



# The influence of security and ease of use on purchasing decisions through the shopee application in Batam city

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## ABSTRACT

This study examines the influence of security and ease of use on purchasing decisions among Shopee users in Batam City. The research employed a causal associative quantitative approach using primary data collected through questionnaires distributed to 100 respondents selected through purposive sampling. Data analysis was conducted using SPSS version 27, including validity, reliability, classical assumption, multiple linear regression, coefficient of determination, t-test, and F-test analyses. The findings indicate that security has a positive and significant effect on purchasing decisions, as reflected by a t-value of 4.487 and a significance level of 0.001. Ease of use also demonstrates a positive and significant influence on purchasing decisions, with a t-value of 5.139 and a significance value of 0.001. Simultaneously, security and ease of use significantly affect purchasing decisions, supported by an F-value of 85.968 and a significance level of 0.001. The coefficient of determination shows that both variables explain 63.9% of the variation in purchasing decisions, while the remaining 36.1% is influenced by other factors outside the study. The results suggest that stronger application security and higher usability increase consumer confidence and convenience, thereby encouraging online purchasing decisions through the Shopee platform in Batam City.

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## 1. INTRODUCTION

Batam City is one of the largest economic centers in the Riau Islands and has experienced rapid growth in the industrial, trade, and service sectors due to its strategic proximity to Singapore and Malaysia, which has strengthened international business and investment activities (Tiurmaida & Suhardi, 2025). This economic expansion has increased public mobility and accelerated the adoption of digital technology, particularly in online commercial activities, positioning Batam as a significant area for digital economic development and e-commerce growth. Advances in information technology have transformed consumer lifestyles, with online shopping becoming a dominant consumption pattern that contributes substantially to the expansion of e-commerce in Indonesia (Tumanggor et al., 2022). E-commerce refers to the process of buying and selling products, services, and information through internet-based electronic systems that facilitate interaction between sellers and consumers while improving operational efficiency, productivity, and digital transaction practices such as electronic data exchange and online payment systems (Solihat &

Sandika, 2022). The rapid development of the digital market has encouraged the emergence of various marketplace platforms in Indonesia, including Shopee, Tokopedia, Lazada, Bukalapak, and Blibli (Febriana et al., 2023). Data from Good Stats (2025) indicate that Shopee became the most frequently accessed e-commerce platform in Indonesia during April to July 2025, accounting for 53.22% of total user preference, which demonstrates its dominant market position despite increasing competition from TikTok Shop. Intensifying competition among marketplace platforms requires companies to continuously strengthen security standards and improve ease of use to maintain consumer trust, enhance user experience, and sustain competitive advantage in the digital marketplace.

Shopee, introduced by Sea Group in 2015, functions as a marketplace platform that facilitates online transactions through mobile applications and websites by connecting sellers and buyers in a single digital ecosystem. The platform offers various supporting features, including free shipping, discount vouchers, digital wallets, and temporary payment holding systems that enhance transaction convenience and consumer trust. Digital features such as ShopeePay, Cash on Delivery (COD), and promotional vouchers further simplify transactions, reduce perceived financial risk, and increase purchase attractiveness, thereby encouraging consumers to make purchasing decisions. Its user-friendly interface and aggressive promotional strategies have contributed to high consumer engagement in Indonesia. Nevertheless, Shopee also faces several issues related to application security and ease of use. Security concerns include fraud, data leakage, account misuse, and suspicious transaction detection that may reduce consumer trust, while usability problems include slow search performance, transaction disruptions, excessive application load, and intrusive live-commerce features that negatively affect user experience. These conditions indicate that security and ease of use play crucial roles in shaping user trust and comfort, which subsequently influence purchasing decisions. Purchasing decision refers to the process through which individuals or groups evaluate alternatives and decide to purchase products or services to satisfy their needs and preferences (Febriana et al., 2023). The decision-making process involves selecting among several available options and is therefore considered a strategic concern for companies. In the context of Shopee, purchasing decisions are influenced by the availability of various product categories and digital convenience that simplify online shopping activities (Saputra & Sudarwanto, 2023). Further empirical findings demonstrate that purchasing decision problems are strongly associated with ease of use and security factors (Suryana, 2022).

Ease of use reflects the degree to which individuals perceive technology as simple, practical, and free from difficulty. In online shopping activities, ease of use is represented by smooth application access, uncomplicated product search, efficient transaction and payment systems, and convenient delivery processes. Although these aspects improve user experience, ease of use may not always become the primary determinant of purchasing decisions (Tarigan et al., 2025). Prior research by (Sentosa et al., 2023) found that ease of use has a positive and significant effect on purchasing decisions, whereas (Zahroh et al., 2023) concluded that ease of use does not significantly influence purchasing decisions. Consumer complaints regarding Shopee's usability indicate persistent operational problems, including delayed typing caused by automatic search features, repeated transaction failures accompanied by "please try again later" notifications, heavy application performance despite stable devices and internet connections, and disruptive automatic live-video displays with persistent audio after application updates. These complaints reflect system inefficiencies and declining user comfort that may negatively affect consumer purchasing decisions.

Application security also constitutes a critical determinant of online purchasing behavior because most transactions involve the exchange of personal and financial information through digital systems. Security reflects the ability of online platforms to protect consumer data and maintain transaction reliability, thereby reducing concerns regarding misuse of personal information and enhancing consumer trust (Chrisanta & Rokhman, 2022). Research conducted by (Dahlia & Arini, 2024) demonstrated that security has a positive and significant effect on purchasing decisions, whereas findings from (Napitupulu & Supriyono, 2022) indicated that security does not significantly influence purchasing decisions. Several security-related complaints associated with Shopee include blocked ShopeePay balances due to suspicious activity detection, phishing

attempts through fake SMS messages and telephone calls requesting OTP verification, and fraudulent verification links or malicious files that resulted in extensive data loss and unauthorized financial obligations. These incidents demonstrate that security vulnerabilities and inadequate data protection remain major concerns for platform users. Based on these conditions, this study examines the influence of security and ease of use on purchasing decisions among Shopee users in Batam City.

This research identifies several major problems, namely inadequate application security characterized by fraud, data leakage, account misuse, and restricted balance access that reduce consumer trust; poor application performance reflected in slow search features, transaction disruptions, and unstable system performance that reduce user convenience; and the simultaneous occurrence of security and usability issues that negatively affect consumer confidence and purchasing decisions. The study focuses specifically on security and ease of use as independent variables and purchasing decision as the dependent variable within the context of Shopee users in Batam City. The research aims to analyze the partial and simultaneous effects of security and ease of use on purchasing decisions. Theoretically, the study contributes to the development of marketing management and e-commerce literature by providing empirical insight into the role of security and usability in influencing consumer behavior. Practically, the findings are expected to improve researchers' academic understanding, increase consumer awareness regarding digital transaction risks and convenience, and support higher education institutions in developing scientific discussions and future studies related to digital marketing and consumer purchasing behavior.

## 2. RESEARCH METHOD

This study employed a causal associative research design to examine the causal relationship between independent and dependent variables related to consumer purchasing decisions in the context of online shopping behaviour (Ani et al., 2023). The research design consisted of sequential stages beginning with problem identification based on field phenomena, followed by problem formulation to establish research focus and direction. The study then conducted a theoretical review by collecting relevant theories, concepts, and previous empirical findings as the conceptual foundation for the research. Data collection instruments, particularly questionnaires, were subsequently designed and distributed to respondents. The collected data were processed and analyzed to identify findings and answer the research questions, after which the results were interpreted in relation to relevant theories and prior studies. The final stage involved drawing conclusions and formulating recommendations for future research and related stakeholders.

The dependent variable in this study was purchasing decision, defined as the process through which consumers evaluate alternatives and determine the most beneficial choice according to their needs and objectives (Noviana et al., 2026). Purchasing decision reflects the willingness of Shopee users to conduct online transactions based on perceived security and ease of use within the application. According to (Aprelyani et al., 2024), purchasing decision was measured using indicators consisting of product selection, brand selection, distribution channel selection, purchase timing, purchase quantity, and payment method. The independent variables included security and ease of use (Noviana et al., 2026). Security referred to the extent of personal data protection, payment security, and transaction guarantees provided by Shopee, reflecting consumer confidence in avoiding fraud, data leakage, and misuse of information during online transactions. Based on (Bima Prasetya et al., 2024), security was measured through data confidentiality, data management, and data assurance indicators. Ease of use reflected the degree to which users could understand, control, and operate Shopee features without difficulty. According to (Karinina & Rustam, 2023), ease of use was measured through indicators including ease of learning, controllability, flexibility, ease of operation, and clarity of understanding. All variables were measured using a Likert scale. Operational definitions further described purchasing decision as a consumer process involving problem recognition, information search, and evaluation of alternatives before making a purchase decision (Siboro & Eddy, 2022), while security was defined as a form of protection against threats to information assets that minimizes cybercrime and misuse of personal data (Dasser et al., 2024). Ease of use was defined as the condition in which users can operate a

system smoothly without excessive effort due to clear interfaces and simple operational procedures (Amalita & Rahma, 2022).

The study population consisted of Shopee users residing in Batam City who had previously conducted online purchases through the application. Since the exact number of Shopee users in Batam was unavailable, the study treated the population as infinite. The sample represented a subset of the population selected to reflect overall population characteristics (Bagus, 2024). Sample size determination employed the Lemeshow formula (Suryani, 2025) using a 95% confidence level, 50% maximum estimation, and 10% error rate, resulting in a minimum sample requirement of 96.04 respondents, which was rounded to 100 respondents. A 10% margin of error was adopted because the exact population size of Shopee users in Batam City was unknown, making it appropriate for exploratory consumer behaviour research involving an infinite population. The research applied purposive sampling techniques based on specific criteria, namely respondents aged 17 years or older, residing in Batam City, and having used Shopee for online shopping at least once (Lenaini, 2021). Age, purchasing frequency, and occupational background were considered relevant respondent characteristics because they may influence online shopping experience, technology adoption, and purchasing behaviour.

The research utilized both primary and secondary data sources. Primary data were obtained directly from respondents through questionnaires and interviews regarding perceptions of security, ease of use, and purchasing decisions on Shopee in Batam City. Secondary data were collected from documents, reports, articles, and previous studies to support data interpretation and analysis. Data collection employed a Likert scale questionnaire to measure respondent agreement levels toward research statements using a five-point scale ranging from strongly disagree to strongly agree (Awaludin et al., 2014).

Data analysis employed quantitative statistical methods using SPSS version 27. Descriptive analysis was conducted to explain the characteristics of each research variable through mean, minimum, and maximum values (Herlina et al., 2023). The analysis process included data collection, classification, summarization, organization, and systematic presentation in the form of tables and diagrams to facilitate interpretation. Scale range analysis was calculated using the formula proposed by (Chandra et al., 2022), resulting in a scale interval value of 80. Based on these calculations, response categories ranged from strongly disagree to strongly agree. Data quality testing included validity and reliability tests. Validity testing compared calculated correlation values with table correlation values at a 5% significance level using the product moment approach (Utami, 2023). An item was considered valid when the calculated correlation exceeded the table correlation value. Reliability testing evaluated the consistency of research instruments using Cronbach's Alpha coefficients with significance thresholds ranging from 0.5 to 0.7 depending on research standards (Darma, 2021).

Classical assumption tests included normality, multicollinearity, and heteroscedasticity testing. Normality testing employed the Kolmogorov-Smirnov test, histogram analysis, and P-P plot evaluation to determine whether data were normally distributed (Nurhaswinda et al., 2026, 2025). Data were considered normally distributed when the significance value exceeded 0.05. Multicollinearity testing examined correlations among independent variables using Tolerance and Variance Inflation Factor values. The regression model was considered free from multicollinearity when the Tolerance value exceeded 0.10 and the VIF value remained below 10 (Yaldi et al., 2022). Heteroscedasticity testing employed the Glejser test and scatterplot analysis to determine variance consistency in the regression model. The model was considered free from heteroscedasticity when the significance value exceeded 0.05 (Firdausya & Indawati, 2023).

Hypothesis testing utilized multiple linear regression analysis to examine the influence of security and ease of use on purchasing decisions (Ihsan Fairuzsyifa & Sulisty Nugroho, 2024). The analysis aimed to determine whether the independent variables significantly affected the dependent variable both partially and simultaneously (Sulantari et al., 2024). The coefficient of determination ( $R^2$ ) was used to explain the proportion of variance in purchasing decisions accounted for by the independent variables (Handayani et al., 2023). Higher  $R^2$  values indicated stronger explanatory power of the regression model (Sulantari et al., 2024). Partial hypothesis testing employed the t-test to assess the individual influence of each independent variable on

purchasing decisions, while simultaneous testing used the F-test to evaluate the collective effect of all independent variables on the dependent variable (Darma, 2021). The study was conducted in Batam City, Riau Islands, which served as the primary research location for observation and data collection.

### 3. RESULTS AND DISCUSSIONS

#### Research Object Profile

Shopee is one of the leading e-commerce platforms that facilitates online buying and selling activities through websites and mobile applications. Established by Sea Limited and first launched in Singapore in 2015, Shopee later expanded across Southeast Asia, including Indonesia, where it became one of the most widely used marketplaces due to its transaction convenience, promotional programs, and user-oriented shopping features. The platform provides a broad range of product categories, including fashion, electronics, beauty products, household equipment, and daily necessities, supported by integrated digital payment systems and expanding logistics networks. Shopee has also contributed significantly to the growth of Indonesia's digital economy by supporting micro, small, and medium enterprises in entering online markets and expanding technology-based business opportunities.

#### Research Results

The respondent profile analysis was conducted to provide a comprehensive overview of participant characteristics and evaluate their relevance to the interpretation and generalizability of the research findings. Based on the questionnaire results, female respondents dominated the sample with 78.0%, while male respondents accounted for 22.0%. In terms of age distribution, respondents aged 23 to 28 years represented the largest proportion at 53.0%, followed by respondents aged 17 to 22 years at 28.0%, respondents aged 29 to 34 years at 15.0%, and respondents above 34 years at 4.0%. Regarding occupation, most respondents were self-employed individuals at 34.0% and students at 33.0%, while other occupational categories accounted for smaller proportions. Purchase frequency data showed that 45.0% of respondents had conducted purchases on Shopee more than ten times, indicating high familiarity and active engagement with the platform.

The study employed a five-point Likert scale to measure the variables of security (X1), ease of use (X2), and purchasing decision (Y), with response categories ranging from strongly disagree to strongly agree. Descriptive analysis indicated that the security variable obtained an average score of 380.5, which falls within the "agree" category. Respondents generally perceived that Shopee provides adequate protection of personal information, secure data management, and guarantees against misuse of user data. Nevertheless, lower scores appeared in statements related to information processing systems and prevention of data leakage, suggesting that concerns regarding digital security remain relevant among users. The ease-of-use variable produced an average score of 393.5, also categorized as "agree." Respondents considered Shopee easy to learn, flexible, controllable, and understandable, particularly regarding transaction processes and feature accessibility. However, lower scores related to information clarity indicate that some users still experience difficulties in understanding certain application features. The purchasing decision variable achieved an average score of 392.6, reflecting positive consumer perceptions toward Shopee. Respondents indicated strong preferences for Shopee due to product variety, trusted brands, convenient logistics systems, promotional campaigns such as double-date discounts, and practical payment methods including ShopeePay, COD, and bank transfer systems.

Data quality testing confirmed that all research instruments met validity and reliability requirements. Validity testing using SPSS version 27 demonstrated that all statement items on the security, ease-of-use, and purchasing decision variables had calculated correlation values exceeding the table correlation value of 0.196, indicating that all indicators were valid for subsequent analysis. Reliability testing further showed Cronbach's Alpha values of 0.807 for security, 0.931 for ease of use, and 0.957 for purchasing decision, all exceeding the accepted threshold of 0.7, thereby confirming the reliability and internal consistency of the research instruments.

Classical assumption testing included normality, multicollinearity, and heteroscedasticity analysis. Histogram and Normal P-P Plot evaluations demonstrated that the data were distributed normally because the distribution followed a bell-shaped curve and data points were concentrated around the diagonal line. The One-Sample Kolmogorov-Smirnov test produced a significance value of 0.200, exceeding the 0.05 threshold, thereby confirming normal data distribution. Multicollinearity testing showed that both security and ease-of-use variables had Tolerance values of 0.467 and VIF values of 2.143, indicating the absence of multicollinearity because the Tolerance values exceeded 0.10 and VIF values remained below 10. Heteroscedasticity testing through the Glejser method produced significance values of 0.741 for security and 0.330 for ease of use, both above 0.05, while scatterplot analysis showed randomly distributed points without specific patterns. These findings indicate that the regression model did not experience heteroscedasticity problems.

Multiple linear regression analysis was conducted to evaluate the influence of security and ease of use on purchasing decisions. The regression results demonstrated that security had a regression coefficient of 0.843 with a significance value of 0.001, indicating a positive and significant effect on purchasing decisions. Ease of use also showed a positive and significant effect with a regression coefficient of 0.595 and a significance value of 0.001. These findings suggest that improvements in application security and usability significantly increase consumers' willingness to conduct online purchases through Shopee. The coefficient of determination analysis revealed an Adjusted R<sup>2</sup> value of 0.632, indicating that security and ease of use collectively explained 63.2% of the variance in purchasing decisions, while the remaining 36.8% was influenced by other factors outside the scope of this study, including trust, service quality, and corporate reputation.

Hypothesis testing further confirmed the significance of both independent variables. The partial t-test results showed that security obtained a t-value of 4.487, exceeding the t-table value of 1.985, while ease of use achieved a t-value of 5.139, also exceeding the t-table threshold, with both variables demonstrating significance values below 0.05. These findings indicate that security and ease of use each have positive and significant effects on purchasing decisions, thereby supporting hypotheses H1 and H2. Simultaneous testing through the F-test produced an F-value of 85.968, substantially higher than the F-table value of 3.09, with a significance value of 0.001. This result confirms that security and ease of use simultaneously exert a significant influence on purchasing decisions, thereby supporting hypothesis H3. Overall, the findings demonstrate that consumer perceptions regarding digital security and application usability are critical determinants of purchasing behavior on Shopee.

## Discussion

The hypothesis testing results demonstrated that the security variable had a calculated t-value of 4.487, exceeding the t-table value of 1.985, with a significance level of 0.001, which was lower than 0.05. These findings indicate that security has a positive and significant effect on consumer purchasing decisions, leading to the acceptance of the first hypothesis (H1) and rejection of the null hypothesis (H0). Multiple linear regression analysis further produced a regression coefficient of 0.843, indicating that security exerted a dominant influence on purchasing decisions. The higher regression coefficient of security compared with ease of use suggests that consumers prioritize transaction safety and personal data protection over usability considerations when making online purchasing decisions. This result suggests that higher perceived security increases consumers' willingness to conduct online transactions. Security in this context includes personal data protection and the system's ability to prevent misuse of consumer information. When consumers perceive lower risks of fraud and data leakage, they tend to feel more confident and comfortable in conducting online purchases, thereby strengthening purchasing decisions. These findings are consistent with the study conducted by (Mariza & Khoiri, 2024), which concluded that security has a positive and significant effect on purchasing decisions.

The hypothesis testing also revealed that the ease-of-use variable obtained a calculated t-value of 5.139, exceeding the t-table value of 1.985, with a significance value of 0.001 < 0.05. This result confirms that ease of use positively and significantly affects consumer purchasing decisions, leading to the acceptance of the second hypothesis (H2) and rejection of the null hypothesis (H0). Regression analysis further showed a coefficient value of 0.595, indicating that ease of use contributes positively to purchasing decisions. The findings demonstrate that consumers are more

likely to make purchases when applications are simple to understand, practical to operate, and efficient in facilitating payment and transaction processes. Reduced complexity and lower effort requirements enable consumers to complete transactions more quickly and conveniently, thereby increasing purchase intention and decision-making efficiency. These findings support the results of previous research by (Putri & Laily, 2024), which also found that ease of use has a positive and significant influence on purchasing decisions.

Simultaneous hypothesis testing confirmed that security and ease of use jointly exert a significant effect on purchasing decisions among consumers in Batam City. This conclusion was supported by an F-value of 85.968, which exceeded the F-table value of 3.09, along with a significance level of  $0.001 < 0.05$ . The coefficient of determination ( $R^2$ ) value of 0.639 further indicated that security and ease of use collectively explained 63.9% of the variation in purchasing decisions, while the remaining 36.1% was influenced by external factors such as trust, service quality, and corporate reputation. These results demonstrate that purchasing decisions are shaped by the combined influence of transaction security and application usability. Security ensures the protection of personal data and transaction activities from misuse, while ease of use enables consumers to conduct purchasing activities more efficiently and without significant obstacles. The findings are consistent with the study conducted by (Suryana, 2022), which concluded that security and ease of use significantly influence consumer purchasing decisions. These findings imply that e-commerce application developers should prioritize strengthening security infrastructure while continuously improving user interface design, payment systems, and transaction efficiency to enhance consumer trust and purchasing behavior.

#### 4. CONCLUSION

Based on the findings of the study entitled "The Influence of Security and Ease of Use on Purchasing Decisions in the Shopee Application in Batam City," it can be concluded that security has a positive and significant effect on purchasing decisions, indicating that higher perceived security increases consumers' willingness to conduct transactions through Shopee. Ease of use was also found to have a positive and significant influence on purchasing decisions, demonstrating that practical and user-friendly application features encourage consumers to complete transactions more efficiently. Simultaneously, security and ease of use were proven to significantly influence purchasing decisions on the Shopee platform in Batam City. These findings imply that e-commerce platform managers should prioritize investments in cybersecurity, data protection, user-friendly interfaces, and seamless transaction processes as part of strategies to strengthen customer trust, satisfaction, and purchasing activity. These findings suggest that Shopee should continue strengthening application security, particularly regarding personal data protection and payment transaction systems, in order to enhance consumer confidence and comfort. Shopee is also expected to maintain and improve application usability through simpler navigation, more efficient product search features, flexible payment methods, and smoother checkout processes to support faster and more practical transactions. Furthermore, future studies are recommended to develop more comprehensive models by integrating variables such as trust, electronic service quality, price, promotions, user experience, and brand image to better explain purchasing decisions on e-commerce platforms.

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