

Factors Influencing Online Purchase Intention among PPR Simpang Perdana, Taiping

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Abstract

Since Malaysia's first phase of Movement Control Order, online purchasing activity among Malaysians has risen unexpectedly. To put it another way, the worldwide epidemic COVID-19 created additional opportunity for e-commerce companies like Shopee to expand. As a result, the goal of this research is to discover more about the factors that influence Malaysians' willingness to buy online. Online buyers who have made at least once transaction from Shopee Malaysia website were included in this study. This study used a quantitative method, with 100 responses gathered via an online questionnaire from online shoppers living in the housing area of Projek Perumahan Rakyat Simpang Perdana, Taiping who had made at least one purchase on Shopee Malaysia. The findings showed that there is a positive relationship between product quality, product price, buying experience, after-sales service, and online consumer satisfaction.

Keywords: After-Sales Service, Buying Experience, Online Consumer Satisfaction, Product Price, And Product Quality.

Introduction

As the world become more digitalised and fully automated, it's inevitable to refrain oneself from online marketplace and shopping platform. The platform of the media become fragmented which offer consumers more personalise shopping experiences and services, enable consumers to fulfil utilitarian needs by being wise in spending their money (Kumar and Kashyap, 2018). Hence, the market has already grown from a real social hub for international commercial transactions and trades (Amran, 2019). According to Vijayan and Oo (2022), the rapid advancement of internet technology has changed the face of electronic commerce (e-commerce). A high rate of technology adoption by consumers saw the explosion of e-commerce (Ngh et al., 2021) Through e-commerce, the expansion of online shopping has concurrently generated huge (Vijayan & Oo, 2022). Presently, purchasing and selling may be done from the convenience of one's own home, automobile, or anyplace. Electronic and financial industry innovations have made significant contributions to online trading.

Shopee is an e-commerce company which has achieved great development as a result of these adjustments. Shopee is a company that acts as a middleman between merchants and customers through their application. It requires sellers to have converted from conventional selling to digital selling (Tandon et al., 2018). Likewise, it provides customers with an online buying experience instead of a real shopping experience. This study attempts to identify attributes that contribute to Shopee consumer enjoyment so that Shopee may develop its e-commerce company by recognising that aspect. Due to the pandemic of COVID-19 which lead to Movement Control Order (MCO), Shopee Malaysia marketplace, experiencing a tremendous demand which capturing nearly 55 million monthly websites and applications visitors in 2022 (Chong & Chow, 2023). Hence, strong usability of Shopee platform which has been characterised as “user-friendly” (Yo et al., 2021), convenience, and low price (Chong & Chow, 2023), among the criteria that has been sought by the Malaysian consumers, contribute to the booming of sales.

Interactive choices may impact customer decision-making in an internet shopping environment. For instance, Shopee provides a remark or reviews online area underneath the product details. Any client become more involved as a result of online reviews (Tandon et al., 2018). As a result, customers may affect the behaviour of other potential purchasers by submitting online reviews after buying a certain product. Furthermore, they depend on some other people's posts on social media regarding product opinions in addition to those reviews. There can be typical previous issues, and retailers will provide some suggestions in the comments section for customer reference. Customers considered shifting among e-channels since the comparison with physical purchasing is the most influential. It largely affects money and entails the expansion of security. As a result, customers who purchase online may face greater risk than those who shop in-store.

Literature Review

Product Quality

Product quality is described as upgrading products or goods to fulfil the demands or wishes of customers in order to satisfy customers. According to the Product Information Report, amongst the most important aspects in online sales performance is quality of the product. Furthermore, quality has a major impact on lowering shopping cart abandonment as well as affecting brand equity and future purchase decisions. The product must be trustworthy since it does not break down quickly and does not have to be fixed on a routine basis. The product must be functioning for a lengthy period of time. Never the less, but reliability is important in business since it may boost productivity, customer experience, and overall workplace happiness.

The product ought to be in good working order. It implies that vendors must make sure that the final items are fit to use and handle, and that the items would not threaten customers. As in food sector, safety is essential. The seller must preserve the product's quality until its expiration date (Yo et al., 2021). Consumers are highly worried about food safety. As a consequence, product quality is critical since a poor item will have a direct influence on consumers' trust, the product's image, and sales, as well as the company's existence. Furthermore, high-quality items can contribute to client pleasure and loyalty (Lim & Fern, 2021). Simultaneously, it also can lower the threat and cost of employees having to replace poorly created items. Buyers will most probably be willing to pay a premium price for a high-quality goods. Consumers, on the other hand, will buy from others if the merchant's item is of poor quality.

Product Price

The pricing impression of a goods has a considerable influence on a customer's purchasing decision. Customers will weigh the product's quality against its cost. Online sellers must be aware of their position, their worth, and the amount of money they can expect to be paid. Each parties were clearly concerned about additional fees, penalties, and taxes. Price is an important component in purchasing decisions, especially for regularly purchased items, and it determines the choice of which shop, development, and brand to support. According to Ching et al., (2021), perceived price perception is a psychological component that influences customers' decisions to buy particular items. The more unfairly individuals perceive costs, the longer they would postpone purchasing decisions. Depending on pricing levels, the customer may opt to purchase alternative item from an other or comparable brand. Because most buyers anticipate online prices to be cheaper than in-store costs, pricing drives online purchases of products and services. Customers compare pricing solely with physical establishments and not with online stores that provide the same items or services. Buyers are quite sensible when it comes to deciding what advantages they want to get from paying for items or services (Ru et al., 2021).

Buying Experience

According to several research, the quality of the experience will impact factors influencing online purchase. It's important to keep in mind that this can only be earned by previous purchasing experience (Lim & Fern., 2021; Yo et al., 2021). The most important feature in perceived ease of use, according to customers, is convenience and a smooth payment process (Nursyirwan & Ardaninggar, 2021). The past online buying history was substantially connected with trust in a research done by (Lim and Fern, 2021). Buyers' trust and online purchasing intentions are impacted by their risk perception as well as their online shopping experience (Yo et al., 2021).

Shoppers have an issue with indirect connection between buyers and sellers while conducting online transactions since they cannot visibly verify the quality of the items and cannot assure the security of their financial and personal information. Unless trust is created between buyers and sellers, these concerns create hurdles that hinder customers' online purchase intents.

After-sale service

Another important aspect influencing online buying intentions is after-sales support. Numerous internet firms would lose consumers if they only focus on pre-sales service and disregard after-sales care (Madan et al., 2022). The customer values obtaining a receipt, order acceptance, and a date of delivery after completing the transaction (Loh et al., 2021). Customers who wish to schedule a service or buy items online are dependent on guarantee return policies, which establish confidence for online transactions (Hong et al., 2021). On the ecommerce platform, displaying the company's rules on returned goods, guarantees, and warranties, as well as the assurance of trustworthy vendors, may assist establish consumer confidence. These services are thought to boost a customer's perceived value and hence enhance the connection.

The hypotheses are

H1: There is a positive relationship between product price and consumer satisfaction.

H2: There is a positive relationship between product quality and consumer satisfaction.

H3: There is a positive relationship between buying experience and consumer satisfaction.

H4: There is a positive relationship between after-sale service and consumer satisfaction

H5: There is a positive relationship between the four variables (product price, product quality, after-sale service, buying experience) and consumer satisfaction.

Methodology

This study employed a quantitative technique and a descriptive study design based on our issue. The questionnaire that was used to gather information from the respondents. The questionnaire is based on the following criteria, which are based on four major aspects that influence online purchase intent and customer satisfaction with Shopee.

Findings

The questionnaire was sent at random to 100 Shopee customers from various ethnic backgrounds in Projek Perumahan Rakyat, Simpang Perdana, Taiping.

Questions in this survey are using a five-step Likert scale: 1. 1 = Strongly Disagree 2. 2 = Disagree 3. 3 = Neutral 4. 4 = Agreed 5. 5 = Strongly Agree

The survey has included the following criteria to ensure the clarity of data:

1. Nationality: Malaysian
2. Gender: Female and Male
3. Age: 18 and above
4. Have purchased from Shopee

The sample size for this study is 100 people. The Google form was used to produce and distribute the online questionnaire. The study of the characteristics that influence client behaviour when it comes to the e-commerce firm Shopee. Using Shopee as a case study, analysing data connected to customers' purchase intentions. Researchers can gain much about the factors influencing online purchase behaviour among B40 community living in the housing area of the Simpang Perdana People's Housing Program (PPR Simpang Perdana, Taiping) from this data. As a result, this study hypothesized that these characteristics would contribute to a consumer's pleasure based on the study framework.

Table 1

Summary of Respondent's Demography (N=100)

	Frequency	Percentage (%)
Age		
15 - 20 years old	11	11
21-25 years old	15	15
26-30 years old	13	33
31 years old and above	61	61
Gender		
Male	24	24
Female	76	76
Race		
Malay	75	75

Chinese	6	6
Indian	16	16
Other	3	3
Occupation		
Full time student		
Housewife		
Employed		
Self-employed		
Unemployed	14	14
	33	33
	36	36
	15	15
	2	2
Nationality		
Malaysian	100	100
Income		
No income		
RM 1 000 and below	2	2
RM 1 001 – RM 3 000	44	44
RM 3 001 – RM 5 000	55	55
RM 5 001 and above	9	9
	0	0

According to Table 1, 100 people participated in the survey, all of them came from different backgrounds. Three-quarters of the respondents were female, with the majority of them being between the ages of 31 and above. According to the findings, all of the respondents are Malaysians, with Malays accounting for the majority (75 percent).

Table 2. Cronbach's Coefficients Alpha

Variables	1	2	3	4	5
Product Quality	0.848				
Product Price	0.697**	0.822			
Buying Experience	0.891**	0.758**	0.942		
After sales	0.864**	0.75**	0.762**	0.833	
Satisfaction	0.635**	0.499**	0.606**	0.479**	0.834
M	3.79	3.89	3.62	3.61	3.30
SD	0.72	0.68	0.76	0.78	0.88

Note: N = 136; *p < 0.05, **p < 0.01; Diagonal entries in bold indicate Cronbach's coefficients alpha

The strength of the correlations among the five variables in this study is determined using Pearson Correlation Analysis. It also establishes if the variables are related in a positive or negative way (Hong et al., 2021). The five factors were product quality, product pricing, buying experience, after-sales service, and customer happiness. Using Cronbach alpha, the internal

consistency (reliability) of the five components is 0.848, 0.822, 0.942, 0.833 and 0.834 respectively. The mean values of all the variables are larger than 3.000. All of the variables have a mean value of 3.30, and the highest mean value is 3.89. As a consequence, the majority of respondents exhibited neutral views and agreed with the survey's findings.

Product Quality

Because the p-value is 0.01, the correlation between product quality and consumer happiness is significant. This association's correlation coefficient, 0.606, is in the 0.40 to 0.60 range, showing that the link between product quality and consumer satisfaction is moderately associated. Previous study had yielded a consistent result. Product quality will lead to customer happiness, which will lead to loyalty. Finally, customer loyalty leads to increased revenues. As a result, product quality and consumer happiness have a considerable positive link (Ru et al., 2021). As a result, there is a moderately favourable link among product quality and customer happiness.

One of the most important criteria for maintaining clients has always been product quality (Madan et al., 2022). If your product's quality is good, customers will be happy, continue to buy it, and suggest it. If a low-quality product is given, customer satisfaction may suffer, and they will occasionally seek a substitute. Not only must online retailers check quality of the product before to delivery, but they should also confirm that the goods arrives in excellent condition.

Product Price

The p-value for the relationship between price and consumer satisfaction is less than 0.01. This relationship's correlation coefficient, 0.499, is in the range of 0.40 to 0.60. It suggests that the link between product price and consumer satisfaction is marginally associated as well. Customers will be delighted when they purchase if prices are set based on quality. As a result, pricing and consumer happiness have a moderately favourable correlation.

Buying Experience

The correlation coefficient for this relationship is 0.60, which suggests a significant association between price and consumer satisfaction because it lies between 0.60 and 0.80. The p-value for the association between purchase experience and consumer satisfaction is (0.01). This is due to the absence of direct connection between customers and vendors. The inability to inspect the product's quality in person. Wulandri et al (2021) found a high positive association between purchase experience and consumer satisfaction in their study.

After-sale Service

The P-value is (0.01). As a result, the link between after-sales service and client happiness is important. The correlation value for this association is 0.479, which is in the range of 0.40 to 0.60, showing that the relationship between after-sales service and customer satisfaction is marginally associated as well. Because the expenditures invested are not assured, the poorer the after-sales service supplied to clients, the lower the customer loyalty. Finally, there is a modest positive association between purchasing experience and consumer satisfaction.

Table 3

Regression Analysis of Satisfaction

<i>Predictor variables</i>	<i>Standardized coefficient Beta, β</i>
Product quality	.170
Product price	.089
Buying experience	.739***
After sales	-.307
R ²	.469
R ² change	.469
Adjusted R ²	.445

Note: N= 136; ***p < .001, **p < .01, *p < .05.

Table 3 shows the outcome of a multiple regression analysis used to assess the variables created. The four independent variables explained an R² of .469 when combined, meaning that the four independent factors may explain 46.9 percent of the variation in intention to share, Product Quality, Product Price, Buying Experience, and After Sales. P- Number for buying experience is the only value in the table that is less than the significant value of .000. It demonstrates that the three asterisks were utilised in the analysis. It's the only certain variable that matters. A P-Value less than the significance threshold, such as purchasing experience, indicates a non-zero association between the variables and satisfaction.

The model took into account product quality, product pricing, purchasing experience, and after-sale satisfaction while using the Shopee application. Using the standardised coefficient beta, the model indicates that for every one standard deviation increase in product quality, satisfaction increases by 170 standard deviations. The remaining factors (product price, buying experience, and after-sales) are assumed to be constant in this study. Satisfaction rises by 0.89 standard deviation for every standard deviation increase in product price. The remaining factors (product quality, buying experience, and after-sales) are assumed to be constant in this study. Following that, for every increase in the standard deviation of the shopping experience, satisfaction will increase by 739 deviations. The remaining variables (product quality, product pricing, and after-sales) are assumed to be constant in this study.

Finally, each increase in the standard deviation of after-sales satisfaction decreases by 307. It implies that the other factors (product quality, price, and buying experience) are constant. Because there is just one relevant variable, changes in satisfaction are connected with changes in the population's purchase experience. As a result, it is the only variable supported in this study, whereas product quality, price, and after-sales are not. As a result, we may infer that H3 is approved, indicating that there is a positive association between purchasing experience and consumer pleasure.

1. Which factor has a strong correlation with consumer satisfaction?
2. How does Shopee do better to be one of the best e-commerce in Asia?

As noted in the preceding paragraph, the purchasing experience has a high correlation with buyer satisfaction. As a result, Shopee should keep in mind that the e-commerce purchasing experience will be mostly determined by the experience consumers had within the application

or website design. It also includes a number of other elements, such as trust (Ching et al., 2021). If Shopee takes into account Malaysian customer culture and creates an amazing payment area, it might provide Shopee a competitive advantage. Because Shopee fosters confidence between retailers and shoppers.

As a result, Shopee should be alert that various users react differently to their data (Asuhaimi et al., 2021). It is common practise in e-commerce to acquire personal information for delivery or payment purposes. Shopee, on the other hand, should take steps to guarantee that their customers' data is adequately safeguarded in order to develop solid foundations of confidence.

Besides from that, Shopee must be mindful that a pleasant shopping experience may result in more revenue, whereas a terrible one may result in lost income. Thus, having a plan in place when developing their application is one method Shopee may improve. Shopee may do this by guiding consumers through the entire purchasing experience from start to finish.

As an example, a potential consumer may require a new shoe since they plan to go running soon. They scrolled through any design that looked excellent while checking the Shopee app on their phone. This is where Shopee's app design comes into play. Consumers will have a better purchase experience if the sites are quick to load, have a straightforward design, and are compatible with a variety of devices.

A good image is worth a thousand words, or even a thousand bucks. It follows that an internet business must have an outstanding aesthetic appeal. That's because it's assumed to be a first impression, as if they were checking out things in a physical store. Neither to mention that e-commerce now features comment or review areas where customers may rate and comment on their purchasing experience. The major goal of this function is to allow two-way contact between the vendor and the customer. Thus, Shopee might play a part in ensuring that if a customer has a terrible experience, they can seek a refund or a change within a few days. Whenever the items don't even have any protection or warranty precautions on their website, the initial purchase was much less likely to occur (Akram, 2018).

Discussions

Based on prior studies, this study conducts theoretical research on the elements that impact consumers' online purchasing and extracts the important aspects that influence consumers' online shopping and combines them with the Shopee trading platform. This study's independent and dependent variable revealed a strong correlation that may impact Malaysian consumers' online buying intentions.

Shopee is urged to develop so that they may overcome such drawbacks with relevant recommendations. To increase product quality, a quality checking method is required. Before delivering a product, sellers guarantee that it is free of defects by inspecting each one individually. Each item that has been scrutinised by Shopee can be given the quality seal. It demonstrates that the goods sold on Shopee has been verified as good and has not been opened yet. Another strategy to assure quality of the product when it reaches buyers is to choose a dependable delivery service. Although Shopee's sellers have done their utmost to provide their product, shipping might undo all of their hard work. Delivery times get a huge

influence on product quality. Furthermore, prior literature found that consumers have a strong trust and believe Shopee was a secure and safe online shopping platform (Chong & Chow, 2023), that reinforce consumers perceptions on the quality. Past studies found experience, service quality, perceived value expectations and consequences of service evaluation defined the meaning of customer satisfaction (Tandon et al., 2017). A feeling of pleasure or disappointment which accompanied by a delightful or unhappiness determine customer satisfaction after comparing the expected performance with the actual performance of one particular product or service. In relation to the findings, customers believe that the performance of Shopee platform meeting their expectation which fulfill their needs and desires, thus, increase customers loyalty through repeated purchases in the Shopee platform. Additionally, convenience, ease of use, transaction safety and security contribute to the good or pleasant buying experiences as mentioned in the prior study (Goel et al., 2022; Venkatakrishnan et al., 2023) which enhance customers' purchase experience. Hence, perceived ease of use and convenience of Shopee online shopping platforms significantly impact customer satisfaction. Consumers' desire for convenience has grown as they devote less time to shopping and more to other interests. As a result, they have switched their attention and preference to online shopping rather than visiting brick-and-mortar stores (Duarte et al., 2018). According to Pansari and Kumar (2017), the ease of transaction significantly influences the online purchase experience, as people can be frustrated when they face difficulties during the payment process. Consumers execute the check-out process themselves using the online shopping platform, and the whole process may be completed within a minute to save customers time and effort. Mehmood and Najmi (2017) and Kin and Farida (2016) concluded that ease of transaction and consumer satisfaction are linked. Compared to traditional retailers, consumers who buy online must wait for their purchases to be processed, shipped, and delivered before getting their items. Javadi et al. (2012) suggested that an unfilled order might negatively influence the consumer's online experience, resulting in low customer satisfaction.

Online sellers should be aware of their position as well as the value of their product, and how much their prospective buyers are willing to pay for it. Additional fees, levies, and taxes were a source of anxiety for both sides. Before purchasing a goods, buyers will compare the pricing of that product to similar ones supplied by other suppliers. As a result, the vendor must establish a reasonable price. The consumer wants a product that meets his or her expectations in terms of quality. To avoid the fixed price high, the seller must continually make comparison offered by competitors to the rate offered by the seller. The word "free delivery" appears to be particularly sensitive in this and earlier study. Free delivery is more successful than a similar-sized discount in luring customers. Free delivery was identified as the most significant aspect determining consumer happiness in previous research, and it was the key reason consumers bought online.

Conclusion

Based on the study problem, aims, hypotheses, and discussion outcomes, the following conclusions may be drawn: the purchasing experience has a high correlation with buyer satisfaction. In order to be competitive, Shopee emphasis on user experience element in their shopping platform as they believe interaction with the end-user's is important towards customers satisfaction. Besides offering tangible rewards such as low-price guarantee, purchase warranty, sales promotional activities and credit facilities, Shopee also emphasises on the ease of use of the platform to enhance users' experience (Yo et al., 2021) which lead

to customers satisfaction. Hence, usability of the site or platform that enable the user to interact with the product or service such as design, presentation and description of the product information, short and quick transaction and completion time enhance user experiences which lead to customers delightful and happiness (Chai & Yat, 2019; Jiang et al., 2013; Duarte et al., 2018; Luarn & Lin, 2005).

Lastly, Shopee's online quality should be improved. Based to one survey, the web design accounts for 94% of first impressions. Even if the material appears to be useful, no one will like surveying it if the design is terrible. Good site design establishes trust and confidence. If your information is easily accessible and properly delivered, people are far more likely to have a favourable initial impression of your website. This study aims to help researchers and companies comprehend the factors that influence internet shopping satisfaction, which will benefit the developing online shopping or e-commerce sector

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