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DETERMINANT ANALYSIS OF SHOPEE APPLICATION USER SATISFACTION IN THE GREATER JAKARTA AREA (JABODETABEK): AN EMPIRICAL STUDY ON UI, UX, AND INFORMATION QUALITY

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Abstract

User Interface, User Experience, and Information Quality in a digital product serve as essential aspects through which users evaluate and measure how well the product aligns with their needs and expectations. This study examines the influence of User Interface, User Experience, and Information Quality on User Satisfaction, with a specific focus on the Shopee application—one of the leading e-commerce platforms in Southeast Asia. In today's rapidly evolving digital marketplace, understanding the determinants of user satisfaction is critical for improving engagement, loyalty, and overall satisfaction. This research adopts a quantitative approach designed to explain the relationship between independent and dependent variables. Data were obtained from 200 Shopee users located in the Greater Jakarta area (Jabodetabek) through a structured questionnaire. The sampling technique employed was Non-Probability Sampling using the Purposive Sampling method. The collected data were analyzed using multiple linear regression to evaluate the effects of User Interface, User Experience, and Information Quality on User Satisfaction. The results reveal that, simultaneously, these three variables have a significant and positive effect on User Satisfaction, contributing 28.4% to the overall variance, while the remaining 71.6% is influenced by other factors not included in this study. The findings underscore the importance of optimizing digital interfaces, enhancing user experience design, and ensuring high-quality information to maintain and improve user satisfaction. Furthermore, this research provides valuable insights for developers, designers, and e-commerce stakeholders to create more effective, user-centered applications, and contributes meaningfully to the academic literature on digital interaction and e-commerce development.

Keywords: Information Quality; User Satisfaction; User Interface; User Experience, Shopee

Introduction

The rapid evolution of digital technology has fundamentally transformed how people access and consume the internet. According to Data Reportal (2024), the number of internet users in Indonesia has consistently increased each year from 2018 to 2024, reaching a total of 185.3 million users in 2024 . This growth has encouraged companies to adopt and develop mobile applications to expand their products and reach existing internet users (Fauzansyah, 2024) . Advancements in digital technology have also made a substantial contribution to accelerating economic growth. Emerging sectors such as e-commerce have transformed consumer behavior and introduced new business opportunities that were previously unexplored. Conversely, companies that fail to adapt to digital transformation risk falling behind in an increasingly competitive market (Setiawan, 2023) . For instance, Sharia Banking has adopted and developed financial application systems (fintech) that are designed to provide convenience for consumers (Wibowo & Hariri Bin Bakri, 2024)

The emergence of numerous e-commerce platforms has intensified **competition** among companies. Therefore, e-commerce businesses must adopt effective strategies and continuously develop their mobile applications to attract users and enhance customer satisfaction. Within Indonesia, major e-commerce platforms like Shopee, Bukalapak, Zalora ID, and Tokopedia each offering unique features that appeal to different user segments, resulting in varying levels of user visits across platforms. According to Statista, Shopee was the most visited e-commerce platform in Indonesia in 2024, recording approximately 227.6 billion visits during the same period. In addition to leading in total visits, Shopee also achieved the highest growth rate in e-commerce traffic.

PT Shopee International is a company that operates the platform known as Shopee, which was launched in 2015. PT Shopee International places a strong focus on its mobile application. In product usage, user satisfaction serves as a key indicator of continued product adoption. This has created a phenomenon in which many people use the Shopee application, as it offers a more convenient, easy, and fast shopping experience. Convenience, ease of use, and speed can each be measured through various influencing factors.

This study incorporates a variety of theoretical perspectives to assess the impact of independent variables on user satisfaction. Research by Pitt et al. (1995), as referenced by Yindrizal, 2024) , indicates that information quality directly influences how satisfied users feel. Another study by (Wibowo & Hariri Bin Bakri, 2024b), found that ease of use within the user experience dimension has a notable effect on satisfaction, while (David, 2023), confirmed that both User Interface (UI) and User Experience (UX) contribute to user satisfaction with Tokopedia, both individually and collectively.

However, several issues have emerged with the current Shopee application. One of the main problems lies in the User Interface (UI) design, which is not optimized to function properly across various devices. For instance, inconsistent layouts on different screen sizes can disrupt user comfort (Wicahyono et al., 2024) . In addition, the researcher conducted a preliminary study by distributing questionnaires to identify problems experienced by Shopee users. The findings revealed several areas in need of improvement, such as excessive content density, suboptimal promotional font visibility, the absence of a dark mode, and a navigation system that is not yet intuitive. Users also reported frequent pop-up advertisements during shopping, overly crowded interface elements, and excessive or irrelevant information, such as promotions unrelated to user preferences. These findings prompted the researcher to conduct a study entitled "Determinant Analysis Of Shopee Application User Satisfaction In The Greater Jakarta Area (Jabodetabek): An Empirical Study On UI, UX, And Information Quality"

The aims of this study are as follows:

1. To determine whether User Interface has a significant individual effect on Shopee user satisfaction.
2. To examine if User Experience significantly and separately influences user satisfaction.
3. To assess whether Information Quality has a notable partial impact on user satisfaction.
4. To analyze the combined effect of User Interface, User Experience, and Information Quality on Shopee user satisfaction.

Theoretical Framework

Definition of User Satisfaction

Kotler (2005), as referenced in (Muspiha, 2023) , describes customer satisfaction as the emotional response—either positive or negative—that results from comparing a product's actual performance with one's expectations. (Wiwesa, 2021) further defines user satisfaction as how users perceive and react to their experiences with a product, service, or system. Essentially, user satisfaction indicates the degree to which a product or service fulfills or surpasses the needs and expectations of its users (Wiwesa, 2021).

Definition of User Interface

According to Enterprise (2024), the User Interface (UI) refers to the visual aspects of a digital product, such as an application or website, that connect users to the product's functionality. Meanwhile, Lastiansah (2012), as cited in Wiwesa (2021), defines the User Interface (UI) as the interaction between a program and its users.

Definition of User Experience

The International Organization for Standardization ISO 9241-210 (2009) defines User Experience (UX) as the collection of perceptions and responses a person has as a result of actual or anticipated use of a product, system, or service (Wiwesa, 2021).

Definition of Information Quality

According to Gustavson and Wanstrom (2009), as cited in Srimulyo (2023), state that information quality refers to how well information to meet users' explicit and implicit needs. Suwardjono (2001) further explains that information quality encompasses characteristics that make information useful and reliable for users, thereby supporting the decision-making process.

Previous Research

Table 1. Previous Research

No	Peneliti	Judul	Sumber	Hasil Penelitian
1.	David	Analysis of the Influence of Tokopedia Application's UI/UX on User Satisfaction.	Journal of Computer Science and Information Systems Volume 11, No. 2, 2023 ISSN 2302-8769	In conclusion, the User Interface (UI) and User Experience (UX) have a significant impact on user satisfaction in Tokopedia, both individually and collectively. These two factors collectively contribute 54.2% to user satisfaction. There is a positive correlation between UI/UX design and user satisfaction, indicating that improvements in Tokopedia's application interface and user experience will optimize overall user satisfaction.
2.	Ngurah Rangga Wiwesa	The Role of User Interface and User Experience in Managing Customer Satisfaction.	Journal of Applied Social Humanities Volume 3, No. 2, January–June 2021 P-ISSN 2622-1764	The results of this study indicate that User Interface (UI) and User Experience (UX) play an essential role in the development of digital products for applications.

No	Peneliti	Judul	Sumber	Hasil Penelitian
			| E-ISSN 2622-1152	The process involves several stages, starting from problem identification, research, analysis, UX design, UI design, development, and evaluation. Throughout this process, various parties are involved, including researchers, product designers, and content designers.

Research Hypotheses

Drawing upon the problem statement, literature review, and conceptual model, the following hypotheses have been formulated for this study:

Hypothesis 1

H_{01}: The User Interface does not have a significant individual impact on user satisfaction for Shopee application users.

H_{a1}: The User Interface has a significant individual impact on user satisfaction for Shopee application users.

Hypothesis 2

H_{02}: The User Experience exerts no significant partial influence on the satisfaction of Shopee users.

H_{a2}: It is presumed that there is a significant partial effect of the User Experience on User Satisfaction in the Shopee Application.

Hypothesis 3

H_{03}: Information Quality does not have a meaningful partial effect on user satisfaction when using the Shopee application.

H_{a3}: Information Quality has a meaningful partial effect on user satisfaction when using the Shopee application.

Hypothesis 4

H_{04}: Taken together, User Interface, User Experience, and Information Quality do not have a significant collective effect on Shopee user satisfaction.

H_{a4}: It is presumed that there is a significant simultaneous effect of User Interface, User Experience, and Information Quality on User Satisfaction in the Shopee Application.

Method

This research adopts a quantitative approach, focusing on gathering, analyzing, and interpreting numerical data (Hildawati et al., 2024) . The sampling process employed is Nonprobability Sampling, specifically using the Purposive Sampling technique. Nonprobability Sampling denotes a method in which not every individual in the population has an equal likelihood of being chosen (Winarni, 2021) . Purposive Sampling involves selecting participants based on specific predetermined criteria relevant to the study's objectives. For this research, the target sample comprised active Shopee users residing in the Greater Jakarta (Jabodetabek) region. Due to the indeterminate or effectively infinite size of the overall population, the study utilized the formula developed by Rao Purba (2019) to determine the minimum sample size. The calculation indicated that at least 96 respondents were needed; however, to enhance the representativeness of the findings, the researcher opted to survey a total of 200 users. Data collection was conducted through an online questionnaire distributed via Google Forms. The survey incorporated a Likert scale ranging from 1 to 5, offering the following response options: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

Results

Deskriptif Statistik

Table 2. Deskriptif Statistik

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
User Satisfaction (Y)	200	30	60	44.28	9.246
User Interface (X_1)	200	30	60	44.88	9.524
User Experience (X_2)	200	30	60	44.72	9.660
Information Quality (X_3)	200	20	60	44.86	9.877
Valid N (listwise)	200				

Source: Processed primary data (2025)

Descriptive statistical analysis reveals that for all variables, there are 200 valid data points. With regard to User Satisfaction (Y), the observed minimum score is 30,

while the highest is 60. The average (mean) stands at 44.28, accompanied by a standard deviation of 9.246. As the mean exceeds the standard deviation, it can be inferred that the spread of the data is not extensive, suggesting a relatively consistent distribution of values.

Uji Normalitas

Table 3. Test of Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	0
	Std. Deviation	776.481.994
Most Extreme Differences	Absolute	0.047
	Positive	0.047
	Negative	-0.025
Test Statistic		0.047
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed primary data (2025)

The normality assessment performed through the Asymptotic Significance approach yielded a significance value of 0.200, which surpasses the 0.05 threshold. This outcome demonstrates that the dataset follows a normal distribution

Multiple Linear Regression

To evaluate the influence of User Interface, User Experience, and Information Quality on User Satisfaction, this research utilizes multiple linear regression analysis. The outcomes of this regression analysis are detailed below:

Table 4. Results of Multiple Linear Regression Analysis

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15.798	3.276		4.823	0
User Interface (X_1)	0.165	0.07	0.17	2.370	0.019
User Experience (X_2)	0.335	0.068	0.35	4.919	0
Information Quality (X_3)	0.136	0.065	0.145	2.097	0.037

a. Dependent Variable: User Satisfaction (Y)

Source: Processed primary data (2025)

$$Y = 15{,}798 + 0{,}165X_1 + 0{,}335X_2 + 0{,}136X_3 + 3{,}276$$

Based on the multiple linear regression equation above, the explanation is as follows:

1. If the User Interface (X_1), User Experience (X_2), and Information Quality (X_3) variables are absent, the User Satisfaction (Y) variable will still be influenced by other factors. The constant (a) value is 15.798.
2. If the User Interface (X_1) increases by 1%, User Satisfaction (Y) will increase by 0.165. Conversely, if the User Interface (X_1) decreases by 1%, User Satisfaction (Y) will also decrease by 0.165, assuming other variables remain constant.
3. If the User Experience (X_2) increases by 1%, User Satisfaction (Y) will increase by 0.335. Conversely, if the User Experience (X_2) decreases by 1%, User Satisfaction (Y) will also decrease by 0.335, assuming other variables remain constant.
4. If the Information Quality (X_3) increases by 1%, User Satisfaction (Y) will increase by 0.136. Conversely, if the Information Quality (X_3) decreases by 1%, User Satisfaction (Y) will also decrease by 0.136, assuming other variables remain constant.

Partial Hypothesis Test (t-Test)

Table 5. t-Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.798	3.276		4.823	0
	User Interface (X_1)	0.165	0.07	0.17	2.370	0.019
	User Experience (X_2)	0.335	0.068	0.35	4.919	0,000
	Information Quality (X_3)	0.136	0.065	0.145	2.097	0.037

a. Dependent Variable: User Satisfaction (Y)

Source: Processed primary data (2025)

Analysis of the sample data reveals that the User Interface variable (X_1) recorded a t-value of 2.370, surpassing the critical t-table value of 1.972, with a significance level of 0.019, which is below 0.05. In a similar vein, the User Experience variable (X_2) produced a t-value of 4.919, also higher than the t-table benchmark, with a significance level of 0.000, indicating strong statistical significance. The Information Quality variable (X_3) yielded a t-value of 2.097, again exceeding the t-

table value, with a significance level of 0.037, which is less than 0.05. These findings collectively suggest that, when considered individually, User Interface (X_1), User Experience (X_2), and Information Quality (X_3) all exert a notable and significant effect on User Satisfaction (Y).

Simultaneous Hypothesis Testing (F-Test)

Tabel 6. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.012.562	3	1.670.854	27.295	.000[b]
	Residual	11.998.193	196	61.215		
	Total	17.010.755	199			

a. Dependent Variable: Kepuasan Pengguna (Y)

b. Predictors: (Constant), Information Quality (X_3), User Experience (X_2), User Interface (X_1)

Sumber : Data primer yang diolah (2025)

Examination of the sample data in Table 4.28 shows that the computed F-value is 27.295, which surpasses the F-table benchmark of 2.65. Additionally, the significance level stands at 0.000, which is less than 0.05. These results demonstrate that, collectively, the User Interface (X_1), User Experience (X_2), and Information Quality (X_3) variables exert a significant impact on User Satisfaction (Y).

Coefficient of Determination

Table 7. Results of the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543[a]	0.295	0.284	7.824

a. Predictors: (Constant), Information Quality (X_3), User Experience (X_2), User Interface (X_1)

Source: Processed primary data (2025)

The coefficient of determination analysis shows an Adjusted R Square value of 0.284, meaning that User Interface (X_1), User Experience (X_2), and Information Quality (X_3) together account for 28.4% of the variation observed in User

Satisfaction (Y). The other 71.6% is attributed to variables not examined within the scope of this research.

Discussion

During the course of this research, data was gathered from a sample of 200 participants. The evaluation process commenced with the assessment of the research statements via instrument validation, involving both validity and reliability checks on an initial group of 30 respondents. The findings indicated that all items met the necessary standards, with r-calculated values exceeding 0.3610 and Cronbach's Alpha values greater than 0.60. Each variable—X1, X2, X3, and Y—consisted of 12 statements, all of which passed the validity and reliability screenings. Following these successful tests, the questionnaire was distributed further until responses from 200 participants were collected. Demographic analysis showed that most respondents were female (53.5%), with the majority aged between 13 and 28 years (167 individuals, or 83.5%). Additionally, students comprised the largest occupational group, making up 74% of the sample (148 respondents).

1. The Effect of User Interface (X_1) on User Satisfaction (Y)

Analysis of the data supports the acceptance of Ha and the rejection of H0 for the first hypothesis, with a regression coefficient of 0.165. The partial hypothesis test revealed a t-value of 2.370, surpassing the critical value of 1.972, and a significance level of 0.019, which is below the 0.05 threshold. These results indicate that the User Interface (X_1) has a statistically significant and positive effect on User Satisfaction (Y). This suggests that users are more likely to select Shopee as their go-to e-commerce platform due to its attractive and functional interface, which was rated highest among the interface attributes. Furthermore, Shopee's consistent and intuitive feature layout received top marks, reinforcing these findings. This outcome aligns with the work of David (2023), who also found a significant positive relationship between User Interface and User Satisfaction.

2. The Effect of User Experience (X_2) on User Satisfaction (Y)

For the second hypothesis, the results indicate that Ha is accepted while H0 is rejected, with a regression coefficient of 0.335. The partial test produced a t-value of 4.919, well above the t-table value, and a significance level of 0.000, confirming statistical significance. This demonstrates that User Experience (X_2) has a meaningful and positive impact on User Satisfaction (Y). In practice, users are drawn to Shopee because the app's navigation is thoughtfully designed, making it straightforward to locate desired features—an aspect that received the highest evaluation for this variable. This conclusion is in line with the research by Tobing

et al. (2023), which also identified a strong and positive link between User Experience and User Satisfaction.

3. **The Effect of Information Quality (X_3) on User Satisfaction (Y)**

Similarly, the third hypothesis was supported, with Ha accepted and H0 rejected. The regression coefficient was 0.136, while the t-value reached 2.097—again exceeding the reference value—with a significance level of 0.037. This confirms that Information Quality (X_3) exerts a significant and positive effect on User Satisfaction (Y). Users prefer Shopee, in part, because the information provided by the app accurately reflects real-world data, which received the highest score for this variable. These findings are consistent with the research by Agustina Rahayuningtyas (2022), who also reported a significant positive influence of Information Quality on User Satisfaction.

4. **The Combined Impact of User Interface, User Experience, and Information Quality on User Satisfaction**

Analysis of the data for the fourth hypothesis showed that Ha is accepted and H0 is rejected. The observed F-value was 27.295, substantially higher than the F-table value of 2.65, with a significance level of 0.000, indicating strong statistical significance. This means that, taken together, User Interface (X_1), User Experience (X_2), and Information Quality (X_3) significantly affect User Satisfaction (Y) for Shopee users in the Greater Jakarta (Jabodetabek) region. The coefficient of determination test revealed that these three variables collectively account for 28.4% of the variance in User Satisfaction, while the remaining 71.6% is explained by factors not included in this research. These findings concur with David's (2023) study, which also established that User Interface, User Experience, and Information Quality together have a positive and significant impact on User Satisfaction.

Conclusion

This research set out to explore whether User Interface, User Experience, and Information Quality each have an impact—individually and collectively—on User Satisfaction with the Shopee application in the Greater Jakarta (Jabodetabek) region. The main findings are outlined below:

1. There is a positive relationship between User Interface and User Satisfaction among Shopee users in Jabodetabek. This is reflected in the simple linear regression model: $Y = 15.798 + 0.165X_1$. In practical terms, a 1% increase in User Interface (X_1) leads to a 0.165 rise in User Satisfaction (Y), while a 1% decrease results in a 0.165 drop, provided other factors remain unchanged.

The statistical analysis supports this, with the t-value for User Interface (2.370) exceeding the critical value (1.972) and a significance level of 0.019, which is below 0.05. These results confirm that User Interface (X_1) exerts a significant and positive effect on User Satisfaction (Y).

2. User Experience also has a positive effect on User Satisfaction with the Shopee app in Jabodetabek. According to the regression equation: Y = 15.798 + 0.335X2, each 1% improvement in User Experience (X_2) boosts User Satisfaction (Y) by 0.335, and a 1% decline causes a reduction of 0.335, assuming all else is constant. The analysis further shows that the t-value for User Experience (4.919) is well above the threshold (1.972), with a highly significant p-value of 0.000. This provides strong evidence that User Experience (X_2) positively and significantly influences User Satisfaction (Y).
3. Information Quality also positively affects User Satisfaction with Shopee in Jabodetabek. The regression formula is: Y = 15.798 + 0.136X3, indicating that a 1% increase in Information Quality (X_3) enhances User Satisfaction (Y) by 0.136, while a 1% decrease reduces satisfaction by the same amount, holding other variables constant. The statistical test for this variable yields a t-value of 2.097, which exceeds the benchmark (1.972), and a significance level of 0.037. This demonstrates that Information Quality (X_3) has a significant and positive impact on User Satisfaction (Y).
4. In addition, User Interface, User Experience, and Information Quality together have a significant combined effect on User Satisfaction for Shopee users in Jabodetabek. The collective impact is supported by an F-value of 27.295, which is much greater than the F-table value of 2.65, and a significance level of 0.000. The coefficient of determination indicates that these three variables jointly account for 28.4% of the variation in User Satisfaction, while the remaining 71.6% is attributable to other factors not examined in this research. This supports the acceptance of Ha and the rejection of H0 for the fourth hypothesis.

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