INFORMATION SYSTEMS PERSPECTIVE: THE IMPACT OF USER INTERFACE ON CONSUMER PURCHASE INTENTIONS BASED ON A SYSTEMATIC REVIEW OF USER EXPERIENCE

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ABSTRACT

Shopee is one of the largest online marketplaces in Indonesia that conducts the buying and selling process through mobile phones and adopts the concept of social media shopping. As the number of Shopee users increases, the challenges and problems increase, as does the quality of service and system accuracy. User interface (UI) plays an important role in shaping user purchase intent. Various previous studies have studied and identified user interface factors that affect Shopee consumer satisfaction, but there is still more information that can be utilized towards comprehensively understanding and analyzing the trends in UI evaluation methods used, as well as trends in UI factors that affect consumer satisfaction, and factors that affect Shopee consumers' purchase intention. Thus, a systematic review of the literature is needed. A total of 120 peer-reviewed research studies were conducted on the research topic of the impact of user interface on shopee application satisfaction published between 2019-2023 and extracted 30 relevant articles from the discussion of inclusion and exclusion criteria. The results of this study found that service quality is the main factor compared to advertisements and free shipping used in evaluating shopee, and user-friendly factors are in the main position that affects the purchase intention of the shopee application. This study provides further research topics that need to be studied further regarding advertising and free shipping in influencing consumer purchase intention seen from the UI on the shopee application.
Keywords:
JEL: M37, M31, M21, L17, M15

1. INTRODUCTION

Shopee is one of the largest online markets in Indonesia that carries out the buying and selling process via cellphones and adopts the concept of social media shopping (Hoiriyah et al., 2022). Shopee offers a wide range of products, from fashion products to daily necessities. Shopee began entering the Indonesian market in May 2015, and Shopee only started operating in Indonesia in June 2015 (Bangun et al., 2023). In Indonesia, it is growing rapidly and can even be said to be the fastest in the world by recording a growth of 78% in 2018 (Nursyirwan & Ardaninggar, 2020). As the number of Shopee users increases, the challenges and problems also increase, including competition from other e-commerce platforms, as well as service quality and system accuracy (Anisa & Murtadlo, 2022). User interface (UI) plays an important role in shaping users' purchase intentions. A well-designed and user-friendly interface can significantly influence a user's decision to make a purchase, while a poorly designed or confusing interface can discourage users from completing the desired purchase. Also considering ease of use, visual appeal, clarity of information, mobile

responsiveness, trust and security, social proof and business reviews can positively influence users' purchase intentions and drive conversions (Pattinaja et al., 2023).

Previous research conducted by Simamora & Sulistyo, using qualitative research methods with a phenomenological approach and data collection techniques through focus group discussions (Rahmawati & Mettan, 2023). The results showed that Millennial generation consumers tend to seek convenience, diverse choices, and a practical shopping experience through e-commerce platforms. Another study was also conducted by (Suyani & Secapremana, 2022) with the title Impact of Service Quality and Social Interaction on Purchase Intention A Study in the Insurance Industry using quantitative methods, the results of his research found that service quality has an effect on purchase intention, while social interaction has a less direct effect. Various previous studies have studied and identified user interface factors that will have an impact on shopee customer satisfaction, but there is still more information that needs to be explored, such as the methods used and the user interface that affects the shopee application (A'yuni & Chusumastuti, 2021). Therefore, it is necessary to conduct a systematic and structured literature review so that information is obtained to find out what methods need to be used in evaluating the user interface in the shopee application, besides that, it is also necessary to know what factors are used to evaluate the shopee application, so that it will be obtained how the user interface affects consumer buying interest in the shopee application (Zeinor & Budyi, 2023)

The purpose of Researchers conducted a Systematic Literature Review (SLR) in the context of gaining a comprehensive understanding of identifying and analyzing trends in UI evaluation methods used in research related to the Shopee application (Samapta, 2023), thus providing insight into the various approaches commonly used as well as how extensive the research has been, furthermore, presenting trends in factors affecting shopee's user interface as well as changes in features that affect user experience and consumer purchasing behavior (A'yuni & Chusumastuti, 2021). Finally, SLR seeks to identify the critical factors in UI that influence consumer purchase intent, helping to uncover the design elements that are most instrumental in influencing user purchase decisions. Thus, providing deep insight into the dynamics of the Shopee app UI, strengthening the understanding of user needs, and providing a basis for future improvements and better development (Chaniago & Akbar, 2020).

The researchers used a systematic literature review approach. A systematic literature review is a systematic, explicit, and comprehensive process for identifying, evaluating, and synthesizing the work of researchers, scholars, and practitioners(Heryana, 2013). Before writing the review, the literature review process is divided into four stages: (a) planning, (b) selection, (c) extraction, (d) execution (Angraini et al., 2019). This research aims to provide relevant detailed data regarding the impact of the user interface on Shopee consumers to serve as a reference for future research.

The structure of this systematic literature review paper is done in several steps: Section 1 presents the introduction of the paper which consists of an overview of the topic of the paper taken, after that the reason for conducting a systematic literature review along with the purpose of this paper is made, then a summary of the methodology used. Section 2 presents the method used and displays the research question and research objective in preparing the systematic literature review paper and discusses the strategy used to find the main studies and studies of selection criteria (Angraini et al., 2019). Section 3 presents the results and findings taken from the journal review conducted in statistical form and displays the results of the research objectives that have been made. Section 4 presents a discussion in the form of pros and cons to the results of the research objectives that have been made. Section 5 presents conclusions and directions for further research (Saide & Sheng, 2021).

2. METHODS

This methodology provides a framework for designing a valid, reliable, and accountable research. Here are some of the main components in the research methodology using Systematic Literature Review can be seen in Figure 1. In Figure 1 there are four main components used in the systematic literature review research methodology, starting from the planning stage to the execution stage (Triandini et al., 2019).

Figure 1. Research Methodology

a. Planning

At this stage, the author plans the preparation of the paper in accordance with the topic taken by using a systematic literature review. The literature search is carried out by the author by paying attention to the criteria and keywords so that it is applied to the digital library to ensure that the sources used are truly relevant to the research topic. An effective systematic literature review requires specific research questions to keep it focused. The research questions for this literature review are described in Table 1.

Table 1. Research Questions for the literature review

ID	Research Questions	Aim
RQ 1	What are the methods used to evaluate the user interface on the shopee application?	Identifying trends in methods and how many methods are used in evaluating user interfaces on shopee applications.
RQ 2	What factors are used to evaluate the shopee application?	Identifying trends in factors that have an impact on the user interface of the shopee application
RQ 3	How does the user interface affect consumer buying interest?	Identifying User Interface factors that affect consumer buying interest

In table 1 there are three research questions that will be discussed in this paper, and there are three research objectives that will be the goal in discussing this literature review paper so as to produce information that is relevant to the research topic, by taking references from sinta and scopus accredited journal sources.

b. Selection

At this stage, the author searched for relevant literature using digital databases and digital libraries to gain access to the various sources of information required. The list of digital databases used in the search process are: Google Scholar (https://scholar.google.com), Sinta (https://sinta.kemdikbud.go.id), Scopus (www.scopus.com), IEEE (ieeexplore.ieee.org), ScienceDirect (sciencedirect.com) The databases used in this study were selected based on the amount of data and field of study by taking into account the criteria and keyword combinations which include: shopee user interface, shopee user interface impact, shopee customer satisfaction, shopee user interface factor, shopee customer satisfaction factor, so that the sources used are relevant to the research topic and accredited by Sinta or Scopus. Searches in the database are limited by title, keywords, year, publication type, and abstract. The search was limited to publications from 2019 to 2023. The author manually reads the title and abstract of the article while reviewing all related journals using Artificial Intelligence Software tools that can review journals
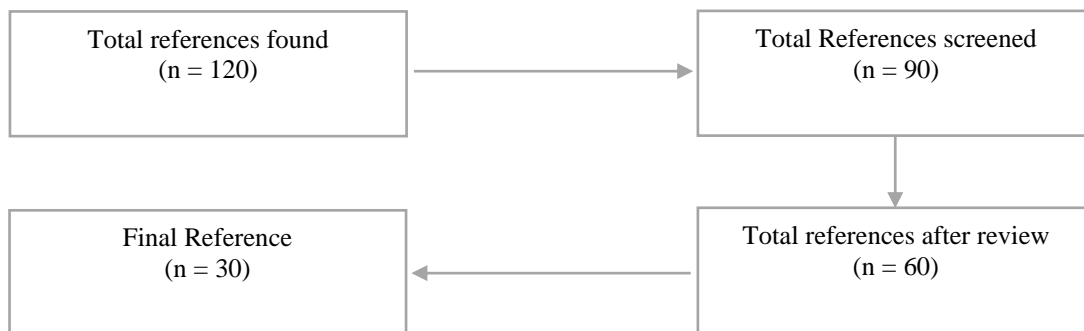
effectively and efficiently by paying attention to the inclusion criteria and exclusion criteria in table 2.

Table 2. Inclusion and exclusion criteria

Inclusion Criteria	Indonesian and English writing
	Publication time in 2019 to 2023
	Discussion of studies on the impact of user interface on consumers on the shopee application
	Type of research is qualitative or quantitative
Ixclusion Criteria	Research without validation and experimental results of studies both reports, opinions that study in depth about the user interface of the shopee application

In table 2, there are inclusion criteria applied by researchers, namely articles that will be used in systematic literature review references written in Indonesian and English published in 2019 to 2023 by paying attention to article titles that match the research topic, while in the exclusion criteria, researchers apply research without validation and experimental study results either reports, opinions that match the research topic. Furthermore, the selection stage of the papers that have been searched will be carried out, so that later it will produce a final reference reference as in Figure 2.

Figure 2. Selection stages

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┌────────────────────────────┐         ┌────────────────────────────┐
│  Total references found    │  ────▶  │  Total References screened │
│       (n = 120)            │         │        (n = 90)            │
└────────────────────────────┘         └────────────────────────────┘
                                                     │
                                                     ▼
┌────────────────────────────┐         ┌────────────────────────────┐
│     Final Reference        │  ◀────  │ Total references after     │
│       (n = 30)             │         │ review  (n = 60)           │
└────────────────────────────┘         └────────────────────────────┘
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In Figure 2, it is shown that the total initial references found amounted to 120 articles by paying attention to the inclusion criteria and exclusion criteria, after which 30 final references were obtained which will be reviewed so that they will get data relevant to the research questions that have been made. In Figure 3, information is presented in the form of five lists of digital databases used in reviewing papers, namely Google Scholar (https://scholar.google.com), Sinta

Table 3. Results of the selection Stage

Database	References found	References that have been selected	References after review	Final references
Google Scholar	44	35	20	14
Sinta	40	27	18	10
Scopus	14	10	8	2
Sciencedirect	12	10	8	2
Ieeexplore	10	8	6	2
Total	**120**	**90**	**60**	**30**

(https://sinta.kemdikbud.go.id), Scopus (www.scopus.com), IEEE (ieeexplore.ieee.org), ScienceDirect (sciencedirect.com), each digital database itself, there are a number of papers that can be searched according to keywords and criteria that have been set by researchers.

a. Extraction

At this stage, researchers carry out the process of collecting relevant data or information from selected literature sources or final references. This stage is important to collect data that will be used in the discussion of the paper. Extraction criteria are keywords, topics, research methods, publication years, or other criteria relevant to your research topic. In the process of extracting articles, the author uses scispace software (https://scispace.com/), chat pdf (https://www.chatpdf.com), and monica (https://monica.im) with the aim of making extraction easier and more efficient.

b. Execution

The execution section is a very important stage. It is the place to explain the steps taken in the process of collecting, controlling, and analyzing data from the selected literature. To facilitate the literature management process, researchers used the Mendeley software tool (http://mendeley.com). After the extraction process was carried out, the researcher carried out the stage of writing the SLR results which will be compiled in section 3 Results and Findings.

3. RESULT AND DISCUSSION

1. Description of Results

Table 4. Journal type grouping

Id.	Type of journal	Year	Accredited Sinta/Scopus
1	European Research Studies Journal	2019	Q 3
2	Economics and Accounting Journal	2020	S 5
3	The International Humanities and Applied Science Journal (IHASJ) International Journal of Academic Research in Business and Socail Sciences		S 5
4	Jurnal Sosial Humaniora Terapan	2021	S 5
5	Jurnal Riset Komputer (JURIKOM)	2022	S 4
6	Penelitian ilmu komputer sistem embedded & logic		S 3
7	Jurnal Sistem Informasi Bisnis		S 2
8	Journal Of Economics And Business Aseanomics		S 4
9	Business And Management Studies		S 3

Id.	Type of journal	Year	Accredited Sinta/Scopus
10	Jurnal Ilmiah Bisnis Dan Ekonomi Asia	2022	S 3
11	Journal of Information System Research (JOSH)		S 4
12	Jurnal Ilmiah Manajemen Kesatuan		S 4
13	International Journal of Academic Research in Business and Social Sciences		Q 3
14	SEIKO : Journal of Management & Business	2023	S 4
15	International Journal of Engineering and Management Sciences		Q 2
16	Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi		S 6
17	IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita		S 4
18	Jurnal Ilmiah Multidisiplin		S 4
19	Journal of Information Systems and Informatics		S 3
20	Jurnal Ilmiah Manajemen		S 3
21	Jambura Science of Management		S 4
22	Jurnal Teknologi Informasi dan Komunikasi (JTIK)		S 4
23	Indonesian Journal of Business and Entrepreneurship		S 2
24	Jurnal Riset Ekonomi dan Bisnis		S 4
25	Informatics and Digital Expert		S 3
26	International Journal of Tourism and Hospitality in Asia Pasific		Q 4
28	Jurnal Informatika Kaputama (JIK)		S 5
29	Remik (Riset dan E-Jurnal Manajemen Informatika Komputer)		S 5
30	Jurnal Majalah Ilmiah Bijak		S 4

This section is a very important stage of the systematic literature review paper. Where the author will answer the research question that has been made before. The results of the literature review will present the trend of methods and the number of methods used in evaluating the shopee user interface, as well as present the factors that have an impact on the user interface and the factors that influence consumer buying interest in the shopee application. The following table will show the results of the journal review that has been extracted previously.

Table 4 presents the grouping of journals based on year and also shows the accreditation of the journal, it is found that there are 1 Q 2 accredited journal, 2 Q 3 accredited journals, 1 Q 4 accredited journal, 2 Sinta 2 accredited journals, 6 Sinta 3 accredited journals, 10 Sinta 4 accredited journals, 5 Sinta 5 accredited journals, and 1 Sinta 6 accredited journal.

1. Results of RQ 1: Methods used

Table 5. Methods used in evaluating the user interface on the shopee application

| Method	Author
Qualitative method	(Nursyirwan & Ardaninggar, 2020), (Oktariani et al., 2022), (Prabawanti & Sihombing, 2023)
Quantitative method	(Noviyanti et al., 2023), (Hoiriyah et al., 2022), (Tobing et al., 2023), (Pattinaja et al., 2023), (Af'idati et al., 2022), (Chrishariyani et al., 2022), (Imamsyah et al., 2023), (Nur et al., 2019), (Dewi & Mulyadi, 2023), (Khasanah & Kuswanto, 2023), (Burda & Tyas Kusumo, 2023), (Watulingas, 2020), (Ringo et al., 2023), (Rahayu et al., 2020), (Oktariani et al., 2022), (Chaniago & Akbar, 2020), (Samapta, 2023), (Bangun et al., 2023), (Anisa & Murtadlo, 2022), (Risnaldi et al., 2023), (Hanif et al., 2010), (Afnan et al., 2023)

In table 5, 30 articles were obtained that were successfully reviewed, there is a trend in the methods used in evaluating user interfaces for consumers in the shopee application. In the table, the

trend of methods used amounts to 30 methods consisting of quantitative methods and qualitative methods that are relevant to the topics discussed by researchers. From table 5. There are 90% of methods included in quantitative methods and 10% of methods included in qualitative methods. Data collection for research in journals that use quantitative methods is by distributing questionnaires and processing data (Wiwesa, 2021). Meanwhile, in journals that use qualitative methods, data collection is obtained by analyzing the results of participant observation, in-depth interviews, documentation, and triangulation (Ali et al., 2022).

2. *Results of RQ 2: Factors used to evaluate the shopee application*

In user interface there are factors that influence consumers on the shopee application, the positive attitude given by consumers to the shopee application which is caused by consumer satisfaction with the product or company which is manifested by repurchase behavior to recommend to others they know. In Figure 3, a diagram of the factors used to evaluate the shopee application is shown.

Figure 3. Diagram of the factors used to evaluate the shopee application)
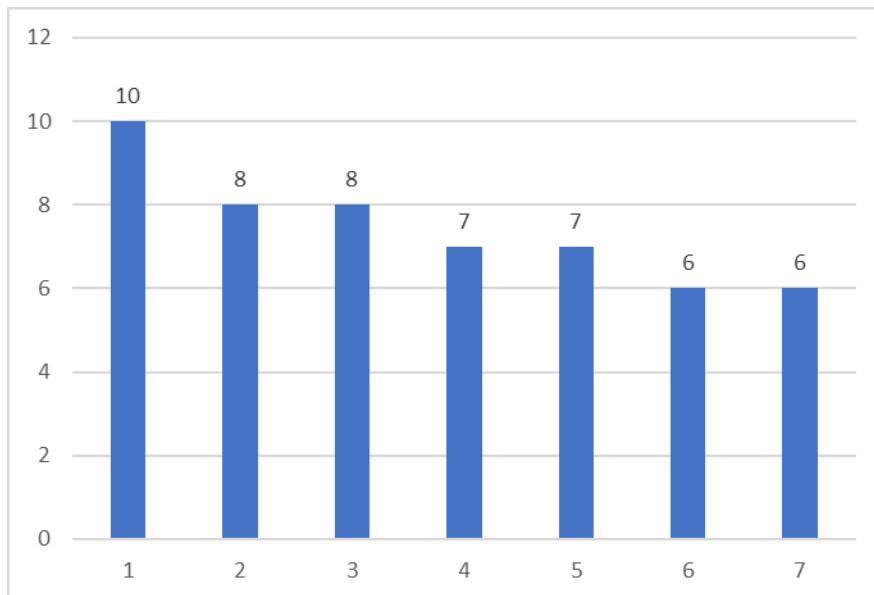
In Figure 3, it can be seen that what really affects consumer loyalty to the use of e-marketplace is the service quality factor that has the most influence on consumers, namely 5 journals, and while the least factors are ease of use and product quality, security, price/discount, advertising, and free shipping, namely 1 paper. Table 6 will show papers related to factors that have an impact on the shopee user interface.

Based on the papers that have been obtained, service quality is the most influential factor on e-commerce customer loyalty where this factor was found (Burda & Tyas Kusumo, 2023), (Dewi & Mulyadi, 2023), (Tobing et al., 2023), (Pattinaja et al., 2023) to affect customer loyalty in five journals, namely journals written by Then, followed by other factors such as ease of use and product quality, security, product quality, price/discount, advertising, and free shipping. Thus, service quality is discussed more about the factors that have the most influence on shopee's user interface, rather than free shipping which is the lowest of the others related to the discussion of the factors that have the most influence on shopee's user interface.

### 3. **Results of RQ 3: User Interface factors that influence consumer buying interest**

A simple, easy-to-use and convenient user interface is often the main choice of the public when

making transactions in an e-commerce environment. Of course, this will increase people's interest in shopping on e-commerce platforms. There are several indicators to describe the quality of the user interface, namely: 1) Connectivity; 2) Personalization; 3) Directed; 4) Informative; 5) Easy to use; 6) simple; 7) Continuous. (Ganggi, 2019).

Table. 6. Related papers

Id	Influencing factors	Research paper	Total
1.	Service quality	(Burda & Tyas Kusumo, 2023), (Dewi & Mulyadi, 2023), (Noviyanti et al., 2023), (Tobing et al., 2023), (Pattinaja et al., 2023)	5
2.	Ease of use	(Burda & Kusuomo, 2023), (Dewi & Mulyadi, 2023), (Dewi & Mulyadi, 2023)	3
3.	Product quality	(Burda & Kusuomo, 2023), (Dewi & Mulyadi, 2023), (Dewi & Mulyadi, 2023)	3
4.	Security	(Burda & Kusuomo, 2023), (Dewi & Mulyadi, 2023)	2
5.	Price / discount	(Burda & Kusuomo, 2023), (Dewi & Mulyadi, 2023)	2
6.	Advertisement	(Dewi & Mulyadi, 2023)	1
7.	Free shipping	(Burda & Kusuomo, 2023)	1

Figure 4. Diagram of User Interface Factors that influence consumer buying interest
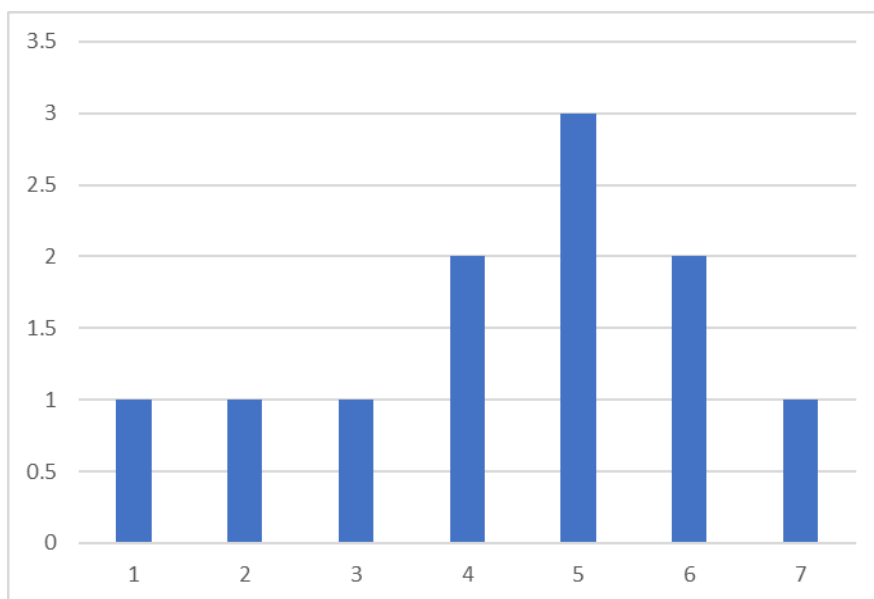
Based on the journals that have been obtained, user-friendliness is the most influence of user interface on consumer buying interest where this factor is found in 3 journals written by (Ganggi, 2019), (fenrianto, Wijaya and Wang, 2018), (Arisandi, 2021). Then other factors such as connectedness, personalization, pandun, informative, convenience, continuity are arranged.
a. The results of the research objective to identify method trends and how many methods are used in evaluating the user interface of the Shopee application are: Trend method: The methods used in evaluating the user interface of the Shopee application are qualitative analysis methods, quantitative

analysis methods. How many methods: There are two methods used in evaluating the user interface of the Shopee application, namely qualitative analysis methods, quantitative analysis methods.

b. The results of the research objective to identify trend factors that have an impact on the user interface of the Shopee application are: Trend factors: The main factor that affects the user interface of the Shopee application is service quality, which is located in the first place. While the least include service quality, ease of use, and product quality.

c. The results of the research objective to identify User Interface factors that influence consumer buying interest are: Factors: Third, user-friendliness is the most influential user interface on consumer buying interest compared to Connectedness, Personalization, Guidance, Informative, User-Friendly, Convenience, and Continuity.

2. Discussion

Systematic literature review is a review method that can be used to find and synthesize previous research. This method is better than other methods because the search process and analysis process are structured. The results of the literature review study show that there are many previous studies using various methods. In addition, factors that have an impact on the user interface and user interface factors that affect consumer buying interest were found. However, there are pros and cons to the results found in this study

1. Pros and cons of research objectives 1

1. Qualitative methods can provide more in-depth information about users' experiences with the Shopee app, such as feelings, actions, and interactions. However, qualitative methods can have obstacles in data collection, such as lack of sufficient data for analysis, data errors, and data collection errors (Fadli, 2021)

2. Qualitative methods can identify trends and variations in customer satisfaction, which can help companies improve their services and products. However, qualitative methods can have problems in data analysis, such as problems in identifying and measuring the level of customer satisfaction, and problems in identifying trends and variations in customer satisfaction (Waruwu, 2023).

3. Qualitative methods can collect data from non-human sources, such as electronic documents, which can be a relevant source of data for evaluating the user interface of the Shopee application. On the other hand, qualitative methods can have constraints in generalizing data, such as constraints in identifying trends that are relevant for all consumers, and constraints in identifying conditions that cause consumer satisfaction.

2. Pros and cons of research objectives 2

To increase customer satisfaction in the process of enjoying services provided, businesses need to focus on service quality, as highlighted (Burda & Tyas Kusumo, 2023). Service quality, which includes tangibility, reliability, responsiveness, assurance, and empathy, is crucial in evaluating the Shopee application. Despite this, some customers have found Shopee's product screening service disappointing due to the presence of counterfeit products and discrepancies between displayed and actual products. Additionally, the increasing number of Shopee users has impacted the delivery time of goods to consumers (Alawiyah & Canta, 2022). Shopee offers various conveniences for its users, such as an intuitive interface and comprehensive features, which enhance perceived usefulness and system productivity (Alawiyah & Canta, 2022). However, some customers report that the application sometimes experiences errors, disrupting their shopping activities (Dewi & Mulyadi, 2023). A product that satisfies a want or need and is offered to the market for attention, acquisition, use, or consumption is essential for customer satisfaction. Good product quality positively impacts customer satisfaction and determines a company's positioning in the global market (Burda & Tyas Kusumo, 2023). While Shopee users in Indonesia are numerous, with 30,843,400 visits, the variety

of products offered also brings problems such as fake products and misleading representations (Alawiyah & Canta, 2022).

User security and protection are also critical in e-commerce. Shopee provides the Shopee Seller Center feature to ensure the safety of the seller's products through Seller Assistant (Burda & Tyas Kusumo, 2023). However, Shopee faced a significant issue in 2021 when user data leaks led to a loss of user trust in the platform's ability to keep their data safe. Discounts and prices significantly influence purchasing decisions on Shopee, with attractive discounts drawing consumer interest (Risnaldi et al., 2023). However, customers must read the promo terms carefully to avoid misleading offers (Alawiyah & Canta, 2022). Advertising is another crucial aspect, with Shopee employing various platforms like television, YouTube, and social media to promote its services, though some users find the high frequency of ads intrusive (Dewi & Mulyadi, 2023; Tobing et al., 2023). Free shipping also affects consumer purchasing decisions positively, although it can result in delivery delays as the service may use slower couriers compared to regular paid services, requiring users to be patient for their goods to arrive (Tobing et al., 2023).

3. *Pros and cons of research objectives 3*

Japarianto & Stephanie (2020: 35) in A'yuni & Chusumastuti (2021) explain that appearance is one of the factors that can increase traffic visits and sales because users can only connect with companies through the site. User Interface can be a factor in whether someone is interested in visiting and surfing the application. With a good User Interface, users can explore the application easily and do not cause users to get stuck or lost on certain pages. Therefore, the User Interface must be easy to learn and must be able to provide a user friendly experience (Noviyanti et al., 2023), according to (A'yuni & Chusumastuti, 2021), if the user interface is difficult to use or confusing, users can get stuck on certain pages and are often reluctant to make purchase transactions due to confusion. Shopee management can consider several steps to improve the user experience, such as presenting new features that suit needs, making the application interface more intuitive, making the language used in application features easier to understand, and simplifying the transaction process with various merchant partners

4. CONCLUSION AND SUGGESTION

Based on the results of research that has been carried out using a systematic literature review, three main points are obtained, namely, First, research on the topic of the impact of user interface on consumers in the shopee application is more than 90% using quantitative methods in the data collection process, but there are several studies that also use qualitative methods or a combination of both. Second, there are seven factors that influence the factors used to evaluate the shopee application, where the main factor, namely service quality, is located in the first place. While the least include service quality, ease of use and product quality, security, price / discount, advertising, and free shipping. Third, user-friendliness is the most influence of user interface on consumer purchase intention compared to Connectedness, Personalization, Guidance, Informative, User Friendly, Convenience, and Continuity. The potential of this research offers prospects for exploring the user interface of the shopee application or the strategies that need to be carried out in influencing consumer buying interest. Judging from the literature that has been conducted, it is found that the factors of advertising and free shipping on the shopee user interface really need to be considered again in influencing consumer buying interest, so in further research it is necessary to further study advertising and free shipping in influencing consumer buying interest seen from the user interface on the shopee application.

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