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## THE ROLE OF THE SHOPEE APPLICATION FOR HOUSEWIVES

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### ABSTRACT

The increase in the number of internet users has had a positive impact on the development of online stores and marketplaces. Currently, some people buy and sell goods or services online ranging from fashion, electronics, airplane tickets, train tickets to household needs. The purpose of this study is to see the extent of the role of the Shopee application for housewives. This research is a descriptive research using a quantitative approach. Descriptive means giving an overview of the role of the Shopee application for housewives based on questionnaire results without analyzing and making conclusions. This study uses a Guttman scale, then the results of the collected questionnaire answers are made a frequency distribution table. The results of the analysis show the point of conformity is above 50%, namely 85.16%, so it can be said that the Shopee application has a role for housewives.

### INTRODUCTION

The increase in the number of internet users has had a positive impact on the development of online stores and marketplaces. The development of online stores and marketplaces can be seen from the number of customers that continues to increase from year to year. Internet media is used as a means of buying and selling goods or services that are carried out virtually. Currently, some people buy and sell goods or services as in an ordinary market, they make transactions to buy necessities ranging from fashion, electronics, airplane tickets, train tickets to household needs.

The current condition with the presence of COVID-19, online shops and marketplaces have become one of the places most visited by internet users. This is because they no longer need to leave the house just to buy goods or

services that are needed whenever and wherever. By reducing the intensity of the community to leave the house, this can provide a sense of security for both themselves and others from being infected with the COVID-19 virus. Customers / consumers no longer need to make transactions directly so they can avoid large crowds. Supported by internet technology and website facilities and applications that are already owned by online stores and marketplaces that can be installed on customers' gadgets or cellphones, customers will find it easier and more comfortable to shop. Customers can also compare prices between one online store or marketplace with another online store or marketplace so that customers can save expenses by buying at the cheapest online store or marketplace [1].

To provide convenience and comfort for customers when shopping, currently every marketplace has used applications that can be installed on gadgets or cellphones. The application is made as attractive and comfortable as possible and can provide convenience in conducting transactions so that it can attract other consumers to become members or permanent consumers.

In Indonesia, the marketplace that is currently widely accessed and has quite a number of customers is Shopee. Shopee managed to become the most popular e-commerce in Indonesia in the fourth quarter (Q4) 2019. Shopee excelled in the number of monthly users to the number of app downloads during that period compared to other e-commerce. From the iPrice report collaborating with App Annie and SimilarWeb in the Q4 2019 Indonesia e-Commerce Map report. This report states that since the second quarter (Q2) 2019, the performance of e-commerce (Shopee) which is headquartered in Singapore has continued to increase. IPrice data shows the number of Shopee's monthly visitors has exceeded Bukalapak in the first quarter of 2019 [2].

Based on the description above, the researcher is interested in conducting a research entitled "The role of the Shopee application for housewives". The study was conducted on housewives who have used the Shopee application.

## **LITERATURE REVIEW**

### ***E-Commerce***

E-Commerce (Electronic Commerce) is a way of shopping or trading online or direct selling using the facility. E-commerce will change all marketing activities as well as cut operating costs for trading activities (trading).

### ***Characteristics of E-Commerce***

- a) The occurrence of transactions by two parties.
- b) There is an exchange of goods, services or information.
- c) The Internet is the main medium in the trading process or mechanism

### ***Benefits of e-commerce for organizations:***

1. E-Commerce can expand the marketplace to national and international markets.
2. E-Commerce can reduce the costs of producing, processing, distributing, storing and retrieving paper-based information.
3. E-Commerce can reduce telecommunication costs
4. E-Commerce provides better customer service, increased productivity, faster access to information and reduced transaction costs.

***Benefits of e-commerce for consumers:***

1. E-Commerce allows customers to shop or perform other transactions for 24 hours.
2. E-Commerce provides customers with inexpensive products and services by visiting many places and making quick comparisons. Customers can receive relevant information in detail in seconds, not days or weeks.
3. E-Commerce eases competition which in turn will result in substantial discounts.

***Online store***

Online shop / online store is a place to buy and sell online but not through intermediaries. Direct sellers sell their products or services using a standalone platform to buyers. Online shop owners are required to be independent because they have to prepare everything themselves, such as creating websites, managing marketing and interacting directly with consumers. Some examples of online shops are Bro.do, Erigo Store, Bhineka, Bukupedia, Rabbani and others.

***Marketplace***

One of the most widely used platforms for buying and selling goods or services online in Indonesia is the marketplace. Marketplace is an intermediary between sellers and buyers in virtual world (virtual). Marketplace sites act as third parties in online buying and selling transactions that have facilities for selling and facilities for payments. The marketplace is one of the biggest players in the Indonesian e-commerce business, even the marketplace already has outside investors.

Here are the 5 biggest marketplaces in Indonesia today:

1. Shopee
2. Tokopedia
3. Bukalapak
4. Lazada
5. Blibli

***Shopee***

Shopee is one of the marketplaces that currently has the most number of customers. Shopee offers a wide variety of products from fashion to everyday household necessities. Shopee's marketplace was the busiest number of

monthly visitors in the fourth quarter of 2019. Shopee managed to beat Tokopedia, which was previously the most visited.

Based on data from the E-Commerce Map of Indonesia collected by Iprice Group on the <https://iprice.co.id/insights/mapofecommerce/> page, the average monthly web visitors to Shopee in the fourth quarter of 2019 reached 72.97 million. Meanwhile, Tokopedia has 67.90 million monthly web visitors and is in second place. In the fourth quarter of 2019, Shopee was ranked first based on average monthly active users, downloads, and total time spent in apps on Android, in the Shopping category.

Shopee, as a subsidiary of the SEA Group, excels in the number of monthly users to the number of app downloads and recorded a total of 2 billion visits throughout 2019. The increase in the fourth quarter of 2019 was due to Shopee's success in maximizing sale periods, such as the 11.11 and 12.12 campaigns. Shopee has also succeeded in winning over Lazada in Southeast Asia as a whole, both in the number of visits and the number of app downloads. Shopee's revenue in the 2019 SEA Group financial report increased by 224% from 2018 at US \$ 942 million or around Rp. 13.2 trillion.

In dealing with COVID-19, Shopee Indonesia strives to provide access to the Indonesian people to various essential needs without having to leave home during this period. Shopee has implemented several policies internally to ensure that packages received are maintained safely, such as requiring couriers and warehouse agents to use masks, gloves, and equip couriers with package disinfectants and hand sanitizers in making deliveries every day.

## **METHOD**

This research is a descriptive research using a quantitative approach. Descriptive means giving an overview of the role of the Shopee application for housewives based on the data from the questionnaire without analyzing and making conclusions. Meanwhile, the quantitative approach aims to explain, summarize various situations and conditions regarding the role of the Shopee application for housewives.

This research was conducted at Green Garden Housing RT.02 RW.04 Nagasari Village, Nagasari District, West Karawang Regency, Indonesia. The object studied was the ability of housewives to use the Shopee application, while the research subjects were 30 housewives in RT.02.

Data collection was done by distributing questionnaires. The questionnaire was distributed to 30 housewives via google form.

The questionnaire method used in this study is a closed direct questionnaire, which is a questionnaire designed to record data about the situation experienced by the respondent himself, then all alternative answers that the respondent must answer are listed in the questionnaire [3]. This study uses a Guttman scale to get a firm answer to a problem being asked and two choices are made, namely "Yes" and "No". In this study, the authors made two question models, namely positive and negative questions, for positive

questions the answer to "Yes" was given a score of 1 and for "No" answers were given a score of 0. As for negative questions, the answer to "Yes" was given a score of 0 and the answer "No. "Given a score of 1 [4]-[5].

**Table 1.** Guttman Scale Table

Question	Scala	Score
Positive	Yes	1
Positive	No	0
Negative	Yes	0
Negative	No	1

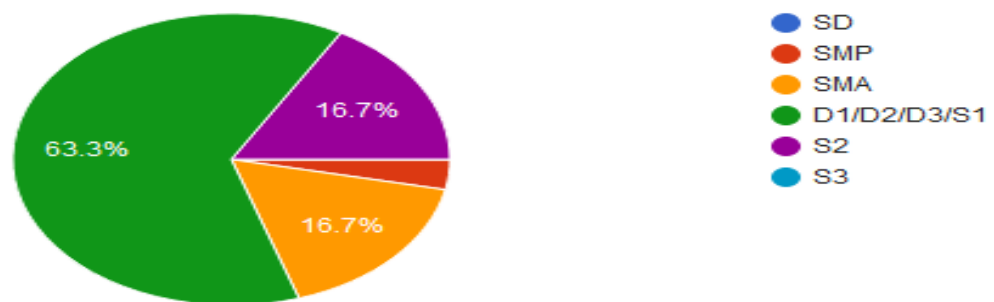
The results obtained from the questions posed to a number of respondents are then transferred to the frequency distribution table so that the number of respondents who agree and disagree can be seen. Furthermore, it is converted into a percentage so that you can see the percentage of respondents who agree and disagree, then placed into the percentage scale range, so that you can see the position of the measurement results.

**ANALYSIS**

In this study, the respondents were housewives in Green Garden Housing RT.02 RW.04 Nagasari Village, Nagasari District, West Karawang Regency, Indonesia, with 30 respondents.

*Characteristics of respondents based on educational background*

From the results that have been obtained shows that the characteristics of the respondents based on the type of educational background can be seen in **Figure 1.**

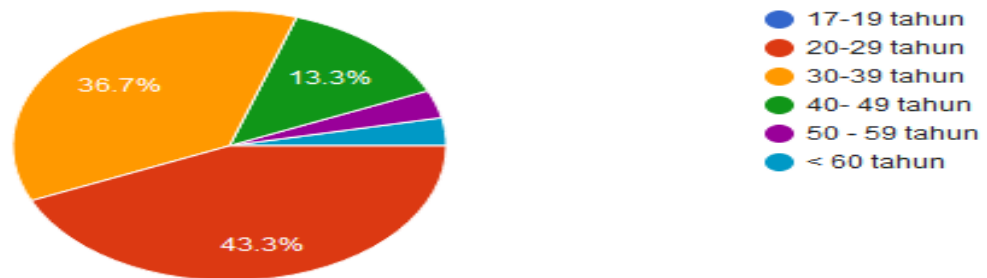


**Figure 1.** Educational background

Based on **Figure 1**, the majority of housewives with an educational background of D1 / D2 / D3 / S1 are 63.3%, followed by housewives with a high school education background as much as 16.7%, then housewives with S2 backgrounds as much 16.7% is the same as a high school education background and the rest are housewives with a junior high school background as much as 3.3%.

*Characteristics of respondents based on age*

From the results that have been obtained shows that the characteristics of respondents based on age can be seen in **Figure 2**.

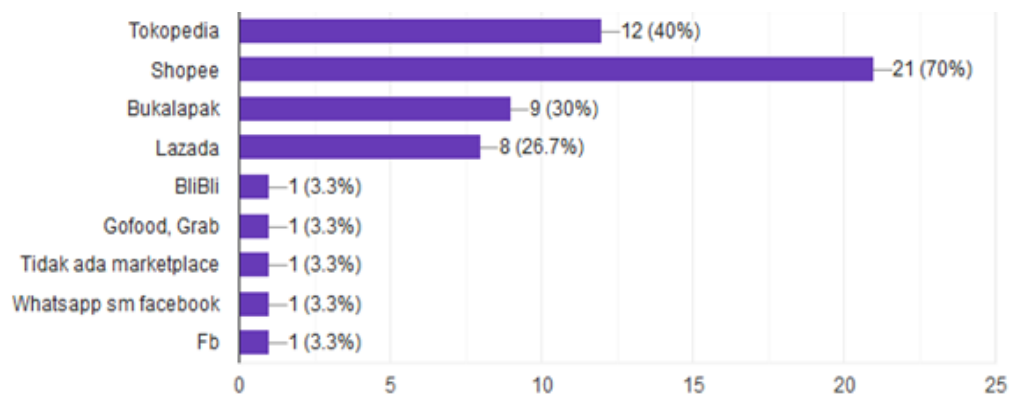


**Figure 2.** Respondent Age

Based on **Figure 2**, the majority are in the age between 20-29 as much as 43.3% as much as 36.7, followed by housewives with the age between 30-39 as much as 36.7% then the age between 40-49 as much as 13.3%, aged 50-59 were 3.35% and the last age between 50-59 was 3.35%.

*Characteristics of respondents based on marketplace use*

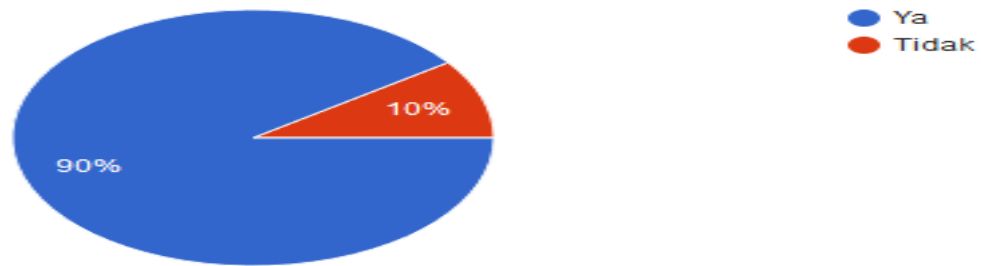
The results that have been obtained show that the characteristics of the respondents based on the use of the marketplace can be seen in **Figure 3**.



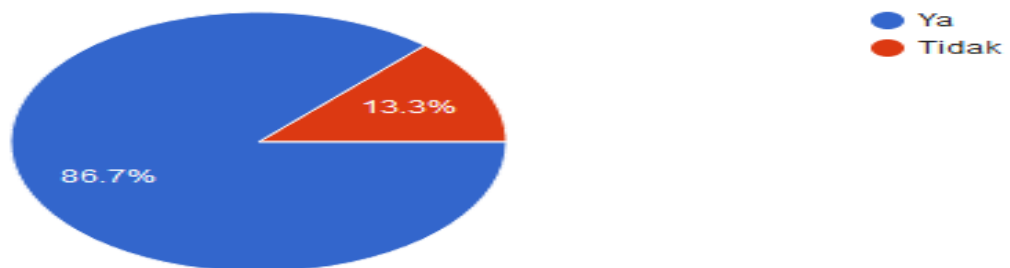
**Figure 3.** Use of the marketplace

Based on the **Figure 3**, the majority of housewives with the most marketplace users are Shopees as many as 21 people, followed by Tokopedia users as many as 12 people, Bukalapak as many as 9 people, Lazada as many as 8 people and finally BliBli, Gofood grab, not using the marketplace, WhatsApp and Facebook respectively. - 1 person each.

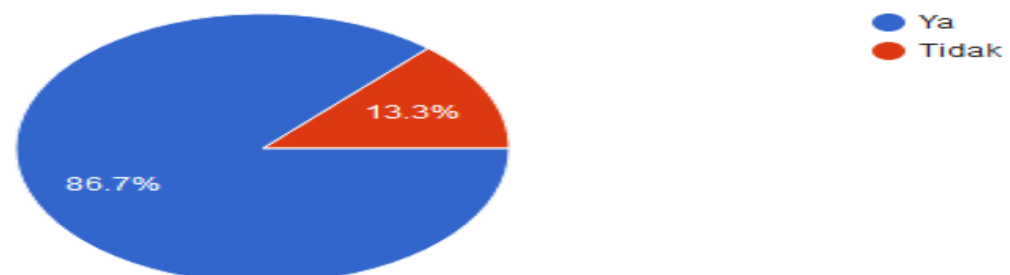
Based on the criteria of the questions, the writer made two groups of questions, namely positive and negative questions.

*Positive question***Figure 4.** Frequent shopping online

Based on **Figure 4**, housewives who frequently shop online are 90% (27 respondents) and housewives who do not shop online frequently are 10% (3 respondents).

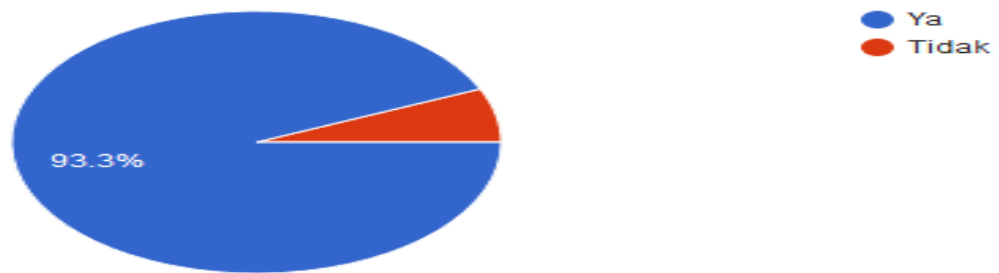
**Figure 5.** Install the Shopee application

Based on **Figure 5**, there were 86.7% of housewives who installed the Shopee application on their gadgets / cellphones (26 respondents) and 13.3% (4 respondents) did not install the Shopee application on their gadgets / cellphones.

**Figure 6.** Shopee application is easy to use

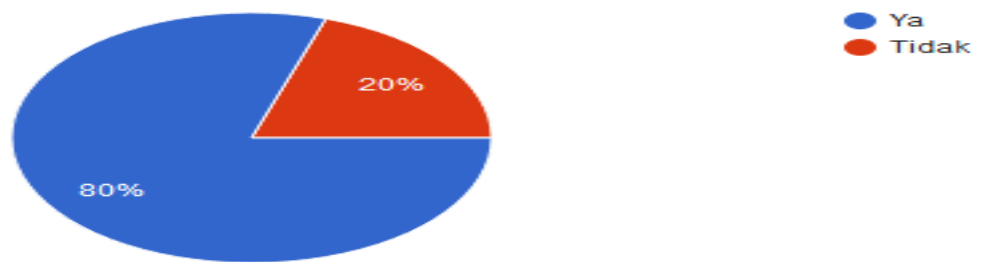
Based on **Figure 6**, the housewives who answered the Shopee application were easy to use were 86.7% (26 respondents) and the housewives who

answered that the Shopee application was difficult to use were 13.3% (4 respondents).



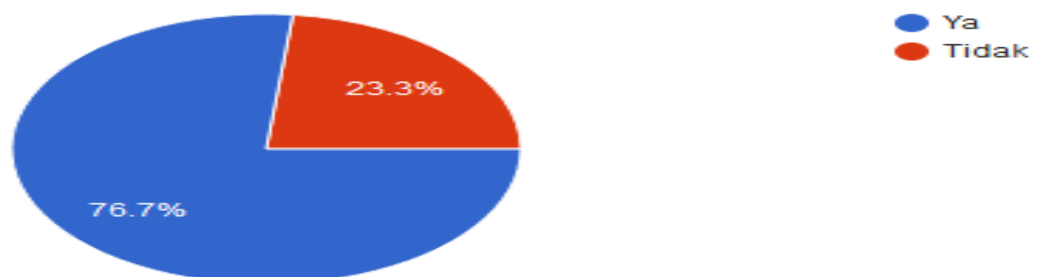
**Figure 7.** Feel safe shopping at Shopee

Based on **Figure 7**, there are 93.3% of housewives who feel safe shopping at Shopee (28 respondents) and 6.7% (2 respondents) who feel unsafe shopping at Shopee.



**Figure 8.** Cheaper price

Based on **Figure 8**, housewives who feel that prices are cheaper at Shopee compared to other marketplaces are 80% (24 respondents) and housewives who feel that prices are more expensive at Shopee compared to other marketplaces as much as 20% (6 respondents).

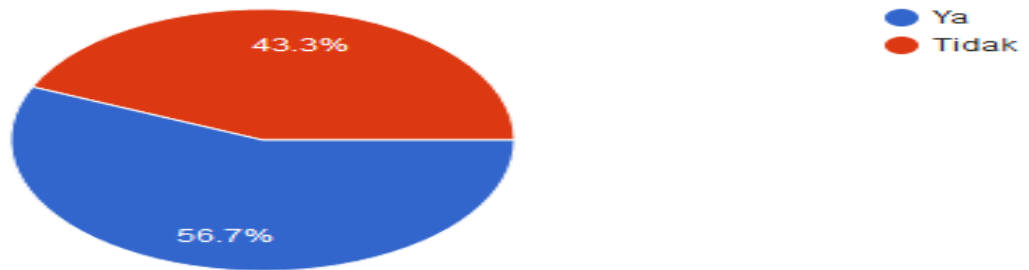


**Figure 9.** Goods according to the picture

Based on **Figure 9**, the housewives who answered that the goods were in accordance with the picture were 76.7% (23 respondents) and the housewives who answered that the items did not match the pictures were 23.3% (7 respondents).

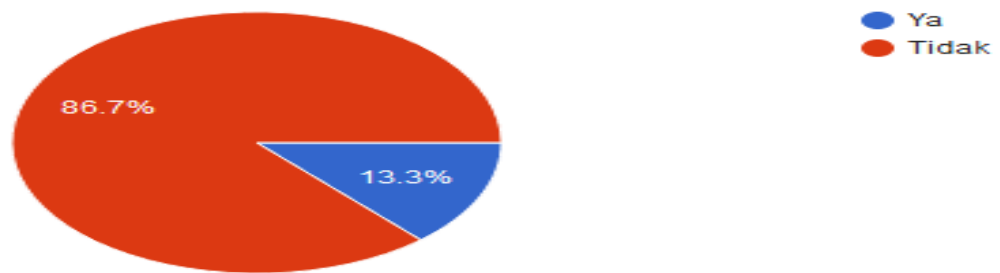


*Negative Question*



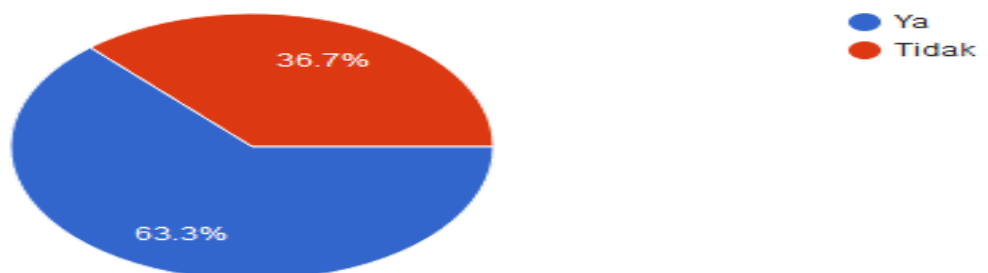
**Figure 10.** Crashes on Shopee applications

Based on **Figure 10**, there are 56.7% of housewives who have experienced disturbances when using the Shopee application (17 respondents) and 43.3% (13 respondents) who have never experienced disturbances.



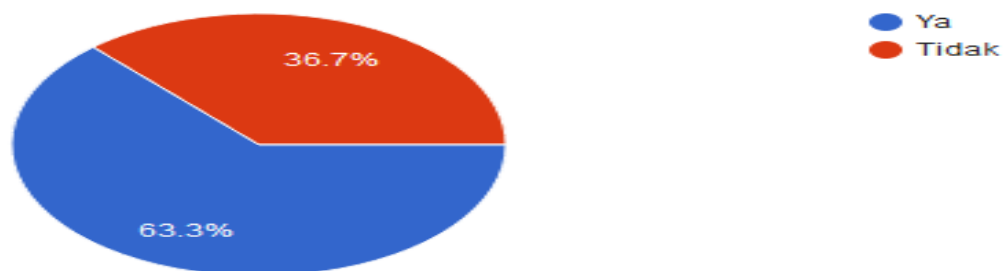
**Figure 11.** Trouble making payments

Based on **Figure 11**, housewives who experienced problems when making payments were 13.3% (4 respondents) and housewives who did not experience difficulties were 86.7% (26 respondents).



**Figure 12.** Completeness of goods

Based on **Figure 12**, the housewives who answered that not all goods were in the Shopee were 63.3% (19 respondents) and the housewives who answered that all goods were in the Shopee were 36.7% (11 respondents).



**Figure 13.** Complaints using the Shopee application

Based on **Figure 13**, there were 63.3% of housewives who had experienced complaints (19 respondents) and 36.7% (11 respondents) who had no complaints.

Based on the data above, the writer then transferred it to the frequency distribution table.

**Table 2.** Frequency distribution table

Item Question	Statement	Answer Yes	Answer No	Total
Positive Question				
1	You like online shopping	27	3	27
2	On your gadget, the Shopee application is installed	26	4	26
3	Shopee application is easy to use	26	4	26
4	You feel safe shopping at Shopee	28	2	28
5	Prices in Shopee are easier than regular stores	24	6	24
6	The item received is in accordance with the picture	23	7	23
Total				154
Average				25,66
Negative Question				
1	Having trouble using the Shopee application	17	13	13
2	Feeling difficult when making payments	4	26	26
3	Experiencing complaints when shopping at Shopee	19	11	11
4	Not all items needed are in Shopee	19	11	11
Total				61
Average				15,25

Based on the table above, the average value for respondents' responses "Yes" amounting to  $(25,66 / 30) \times 100\% = 85,16\%$ .

### **CONCLUSION**

From the Guttman Scale analysis, the conformity point is above 50%, namely 85.16%, so it can be said that the Shopee application has a role for housewives. The suggestions that the authors convey based on the questionnaire given to the respondents are:

1. Housewives tend to access the Shopee application, namely every Sunday (holiday) with a percentage of 40%.
2. Housewives access the Shopee application at 19.00 - 24.00 because between these hours it is relatively not too busy.

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