



The Influence of Perceived Playfulness, Social Media, and Promotion On Customer Use of Online E-Marketplace Shopee Among Padang State University Students

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INFO ARTIKEL	ABSTRAK
<p>Diterima 06 Juli 2023 Disetujui 12 Juli 2023 Diterbitkan 26 Juli 2023</p>	<p><i>Penelitian ini bertujuan untuk menganalisis sejauh mana pengaruh perceived playfulness, sosial media, dan promosi terhadap customer use of online e-marketplace Shopee di kalangan mahasiswa Universitas Negeri Padang. Populasi yang akan dijadikan bahan penelitian adalah seluruh pelanggan online yang melakukan transaksi belanja minimal tiga kali pada aplikasi Shopee dalam satu tahun terakhirnya. Jumlah sampel dalam penelitian ini adalah 142 responden. Pengumpulan data dilakukan melalui kuesioner online dan pengolahan data dilakukan melalui software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) Perceived Playfulness berpengaruh positif terhadap Customer Use of Online. (2) Sosial Media berpengaruh positif terhadap Customer Use of Online (3)Promosi berpengaruh positif terhadap Customer Use of Online.</i></p>
<p>DOI:10.24036/jsme.xxxxxxx</p>	<p>ABSTRACT</p>
<p>Keywords: Perceived Playfulness, Social Media, Promotion. Customer Use of Online.</p>	<p>This study aims to analyze the extent to which perceptions of playfulness, social media, and promotions influence customers using the online e-marketplace Shopee among Padang State University students. The population that will be used as research material is all online customers who have made at least three shopping transactions on the Shopee application in the past year. The number of samples in this study were 142 respondents. Data collection was carried out through online questionnaires and data processing was carried out through the SmartPLS software. The results of this study indicate that (1) Perceived Playfulness has a positive effect on Customer Use of Online. (2) Social Media has a positive effect on Customers Online Use (3) Promotion has a positive effect on Customers Online Use.</p>

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INTRODUCTION

Utilization of social media is one way of applying information and communication technology to help the online trading system. Social media is useful for communicating, playing or even shopping. Instagram and Tiktok are one of them. Many students, especially at Padang State University, watch product review videos and it is not uncommon for this content to influence them to shop for items they did not need at first. It is known that a big part of the reason they buy these things is because of the fun and interest factor. The goods they buy do not come from social media, but links that are connected directly to the Market Place site. Examples of goods they buy are clothes, bags, shoes, and so on.

Market Place is trading conducted with electronic devices. Advances in the growth of technology, communication and information allow customers to shop for products and services online. With today's increasingly dynamic market conditions and intense competition leading to changes in customer behavior, the market is a viable business choice. Some of the Market Places that are widely used by Indonesian users are Shopee, Tokopedia, Lazada, and others. This research will focus on the Market Place which has recently gone viral as a Market Place which is favored by the younger generation, namely the Shopee application.

Shopee has undergone many adjustments since it was launched as an online marketplace for buying and selling goods. Shopee provides several conveniences in its application so that many users use it to purchase goods. A survey from Nielsen Indonesia noted that the total online shopping customers in Indonesia will reach 32 million people in 2021. This total has jumped 88 percent compared to 2020 which was only 17 million people. Data on the number of Indonesian marketplace users according to iPrice Q4 2020 data, there are several e-commerce sites that are most frequently visited in Indonesia. Shopee ranks first as the most visited display based on monthly web visits, namely 129,320,800 million visitors per month.

Table 1. Indonesian Ecommerce in 2022

E-Commerce Name	Number of Visitors	Ranking Appstore	Rangking Playstore
Shopee	129.320.800	1	1
Tokopedia	114.655.600	2	4
Bukalapak	38.583.100	7	7
Lazada	36.260.600	3	3

Source : iPrice Q4 2020

From the data above, it can be concluded that it is true that Shopee users shop for fun or for fun because it is seen based on monthly web visits and the Shopee application rating ranks first, which means that Shopee is successful in promotions carried out from various social media which makes it rank first compared to other e-marketplace applications. Shopee itself is an online shopping center that provides a variety of products including fashion, gadgets, cosmetics, electronics, and so on. However, even though many enthusiasts use the Shopee e-marketplace application, there are still complaints from users about the Shopee application being very difficult to access and slow. This is evidenced by the reviews of shopee online users who say the shopee application cannot be accessed and of course it interferes with the user's shopping convenience. This has a direct impact on the enjoyment of users who were initially very excited to shop, then switched to canceling their intention because the shopee application could not be accessed.

Joy proves that searching for and shopping for products at Shopee is a fun and interesting hobby so they have the desire to use Shopee. Based on the Snapcart survey results as of August 2022, 79% of respondents in Indonesia rated online shopping activities as more frequent due to promotional factors. The factor that attracted them the most to shop online was the free shipping promo. Another factor contributing to the high public interest in shopping online is the National Shopping Day program. This can be proven. Based on a Populix survey, Shopee was chosen as the most chosen e-commerce platform for online shopping on National Online Shopping Day, aka Harbolnas. The percentage reaches 90%.

In carrying out its business in the field of electronic commerce, Shopee utilizes social media to introduce its brand as an e-commerce company so that it is known and in demand by the wider community. Shopee is a marketplace that uses social media such as Instagram as a promotional medium with a wide

selection of products and services in Indonesia. Shopee provides many attractive promos, giveaways and discounts. By utilizing Instagram's business features such as advertising, users can see various kinds of promos for shopping. However, most online users are still disappointed because they misplaced a link on social media or encountered an error. This results in difficulty for user access to find the items they are looking for.

More than half of Indonesia's population is connected to the internet. This data is supported by a survey conducted by the Indonesian Internet Service Providers Association (APJII) which found that internet penetration in Indonesia is increasing from year to year. It can be seen that internet users in Indonesia are increasing every year. Internet use is still concentrated in Java with a percentage of 43.92%. Sumatra is in second place with 16.63%. The Indonesian Association of Internet Service Providers conducted a survey of 7,568 respondents obtained from probability sampling using multistage random sampling. Based on the APJII survey (2019) explained, students get the highest position as the most frequent internet users. And from the results of pre-interviews conducted with Padang State University students, it is known that on average their students in one year can shop online more than three times. Most of the reasons they shop are because they are interested and happy with promotions from the Shopee application and social media.

Based on research conducted by (Hakan Celik, 2011) Online customers seem to use systems such as e-tailing to obtain hedonic value (intrinsic motivator) derived from the perception of pleasure, excitement and enjoyment of shopping online and to obtain utilitarian value (extrinsic motivator) derived from from completing shopping tasks to accessing valuable product information (Childers et al., 2001). Experience with online shopping technology positively influences a customer's enjoyment with this technology which to a lesser extent influences his perception of the complexity of online shopping. Therefore, perceived joy is expected to significantly and positively affect customers.

According to Liang and Lai (Harahap and Amanah, 2018), online shopping is the process of buying certain goods or services via the internet. Although similar to the physical buying process, the online buying procedure has different steps. One of the most common online buying methods is consumers using the internet to get information about the product or service they need. Research conducted by (Nini and Istiana, 2022) shows that the use of online shopping applications has a positive effect on student online shopping behavior. The results of the study show a positive effect which is in line with the results of previous studies conducted by (Luthfatul Amaliya, 2017).

Based on research conducted by (Kotler and Keller, 2016), several promotional indicators were obtained including promotion messages, promotional media, and promotional time which directly affected online customers in shopping. Because at this time many consumers are more interested in utilizing existing technology such as the internet which makes it easy for customers, including shopping activities. So that it will greatly encourage online customers, especially the shopee application. According to research (Hayatun Nuri, 2022) unplanned purchases are not based on needs but self-assessment by selling wants from needs, then purchases without clear consideration produce wasteful behavior.

LITERATUR REVIEW

Customer Use of Online

Consumers are those whose actions involve the regular purchase and use of products, including products and services. Therefore, in a customer company it is very important that the existence of the company's customers can run well and develop. As technology develops, shopping is not only going to the market, but through mobile now everything can be accessed. Communities can buy their needs and necessities from various available marketplaces. In this case customers who buy something from online sellers can also be referred to as online customers. Based on some of the definitions above, it can be concluded that online customers are people who buy goods from online sellers. (Hanny and Fahrizal, 2021), in determining the level of customer satisfaction there are expectations, reuse, and willingness to recommend

Perceived Playfulness

(Venkatesh and Bala, 2008) say that perceived playfulness is individual differences, system characteristics, and social impact are the other three variables, and perceived playfulness is one of the facilitating situations that determines the perceived benefits and perceived ease of use. In this study, an understanding of perceived playfulness seeks to obtain information regarding the level of pleasure and good experience felt by online users of the Shopee e-marketplace. Excitement denotes intrinsic enjoyment and a sense of pleasure and comfort as a result of efforts made by marketers or companies. Consumers also feel pleasure beyond what they expect when using a product or service, so that consumers can forget for a moment the problems they have. The indicator of happiness is the customer's expectation. Playfulness is operationalized with the following indications: The level of pleasure when viewing the advertising model, viewing the advertising object, viewing the scene in the advertisement, and knowing the contents of the message in the advertisement. (Ching Jui Keng, et.al, 2007) The perception of playfulness is operationalized using the following indicators, namely feeling cheerful, feeling happy, and distracting.

Social Media

Social media has changed the way we communicate in various fields, such as marketing, politics and learning. The development of social media has also changed the way of interacting, shifting from simple to modern forms of communication. (Nasrullah, 2017) Social media is an online platform that allows individuals to engage, share, collaborate, and interact with each other to build social bonds digitally. (Karunasena et al, 2013) said some general characteristics include being interactive, the ability of users to create various content, managed by social media organizations; as well as its ability to facilitate the formation of online social networks by linking user profiles with other people or groups. Social media has been defined as “A group of internet-based applications built on the theoretical and technological foundations of Web 2.0 that enable users to create and share the content they create” (Kaplan and Haenlein, 2010). Examples of social media that can be mentioned are blogs; Facebook; YouTube; Instagram; and LinkedIn. The level of use of social media by consumers to find information about products and companies is increasing, so they are interested in making purchases (Schivinski and Dabrowski 2016). According to Chris Heuer's opinion about social media indicators, there are four important elements known as 4C in the use of social media (Solis, 2010), namely context, communication, collaboration, and connection.

Promotion

Promotion is a very important activity, which is actively involved in introducing, explaining, and strengthening the advantages of a product with the aim of inviting customers to make purchases. Every company can choose wisely which promotional tools to use to gain success in increasing sales. The function of promotion as described (Swastha, 2000: 245-246), namely Providing Information, Persuading and influencing, and Creating Impressions, Promotion is a tool used to achieve the desired goals. There are several objectives contained in the promotion (Asri, 2003: 360) namely Informing, Persuading, Reminding. (Kotler and Keller, 2016: 272) promotion indicators include Promotional Messages, Promotional Media, and Promotional Time.

Conceptual Model and Hypotheses

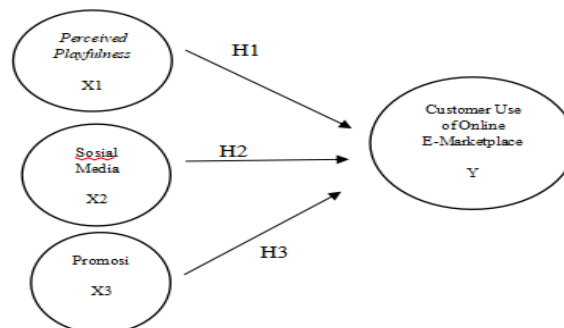


Figure 1 . Conceptual Model

Hypothesis

H1: Perceived Playfulness has a significant effect on customer use of online e-marketplaces

H2: Social media has a significant effect on customer use of online e-marketplaces

H3: Promotion has a significant effect on customer use of online e-marketplaces

METHOD

Research Approach

This research studies the influence of Perceived Playfulness, Social Media, and promotions on Customer Use of Online e-Marketplace in Padang City.

Population and Sample

Population is an important component that must exist in every scientific study. Population (Sugiyono, 2012), represents the region of generalization, which consists of things or topics with specific attributes and characteristics chosen by the researcher to be investigated and from which inferences will be made. Primary data for this study was collected using a questionnaire and is available online via Google Forms. A questionnaire with 142 respondents was used in this survey to obtain data. A Likert (gradual) scale with five answer choices, each of which gets a score, is used in this investigation.

Data Types and Sources

Primary sources provided data for this investigation. Questionnaires are used in the process of collecting data in this study. Sugiyono's perspective (2013: 199) Questionnaire is a data collection method in which respondents are asked to respond to a series of questions or written comments. Padang State University students who make shopping transactions on the Shopee e-marketplace were given a questionnaire to fill out as part of this research. The Likert scale is used in the research instrument. The ratings or ratings shown for the dependent variable and independent variables form the basis of the measurement techniques used in collecting data in this study. There are five choices on the Likert scale, and they are rated as follows: strongly agree (5), agree (4), do not care (3), strongly disagree (2), and disagree (1).

Operational definition

Perceived Playfulness (X1), Sosial Media (X2), Promotion (X3) Variable, and Customer Use of Online e-Marketplace (Y). The following are operational definitions for research variables :

Table 2. Operational Definition

Variable	Definition	Indicator	Source
<i>Customer Use of Online e-Marketplace(Y)</i>	Active consumers who buy an item from an application that is a reference for selling the required item.	1) <i>The conformity of expectations</i> 2) <i>Reusing</i> 3) <i>Willingness to recommend</i>	(Hanny dan Fahrizal, 2021))
<i>Perceived Playfulness (X1)</i>	Value related to the consumer's ability to derive pleasure from the experience of consuming a product/service; it is a highly subjective emotion and self-centered experience.	1) <i>Feel cheerful</i> 2) <i>Feel happy</i> 3) <i>Divert the mind</i>	(Ching Jui Keng, et.al, 2007)
<i>Social Media (X2)</i>	Content is widely accessible	1) <i>Context</i>	(Solis, 2010)

	material that has been produced by humans using publishing technology with the intention of facilitating engagement, communication, and influence with other people or with the broader public.	2) <i>Communication</i> 3) <i>Collaboration</i> 4) <i>Connection</i>	
<i>Promotion (X3)</i>	a one-way exchange of information or persuasion used in marketing to influence a person or group of people to take a certain course of action.	1) <i>Promotional messages</i> 2) <i>Media promotion</i> 3) <i>Promotion time</i>	(Kotler dan Keller, 2016)

Source : Primary Data, 2023

RESULTS AND DISCUSSION

The characteristics of the respondents in this study were dominated by female consumers, namely 110 people or 77.47%, while only 32 people or 22.53% for men, consumers aged <20 years, namely 13 people or 9.2%, aged 21-25 years, namely 125 people or 88%, aged 26-30 which is 4 people or 2.8%. This type of research used is quantitative research. The data used in this study are data derived from primary data. The SEM approach used in this study is based on Partial Least Squares (SEM-PLS) with the help of SmartPLS software. This method is used with a small sample size. The PLS SEM method on the SEM type aims to maximize the variable variation criteria that can be explained by predictors.

The validity and reliability of the tested instruments were evaluated when testing the test measurement model (outer model). Validity test is carried out to show how well the measuring instrument measures the desired quantity. The purpose of the validity test is to assess the quality of the instrument and show its validity, as well as how well the measuring instrument can define a concept. The convergent validity test must require a factor loading above 0.7 and AVE above 0.5. The validity test of this research is the minimum value for the construct validity test. Table 3 shows the outer loading results:

Table 3. Outer Loading

Variable	Perceived Playfulness	Social Media	Promotion	Customer Use of Online
X1.1	0,920			
X1.2	0,872			
X1.3	0,840			
X2.1		0,794		
X2.2		0,776		
X2.3		0,730		
X2.4		0,793		
X2.5		0,785		
X2.6		0,850		
X2.7		0,783		
X2.8		0,813		
X2.9		0,799		
X3.1			0,832	
X3.2			0,804	
X3.3			0,816	
X3.4			0,785	

Variable	Perceived Playfulness	Social Media	Promotion	Customer Use of Online
Y.1				0,858
Y.2				0,860
Y.3				0,837
Y.4				0,866

Source: Primary Data, 2023

The table shows that the indicators used in this study have a good ability to explain the research construct. Thus, these indicators are valid in measuring each latent variable. The loading factor values are presented in the table above. The indicators on the questionnaire in this study could be extracted perfectly and had a loading factor value of > 0.5.

Table 4. AVE Test Result

	Average variance is extracted
Customer Use of Online	0,727
Perceived Playfulness	0,771
Sosial Media	0,655
Promosi	0,627

Source: Primary Data, 2023

The table indicates that the Ave values of all latent variables range from 0.627 to 0.771, which means that the AVE values of all variables exceed 0.5. These results indicate that all latent variables used in this study have good discriminant validity. Discriminant validity can also be observed through the correlation between the variables listed in table 5:

Table 5. Cross Loading Value

	Perceived Playfulness	Social Media	Promotion	Customer Use of Online
X1.1	0,92	0,707	0,645	0,736
X1.2	0,872	0,665	0,631	0,675
X1.3	0,84	0,642	0,612	0,672
X2.1	0,733	0,794	0,714	0,716
X2.2	0,545	0,776	0,698	0,646
X2.3	0,45	0,73	0,616	0,581
X2.4	0,604	0,793	0,653	0,707
X2.5	0,551	0,785	0,673	0,652
X2.6	0,598	0,85	0,656	0,733
X2.7	0,669	0,783	0,607	0,676
X2.8	0,621	0,813	0,668	0,72
X2.9	0,655	0,799	0,66	0,719
X3.1	0,506	0,665	0,832	0,658
X3.2	0,618	0,754	0,804	0,733
X3.3	0,656	0,689	0,816	0,717
X3.4	0,528	0,58	0,785	0,65
Y1	0,664	0,717	0,766	0,858
Y2	0,707	0,803	0,708	0,86
Y3	0,642	0,665	0,745	0,84
Y4	0,686	0,723	0,713	0,837

Y5 0,675 0,775 0,712 0,866

Source: Primary Data, 2023

Based on table 5, each indicator variable shows the largest cross-loading value when compared to other variables, as shown in table 4 above. This shows that each indicator used in this study has significant discriminatory validity in differentiating variables, according to the results obtained. The accuracy of identification can be assessed using additional criteria other than the cross-loading value, such as the Average Variant Extracted (AVE) value for each indicator. For feasible mode, this requires a value > 0.5.

Table 6. Composite Reliability

	Composite Reliability
Perceived Playfulness	0,854
Social Media	0,927
Promotion	0,826
Customer Use of Online	0,906

Source: Primary Data, 2023

Based on table 6 it can be observed that all latent variables have a higher composite reliability value than the composite reliability limit value of 0.7. This shows that all the constructs in the estimation model meet the reliability criteria.

Table 7. R-Square Analysis Results

	R Square	Customized R Square
Customer Use of Online	0,830	0,826

Source: Primary Data, 2023

R-square is a measure of independent variable representation of the dependent variable. A good R2 value is more than 0.2 (equivalent to 20%). Based on table 7 it can be seen that the r square value for the company's performance variable is 0.830. Therefore it can be concluded that the effect of Perceived Playfulness, Social Media and Promotion on Customer Use of Online is 83%, this means that as much as 82.6% of the effect can be explained by other factors not included in this study.

Tabel 8. Path Coefficient

	Original Sample	(STDEV)	P Value
Perceived Playfulness -> Customer Use of Online	0,2542	3,558	0,000
Sosial Media -> Customer Use of Online	0,368	5,624	0,000
Promotion -> Customer Use of Online	0,374	3,840	0,000

Source: Primary Data, 2023

DISCUSSION

The Effect of Perceived Playfulness on Customer Use of Online

Based on the results of the hypothesis above, there is a positive and significant relationship between Perceived Playfulness and Customer Use of Online for Shopee customers among Padang State University students. The findings of this study are consistent with previous research conducted (Hakan Celik, 2011) Experience with online shopping technology positively influences a customer's enjoyment with this technology which in turn negatively influences his perception of the complexity of online shopping. Therefore, perceived playfulness is expected to significantly and positively affect customers.

The Effect of Social Media on Customer Use of Online

Based on the results of this hypothesis, there is a positive and significant relationship between social media and customer use of online e-marketplace Shopee among Padang State University students. The findings of this study are in line with previous research conducted previously (Nini and Istiana, 2022) showing that the use of online shopping applications has a positive effect on student online shopping behavior. The results of this study also support the findings from previous research conducted (Luthfatul Amaliya, 2017). That is, the higher the use of social media, the better the intention of customer use of online e-marketplace Shopee among Padang State University students.

The Effect of Promotion on Customer Use of Online

Based on the results of the hypothesis above, it was found that there was a positive and significant relationship between promotions and customer use of online e-marketplace Shopee among Padang State University students. The findings of this study are in line with previous research conducted by (Hayatun Nuri, 2022) existing technologies such as the internet which provide convenience to customers, including shopping activities. So that it will greatly encourage online customers, especially the shopee application. That is, the bigger the promotion, the better the customer use of online e-marketplace Shopee among Padang State University students.

CONCLUSION

According to the findings of the research and the discussion above, it can be said that:

1. Perceived Playfulness has a positive and significant effect on Customer Use of Online. Perceived playfulness tends to use the power of intrinsic motivation and feelings of pleasure and comfort as a result of the efforts made by marketers or companies. Online customers also feel pleasure beyond what they expect when using a product or service, so that online customers can forget about their problems for a while.
2. Social media has a positive and significant effect on Customer Use of Online. For online users, especially those who use social media in terms of shopping and communicating. In line with the increasing number of internet users, especially social media among the public, making social media a place for uploading a product to shop online which makes online users indirectly influenced to buy goods.
3. Promotion has a positive and significant effect on Customer Use of Online. For students who have the nature of wanting to pursue a discount or promotion of an item or service in themselves will encourage them to make purchases without thinking about their needs. They only think about what they want and with panic buying, also known as flash sales, they tend to make purchases without thinking. Therefore, the higher the promotion, the stronger the desire of online e-marketplace users not to be able to delay a purchase

Based on the research results, it can be suggested as follows:

1. For Online Customer Users

These results can be used as evaluation material for improving and implementing steps in online shopping, especially in e-marketplaces, so that later it will change the behavior of online users to become smart consumers and not consumptive in terms of shopping.

2. For Companies

The company needs to be able to present new features that provide benefits to its users, and make it easier to use the application so that errors do not occur so that users have difficulty accessing it. In addition, it is important to increase the safety factor to provide protection for users, in line with the level of perceived playfulness felt by them.

3. For further research

To improve and implement better online shopping behavior, especially for online customer users. It is necessary to conduct research using other variables that have not been involved in this study. And To continue this research, further research can be carried out involving a wider range of respondents, so as to obtain a more comprehensive understanding.

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