [10], the accidental sampling technique is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is seen that the person who happens to meet is suitable as a data source.

Because the number of Shopee Food user populations in Banyumas is not known for sure, the determination of the sample base is guided by the Lameshow formula. as follows:

$$n = \frac{Z1 - \frac{a}{2}P(1 - P)}{d^2}$$

Keterangan :

n = Jumlah sampel

z = Skor z pada kepercayaan 95% (1,96)

p = maksimal estimasi (0,5)

d = alpha (0.10) atau *sampling error* (10%)

Through the formula above, the samples to be taken are:

$$n = \frac{Z1 - \frac{a}{2}P(1 - P)}{d^2}$$

$$n = \frac{1.96^2 x0.5(1 - 0.5)}{0.1^2}$$

$$n = \frac{3.8416 \, x \, 0.25}{0.01}$$

$$n = 96.4$$

(Dibulatkan menjadi 100 sampel)

With the minimum sampling limit above of 100 samples, the researcher distributed a questionnaire of 110 questionnaires, so that the researcher had a reserve of 10 if among the questionnaires distributed there was data that was not suitable for entry.

Descriptive

From the research that has been carried out, the characteristics of respondents and variable characteristics can be identified as follows:

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Tabel 1. Deskriptif Karakteristik Responden

Profil	Frekuensi	Persentase
Jenis Kelamin		
Laki-Laki	66	60%
Perempuan	44	40%
	110	100%
Usia		
15-20 Tahun	12	11%
21-25 Tahun	23	21%
26-30 Tahun	25	23%
31-40 Tahun	44	40%
41-50 Tahun	6	5%
	110	100%
Lama Menggunakan Shopee Food		
< 1 Tahun	23	21%
> 1 − 2 Tahun	42	38%
> 2 − 3 Tahun	34	31%
> 3 Tahun	11	10%
	110	100%
Penghasilan per bulan		
<Rp 2.000.000,00 per bulan	4	4%
Rp 2.000.000,00 − Rp 4.000.000,00 per bulan	18	17%
>Rp 4.000.000,00 − Rp 6.000.000,00 per bulan	52	47%
>Rp 6.000.000,00 per bulan	36	32%
	110	100%

Sumber : Data primer diolah, 2024

Validity Test

The validity test was carried out using *Pearson's product moment correlation*, which was used when simultaneously calculating the regression equation. The results of the calculation were consulted with rxy tables with a significance level of 95% and alpha 5%. If the calculation > r the item table is said to be "valid". On the other hand, if r calculates ≤ r table of question items is said to be "invalid.

Tabel 5. Hasil Uji Validitas

Variabel	Item	r_{hitung}	r_{tabel}	Kriteria
Perceived Usefullness	$X_{1.1}$	0.925	0.296	Valid
	$X_{1.2}$	0.920	0.296	Valid
	$X_{1.3}$	0.899	0.296	Valid
	$X_{1.4}$	0.745	0.296	Valid
	$X_{1.5}$	0.931	0.296	Valid
Perceived Ease of Use	$X_{2.1}$	0.918	0.296	Valid
	$X_{2.2}$	0.892	0.296	Valid
	$X_{2.3}$	0.878	0.296	Valid
	$X_{2.4}$	0.836	0.296	Valid
User Interface	$X_{3.1}$	0.872	0.296	Valid
	$X_{3.2}$	0.885	0.296	Valid
	$X_{3.3}$	0.813	0.296	Valid
	$X_{3.4}$	0.834	0.296	Valid
	$X_{3.5}$	0.930	0.296	Valid
	$X_{3.6}$	0.914	0.296	Valid
	$X_{3.7}$	0.852	0.296	Valid
	$X_{3.8}$	0.843	0.296	Valid
	$X_{3.9}$	0.872	0.296	Valid
	$X_{3.10}$	0.804	0.296	Valid
	$X_{3.11}$	0.882	0.296	Valid
Behavioral Intention to Use	Y_1	0.851	0.296	Valid
	Y_2	0.861	0.296	Valid
	Y_3	0.834	0.296	Valid

Sumber : Data primer diolah, 2024

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Reliability Test

According to *Bawono* (2006), in principle, the reliability test is to test the data we obtain, for example the results of the questionnaire answers that we share. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A variable is said to be reliable if it gives a *Cronbach Alpha* value > 0.60. The following are the results of the reliability test in this study:

<div align="center">

Tabel 6. Hasil Uji Reliabilitas

Variabel	r_{alpha}	r_{kritis}	Kriteria
Perceived Usefullness	0.945	0.60	**Reliabel**
Perceived Easy of Use	0.893	0.60	**Reliabel**
User Interface	0.921	0.60	**Reliabel**
Behavior Intention to Use	0.887	0.60	**Reliabel**

Sumber : Data primer diolah, 2024

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Based on the results of the reliability test in the table above, it shows that each instrument has a *Cronbach Alpha* > 0.60, so it can be concluded that all items in the *variables perceived usefullness* (X1), *perceived easy of use* (X2), *user interface* (X3), and *behavior intention to use* (Y) are reliable or trustworthy so that they can be used for further research.

Classical Assumption Test

Normality Test

This normality test is used to find out whether the dependent and independent variable data we use in the regression model is normally distributed or not. A good model is one that is normally distributed or close to normal. Researchers used Kolmogorov-Smirnof (K-S) statistical analysis, which can be used to test normality. A data is said to be normal if Sig. ≥ α = 0.05. (Bawono, 2006) The results of the normality test are as follows:

<div align="center">

Tabel 2. Hasil Uji Normalitas

Nilai *Asymp. Sig. (2-tailed)*	Tingkat Signifikasi
0.200	0.05

Sumber : Data primer diolah, 2024

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The results of the non-parametic statistical test *of Kolmogorof Smirnov* shown in the table above show that the value of Asymp. Sig. (2-tailed) is 0.200 with a significance level of 0.05, which indicates that the data used is normally distributed. Asymp Value. Sig. (2-tailed) greater than 0.05 (0.200 greater than 0.05).

Multicollinearity Test

The multicoloniality test, according to Ghozali (2013), is intended to check whether the regression model shows that there is a correlation between independent variables. Analysis of the value of resilience and opposition to the variable inflator factor (VIF) showed the existence of multicollinearity. This shows that multicollinearity does not occur if the VIF value is less than 10 and the tolerance value is more than 0.1. The results of the multicollinearity test can be seen in the table below:

<div align="center">

Tabel 3. Hasil Uji Multikolinieritas

Variabel	Nilai *Tolerance*	Nilai VIF
Perceived Usefullness	0.982	1.019
Perceived Ease of Use	0.975	1.026
User Interface	0.985	1.015

Sumber : Data primer diolah, 2024

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The results of the multicoloniality test are shown in the table above. The perceived *usefullness* variable (X1) had a tolerance value of 0.982, the *perceived ease of use* variable (X2) had a value of 0.975, and the *User Interface* variable (X3) had a value of 0.985. Each of these variables has a *tolerance value* greater than 0.1. In addition, there is a VIF value for the perceived *usefullness* (X1) variable of 1,019, *perceived ease of use* (X2) of 1,026, and *user interface* (X3) of 1,015, where the VIF value of each variable is less than 10. Based on these values, it can be concluded that this study did not find any symptoms of multicollinearity.

Heteroscedasticity Test

The purpose of this examination, according to Ghozali (2013), is to determine whether there are any inequalities in the regression model in terms of differences between the residuals from one observation to another. Researchers used *the glacier test* to determine the existence of this heteroscedasticity. Using this *glacier test*, we can find out whether the data is free from heteroscedasticity by looking at the magnitude of the significance of the independent variables. If the significance of the independent variable is greater than 0.05, then the data is free from heteroscedasticity (Ghozali, 2013). The results of the heteroscedasticity test are as follows:

Tabel 4. Hasil Uji Heteroskedastisitas

Variabel	Nilai Signifikasi	Tingkat Signifikasi
Perceived Usefullness	0.925	0.05
Perceived Ease of Use	0.163	0.05
User Interface	0.566	0.05

Sumber : Data primer diolah, 2024

Based on the table above, we found the significance value of *the perceived usefullness* (X1) variable of 0.925, *Perceived Easy of Use* (X2) of 0.163 and *User Interface* (X3) of 0.566. All variables had significance values above 0.05, which indicates that there is homokedasticity in the information. Therefore, it can be concluded that this regression model does not contain heteroscedasticity, which means that the assumption of the regression equation is correct.

IV.   RESULTS AND DISCUSSION

T Test Results

The t-test is one of the research hypothesis tests that aims to find out whether the independent variable partially affects the bound variable. This analysis is to find out whether the independent variable has an effect on the bound variable. The results of data processing using SPSS statistics are as follows:

Tabel 7. Hasil Uji Parsial

Variabel	Unstandardized Coefficients Beta	Sig.	Tingkat Sig	Keterangan
Perceived Usefullness – Behavioral Intention to Use	0.251	0.002	**0.05**	Berpengaruh dan Signifikan
Perceived Easy of Use – Behavioral Intention to Use	0.141	0.001	**0.05**	Berpengaruh dan Signifikan
User Interface – Behavioral Intention to Use	0.381	0.001	**0.05**	Berpengaruh dan Signifikan

Sumber : Data primer diolah, 2024

Based on the regression analysis of the table above, it can be concluded that:

The coefficients beta *value* of 0.251 with a significance level (Sig.) of 0.002 smaller than 0.05 indicates that *Perceived Usefulness* has a positive and significant influence on *Behavioral Intention to Use*. This means that the higher the perception of the usefulness of a technology or system, the higher the user's intention to use it. Thus, it can be concluded that *perceived usefullness* has a positive and significant effect on *behavioral intention to use* or **Hypothesis 1 (H1) is accepted.**

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The *coefficients beta* value of 0.141 with a significance level of 0.001 is also less than 0.05. This shows that *Perceived Ease of Use* has a positive and significant influence on *Behavioral Intention to Use.* In other words, the ease of use of technology plays an important role in encouraging user intentions to take advantage of it. Thus, it can be concluded that *perceived ease of use* has a positive and significant effect on *behavioral intention to use* or **Hypothesis 2 (H2) is accepted.**

A coefficients beta *value* of 0.381 with a significance level of 0.001 which is less than 0.05 indicates that *User Interface* has a positive and significant influence on *Behavioral Intention to Use*. From these results, the *User Interface* had the strongest influence among the three independent variables tested, which means that a good *user interface* tends to increase user intent to use the technology. Thus, it can be concluded that *the user interface* has a positive and significant effect on *behavioral intention to use* or **Hypothesis 3 (H3) is accepted.**

From the results of the analysis of the T test, it can be concluded that the three independent variables, namely *Perceived Usefulness, Perceived Ease of Use,* and *User Interface*, partially have a positive and significant influence on *Behavioral Intention to Use.* Among the three, *User Interface* has the most dominant influence with the highest beta value (0.381), followed by *Perceived Usefulness* (0.251) and *Perceived Ease of Use* (0.141). Thus, improving the quality of the *user interface*, perceived *usefullness*, and perception *of benefits (easy of use)* will significantly increase the user's intention to use a technology or system that in this study is related to the use of the Shopee Food application.

DISCUSSION

Effect of Perceived Usefulness on Behavioral Intention to Use

The Perceived *Usefulness* variable has a positive and significant influence that indicates that users are more likely to have an intention to use the technology if they feel a real benefit from the technology. In this study, MSME actors tend to be more interested in using Shopee Food when they feel that this application provides clear benefits in increasing their sales and operational efficiency. The perceived benefit factors, such as the ease of reaching customers and increasing product visibility, encourage MSME actors to plan to use Shopee Food further.

These findings are in line with research by An *et al.* (2023), which shows that *perceived usefulness* is a key predictor in influencing user intent to use food delivery apps. In the study, the results of statistical tests showed that factors such as ease of reaching customers and increased product visibility were highly related to the intention to continue using the app.

As in this study, MSME actors tend to be more interested in using applications that are considered to provide real benefits, especially in increasing their sales and operational efficiency.

The Influence of Perceived Ease of Use on Intention to Use Behavior

Perceived Ease of Use showed a t-value less than 0.05, indicating that this variable had a significant effect on Behavioral Intention to Use. This indicates that MSME actors are more interested in using Shopee Food if they feel that the application is easy to use and does not require high technical skills. Ease of navigation, the use of simple features, and the support of a user-friendly interface are important factors that affect the intention of MSME actors to continue to use this platform.

This is in line with the research of An *et al*. (2023), which also found that *perceived ease of use* has a strong impact on the use of food delivery applications. The research shows that the ease of use of the app (such as a user-friendly interface and simple navigation) increases the intention to use the app.

The design of the technology should consider aspects of ease of use, including simple navigation, clear guidance, and flexibility of use. Short training for users can also help improve the perception of this convenience.

Effect User Interface on Behavioral Intention to Use

The finding that the user interface has a significant influence on behavioral intention to use (t = 0.381, p = 0.001) shows that the application display plays an important role in determining the intention of MSME actors to continue using Shopee Food. Research by An et al. (2023) also shows that attractive and intuitive app design elements can influence users' decisions to use apps on an ongoing basis.

An attractive and intuitive user interface is very important for MSME players in making decisions to use Shopee Food. If the app's interface is easy to understand and provides a positive user experience, then it will increase their intention to continue using the app as a tool to market their product. Technology developers must prioritize the quality of the interface with a visually appealing, responsive, and *user-friendly* design. Further research can also explore the specific elements of the interface that have the most influence on user intent.

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V. CONCLUSIONS

Based on the analysis of the data, several conclusions were obtained, namely: the three factors - perceived usefulness, perceived ease of use, and user interface - are indeed proven to affect behavioral intention to use in the context of digital applications for MSMEs. This shows that platform managers like Shopee Food need to focus on designing applications that are easy to use, provide real benefits, and have an attractive interface so that MSME players are increasingly interested in using it.

SARAN

1. Shopee Food needs to increase *perceived usefulness* by providing features that provide direct benefits to MSMEs, such as sales analytics data or exclusive promotional programs. In addition, improving *perceived ease of use* through interactive guides and simplifying navigation will help new users. In terms of *user interface*, Shopee Food can prioritize intuitive, consistent, and user-need-based interface design to improve the overall user experience.
2. Shopee Food needs to increase *perceived usefulness* by providing features that provide direct benefits to MSMEs, such as sales analytics data or exclusive promotional programs. In addition, improving *perceived ease of use* through interactive guides and simplifying navigation will help new users. In terms of *user interface*, Shopee Food can prioritize intuitive, consistent, and user-need-based interface design to improve the overall user experience.

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