

Consumer Perceptions of Online Shopping Experiences Through the Shopee Application

Meisya Umadi Putri^{1*}, Pinkan Ajeng Anggella², Fikri Rizki Utama³

¹²³Universitas Islam Negeri Jurai Siwo Lampung

Corresponding Author e-mail [.jmonaelsa40212@gmail.com](mailto:jmonaelsa40212@gmail.com)

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Abstract: *This study aims to analyze students' perceptions of online shopping experiences through the Shopee application at the State Islamic University of Jurai Siwo Lampung. The research used a descriptive qualitative method through interviews with three students from different faculties. The results indicate that ease of use, transaction security, attractive promotions, and service quality are key factors shaping consumers' positive perceptions. A pleasant shopping experience significantly influences user satisfaction and loyalty. Shopee is considered successful in creating an efficient, safe, and youth-oriented online shopping experience.*

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Introduction

The rapid development of digital technology has transformed people's shopping behavior from conventional to online-based practices. E-commerce has now become one of the sectors experiencing significant growth in Indonesia, especially among young people and university students who are familiar with technology (Diven & Khoiri, 2023). Shopee, as one of the largest marketplaces in Southeast Asia, has successfully attracted Indonesian consumers by offering various transaction conveniences, discounts, and interactive features that appeal to users. This shift in habits indicates a change in consumer preferences from traditional shopping activities to digital platforms that are faster, more practical, and more efficient (Viohafeni & Aliyah, 2023).

Shopee has become one of the most popular e-commerce platforms in Indonesia due to its effective marketing strategies and continuous feature innovations. The use of features such as free shipping, flash sales, and the Shopee Coins loyalty program is able to attract interest and increase customer satisfaction (Sukaesih et al., 2024). In addition, the platform's transaction security system and responsive customer service help build user trust. In the context of students at Universitas Islam Negeri Jurai Siwo Lampung, the ease of transactions

and the abundance of promotions are the main factors driving the high intensity of online shopping. Students perceive Shopee not only as a place to shop, but also as a source of entertainment and a digital lifestyle platform that aligns with their daily needs (Shinta & Hakimah, 2024).

The phenomenon of increasing online shopping activities among university students cannot be separated from consumer perceptions of the shopping experience itself. Positive perceptions emerge when users feel satisfied with product quality, ease of using the application, and the speed of product delivery (Kusuma & Safitri, 2024). However, consumer perceptions can also be influenced by external factors such as promotions, customer reviews, and the effectiveness of digital advertisements displayed on social media (Firas et al., 2025). Therefore, it is important to understand how students' perceptions are formed toward Shopee, because these perceptions determine the level of trust and loyalty users have toward the platform.

According to Febryan et al. (2025), a pleasant online shopping experience plays a major role in creating customer satisfaction and repurchase intention. Technological innovations such as augmented reality (AR) and interactive features on Shopee have been proven to enhance consumers' positive perceptions of service quality. This shows that an immersive and enjoyable user experience can strengthen the emotional bond between consumers and digital platforms. In the student context, factors such as convenience, speed, and entertainment value of online shopping are aspects that shape their perceptions of Shopee as a superior marketplace compared to other platforms.

Research Methods

This research employs a descriptive qualitative approach aimed at providing an in-depth description of consumer perceptions regarding shopping experiences through the Shopee application among students of Universitas Islam Negeri Jurai Siwo Lampung. This approach was selected because it is suitable for understanding social phenomena holistically through the perspectives of research subjects. According to Safarudin et al. (2023), qualitative research is descriptive in nature and focuses on understanding the meaning behind human experiences through in-depth interpretation of data obtained from interviews, observations, and documentation. Therefore, this study centers on individual experiences in the context of using the Shopee application as a form of digital consumption behavior among university students.

Primary data were collected through semi-structured interviews with several active students of UIN Jurai Siwo Lampung, namely Indriyani Nurul Afifah from the Faculty of Tarbiyah and Teacher Training (English Education Study Program), Kholisna Auliyana Zulfa from the Faculty of Islamic Economics and Business (Islamic Banking Study Program), and Adilla Aulia Fitri from the Faculty of Islamic Economics and Business (Islamic Economics Study Program). The interviews were conducted directly around the campus environment. Meanwhile, secondary data were obtained from relevant journals and scholarly articles related to consumer perceptions, online shopping behavior, and factors influencing user satisfaction and trust in Shopee. Data analysis was carried out through three stages: data reduction, data display, and conclusion drawing, in order to produce systematic and meaningful findings



(Safarudin et al., 2023).

Result and Discussion

A. Students' Perceptions of the Shopping Experience on Shopee

Based on interviews with three students from Universitas Islam Negeri Jurai Siwo Lampung, they generally have positive perceptions of the shopping experience using the Shopee application. All three respondents stated that Shopee has a simple and easy-to-understand interface, providing comfort during the purchasing process. INA explained that she initially felt confused when using the application, but after trying it several times, she found that Shopee's navigation system was quite easy and user-friendly. Similar comments were expressed by KAZ and AAF, who noted that Shopee's menu layout is well-organized, the ordering process is clear, and the search and price-filtering features are very helpful in finding products that meet their needs. These findings align with the study by Kusuma and Safitri (2024), which states that positive perceptions of application usability and service quality are important factors in shaping consumer satisfaction with Shopee.

In terms of convenience and practicality, all respondents agreed that Shopee provides an efficient and reliable shopping experience. They felt supported by features such as free shipping, secure payment systems, and the availability of reviews and store ratings that increase trust before making a purchase. KAZ added that Shopee's payment system, which withholds funds until the item is received, enhances transaction security. This is consistent with the findings of Simanjuntak and Badrudin (2024), who stated that user experience and service quality significantly influence repurchase intentions among Shopee consumers. In addition, the responsive interface design and appealing promotional features further strengthen students' positive perceptions of the platform.

From the respondents' experiences, it can be concluded that Shopee successfully meets the expectations of young users through a combination of ease of use, transaction convenience, and effective promotions. They perceive Shopee not only as a practical application but also as a platform that offers safety and efficiency in online shopping. These findings are consistent with the studies of Diven and Khoiri (2023) and Firas et al. (2025), which indicate that consumer perceptions of service quality, promotions, and convenience positively influence purchasing decisions. Thus, students' perceptions of Shopee reflect current digital consumer trends that prioritize speed, security, and comfort in online shopping experiences.

B. Factors Influencing Consumer Perceptions

The factors influencing consumer perceptions of Shopee can be seen from various aspects such as price, promotions, reviews, trust in sellers, and previous transaction experiences. Based on the interviews and supported by previous studies, price is the most dominant aspect shaping consumers' views of Shopee. According to Shinta and Hakimah (2024), Gen Z consumers are highly sensitive to competitive prices and attractive discount programs that drive purchase decisions. This was also reflected in the statements of INA and AAF, who considered Shopee a platform offering affordable prices and frequent attractive promotions such as free shipping and discount vouchers. Thus, consumers tend to perceive Shopee as an economical marketplace suitable for those who want to shop more efficiently.



Aside from price, promotions also have a significant influence on consumer perceptions. Based on the study by Firas et al. (2025), promotions have a significant and positive impact on Shopee consumers' purchasing decisions. Consistent promotions such as flash sales, cashback, and national shopping events increase purchase interest and build user loyalty. KAZ, one of the respondents, admitted that promotions and free shipping were the main reasons she preferred Shopee over other platforms. Intensive promotional strategies make consumers feel they gain more benefits from each transaction, thereby strengthening Shopee's image as a platform offering high value in online shopping.

Other factors influencing consumer perceptions include:

Customer reviews (online customer reviews): Consumers rely on reviews and store ratings to ensure product quality and seller authenticity. This aligns with Viohafeni & Aliyah (2023), who stated that positive reviews increase trust and influence purchase decisions.

Trust in sellers: Transaction security is a key factor. According to Kusuma & Safitri (2024), Shopee's secure and transparent payment system builds consumer trust. Respondents also stated that Shopee's escrow system—where funds are not released to the seller before the item is received—provides a sense of safety.

Previous transaction experiences: Based on the findings of Simanjuntak & Badrudin (2024), positive transaction experiences increase repurchase intentions. Respondents such as Indriyani and Adilla confirmed that smooth and satisfying past shopping experiences made them more confident to continue using Shopee in the future.

Based on the interviews and previous studies, it can be concluded that consumer perceptions of Shopee are influenced by a combination of competitive pricing strategies, attractive promotions, clear information through reviews, trust in sellers and platform systems, as well as positive transaction experiences. These factors complement each other in shaping Shopee's image as a safe, efficient, and economically valuable marketplace. This positive perception ultimately encourages consumer loyalty and repeat purchases through the Shopee application.

C. Impact of Shopping Experience on Consumer Satisfaction and Loyalty

The interviews with three students from Universitas Islam Negeri Jurai Siwo Lampung show that the online shopping experience through the Shopee application has a positive impact on consumer satisfaction and loyalty. All respondents—INA, KAZ, and AAF—stated that they feel satisfied with the ease of using the app, fast delivery, and secure transaction system. This satisfaction arises because Shopee is able to meet, even exceed, user expectations in terms of convenience, efficiency, and service. INA explained that Shopee helps new users with its simple interface, while KAZ highlighted Shopee's superiority in terms of trust due to its secure payment system. AAF added that Shopee's promotional features and ShopeePay make shopping more economical. These findings are in line with the study of Simanjuntak & Badrudin (2024), which showed that positive consumer experiences, service quality, and perceived value significantly influence repurchase intention on Shopee.

Based on the interviews and literature, the main factors influencing consumer satisfaction and loyalty include:



1. Ease and comfort of the application interface (Kusuma & Safitri, 2024)
2. Transaction security: Shopee's escrow system enhances trust (KAZ)
3. Fast delivery and responsive service: Shopee Express accelerates delivery (INA, AAF)
4. Promotional programs and competitive prices: discounts, cashback, and free shipping increase satisfaction (Shinta & Hakimah, 2024)
5. Product quality and positive reviews: buyer reviews reduce purchase risk (Viohafeni & Aliyah, 2023)
6. Quick complaint handling: smooth return and refund processes (KAZ, AAF)

With satisfying shopping experiences, students become more loyal to Shopee and are more likely to make repeat purchases. Their satisfaction does not stem solely from competitive pricing but also from the sense of security and convenience provided at every stage of the transaction. This aligns with the findings of Diven & Khoiri (2023) and Firas et al. (2025), which emphasize that positive perceptions of service quality and promotions significantly influence purchasing decisions and loyalty. Overall, a pleasant shopping experience on Shopee greatly contributes to increased trust, satisfaction, and loyalty among consumers—particularly among students who prioritize efficiency, convenience, and economic value in online shopping.

D. Comparison with Previous Research Findings

Based on interviews with three students from Universitas Islam Negeri Jurai Siwo Lampung, consumer perceptions of Shopee tend to be positive, especially due to ease of use, transaction security, and the abundance of attractive promotions. These findings are consistent with the study by Diven and Khoiri (2023), which states that consumer perceptions, product quality, and advertisements have a positive and significant effect on purchasing decisions on Shopee. In the context of this study, students assessed that clear information, product quality that matches descriptions, and secure payment systems are the main factors that build trust. Meanwhile, the study by Kusuma and Safitri (2024) also shows that consumer satisfaction is influenced by price, service quality, and transaction ease. Thus, the interview results reinforce the idea that positive perceptions and enjoyable shopping experiences directly enhance satisfaction and user loyalty toward Shopee.

Findings Aspect	Interview Results – UIN Jurai Siwo Lampung Students	Support from Previous Studies
Ease of Use	The application is easy to understand, simple interface, complete features (INA, AAF)	Kusuma & Safitri (2024): Ease of use and service quality increase user satisfaction.
Promotion & Price	Promotions, cashback, and free shipping are the main attraction (KAZ, AAF)	Diven & Khoiri (2023); Shinta & Hakimah (2024): Competitive prices and significant promotional effects on purchasing



		decisions.
Transaction Security	Secure payment system, funds are held until items are received (KAZ)	Simanjuntak & Badrudin (2024): Service quality and trust influence repurchase intention.
Product Quality & Reviews	Products match descriptions, reviews help build trust (INA, AAF)	Viohafeni & Aliyah (2023): Online customer reviews and price perception affect purchase decisions.
Satisfaction & Loyalty	Students are satisfied and tend to repurchase on Shopee	Firas et al. (2025): Positive perception and promotions increase purchasing decisions and consumer loyalty.

When compared with previous research findings, the interview data reinforce the conclusion that positive consumer experiences play an important role in shaping repurchase intentions. Shopee is considered superior in terms of promotions, service quality, and user trust, which is also confirmed by the studies of Simanjuntak and Badrudin (2024) as well as Firas et al. (2025). In addition, feature innovations such as ShopeePay and an easy complaint-handling system also support customer satisfaction, as mentioned in the study by Febryan et al. (2025) regarding the influence of interactive features on user satisfaction. Thus, the findings of this study are not only empirically relevant but also strengthen previous literature indicating that consumer perceptions of ease of use, security, and economic value are key factors in shaping purchasing decisions in the digital marketplace era such as Shopee.

Conclusion and Recommendation

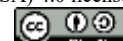
Based on the results of the research conducted on students of the State Islamic University of Jurai Siwo Lampung, it can be concluded that consumer perceptions of online shopping experiences through the Shopee application are generally very positive. Shopee is considered capable of providing an easy, safe, and efficient shopping experience through its superior features such as free shipping, secure payment systems, and transparent customer reviews. Factors such as competitive prices, attractive promotions, and a user-friendly interface are the main aspects that increase user satisfaction. Students also perceive Shopee not only as a shopping platform but also as a source of entertainment and a digital lifestyle that aligns with the needs of the younger generation.

Furthermore, this study shows that a pleasant shopping experience directly influences consumer satisfaction and loyalty. Trust in the transaction system, delivery speed, and product quality that matches the description strengthen repurchase intentions among students. Thus, it can be concluded that consumers' positive perceptions of Shopee are formed through a combination of ease of use, promotional effectiveness, and service reliability. These findings emphasize that a strong user experience strategy is a key factor for e-commerce platforms to maintain consumer trust and loyalty in the digital era.



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