THE INFLUENCE OF E-COMMERCE (CASE STUDY ON THE SHOPEE APPLICATION) ON INTEREST IN BUYING ADULT MEN'S CLOTHING AMONG MANAGEMENT PROGRAM STUDENTS, FACULTY OF ECONOMICS PALEMBANG UNIVERSITY

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Abstract:

Digital marketing is present as a new innovation in the world of marketing. Digital marketing is the process of marketing a product or service via digital means or the internet. Nowadays, people can choose to make purchases online or conventionally. Marketing via the internet allows customers to choose the product or service they want without having to waste time going to the place where they need the product or service. The aim of this research is to examine the influence of e-commerce on interest in purchasing adult clothing among students at the economics faculty at Palembang University. The sample in this research was male students from the Management Studies program, Faculty of Economics, Palembang University. The research method is presented quantitatively, based on questionnaires distributed to respondents. Next, the data was processed using the SPSS 26 program. The final aim of this research is to find out whether all the indicators in the e-commerce variable have an effect on the purchase interest variable.

Keywords: e-commerce, purchase interest, digital marketing

INTRODUCTION

In the era of globalization, the development of technology is increasingly rapid, and everyone can now use technology in everyday life. Along with that, mobile phones (mobile phones) have evolved into smartphones (smartphones), and the field of communication is also growing, such as the ability to access the internet through smartphones. With this development, the internet can be a potential market for business people.

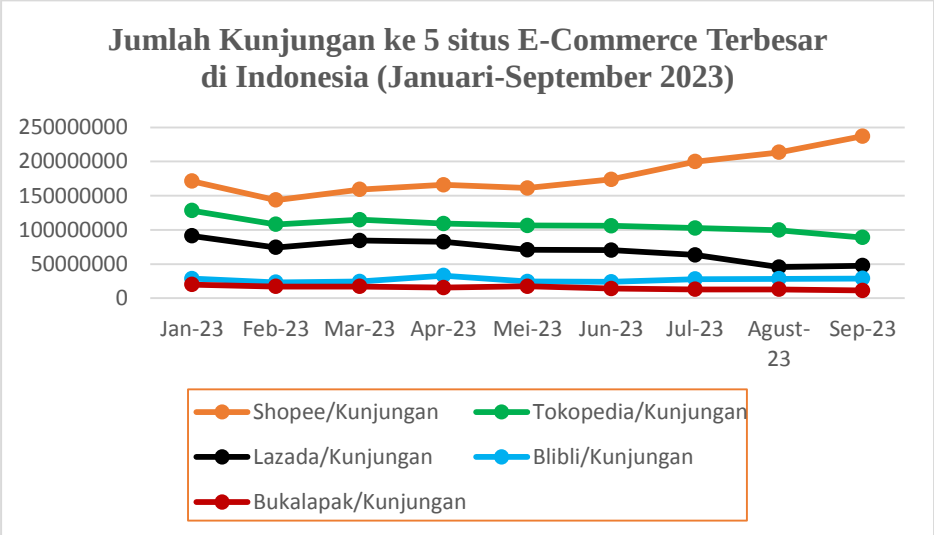
On this occasion, business people use the internet as a business consultant who offers freedom and flexibility to run his business anytime, anywhere without knowing the limitations of location and time. Technology is growing every day, especially in the current era of the Industrial 4.0 revolution, the use of technology and the internet is increasingly easier and accelerates in supporting activities. Indonesia is also a developing country and its society is very open to new technology (Hermawan, 2018).

Indonesia is one of the countries with the most internet users in the world. As of January 2022, the country had 204.7 million internet users, according to a report (We Are Social, 2022). This figure is slightly increased 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia reached 202.6 million. The trend in the number of internet users in Indonesia has continued to increase over the past five years. Compared to 2018, the number of internet users in the country is currently growing 54.25%.

While internet penetration in Indonesia is estimated at 73.7 million at the beginning of 2022. The total population of Indonesia as of January 2022 was recorded at 277.7 million people (Annur, 2022).
Digital marketing is a new innovation in the world of marketing. Digital marketing is the process of marketing a product or service through digital or internet. In Indonesia, digital marketing has been very developed. By using a computer system that is interconnected through a telecommunications network, sales transactions can be done automatically and in a short time. By making sales and marketing electronically, sellers can minimize the costs that must be incurred for operational purposes.

E-Commerce is a sales system that developed after the invention of the Internet. Such marketing or sales systems can reach the whole world at the same time without having to set up branch offices in all countries. In addition, it can also be done 24 hours without stopping. By simply through a computer unit connected to the Internet, the company can market its products. (Arifin, 2003: 101).
The community consumption style that was originally from a conventional store to an online store has been shifted by the pattern of community behavior (Subayo, Tukidi, & WV, 2019). But there are also people who see products in the store directly, but make purchases online. This happens because conventional stores are considered more real because they have a location and physical wake that can be visited by the public directly so that customers can assess the product they want to buy whether it is in accordance with their expectations.
Marketing through the internet makes customers able to choose the product or service they want without having to waste time to go to the place where they need the product or service. Marketing through digital marketing requires products or services first, then to display products or seller services requires a website or application related to the process of buying and selling and uploading the choice of products or services available.
With a variety of choices of products and services provided to make its own appeal on a website, as well as applications related to buying and selling for consumers. Consumers can more freely choose products or services with a variety of choices and varying prices. There are many sites and applications that are provided today. Competing with each other to become a platform that provides convenience for sellers to sell products and services and buyers to find the desired products and services. Some examples of sites and applications to buy and sell products and services such as Tokopedia, Ebay.com, blibli.com, Lazada.co.id, Amazon.com, Zalora and Shopee.
As for the interest in buying consumers in online stores today has been favored by all circles. Both men and women, old and young. Everything is now switching online. Because there is no need to take the time to go directly to the store that sells the desired goods and also the availability of many variations of products and services and also the diverse prices that we can adjust to the budget we have.
One of the E-Commerce sites that offer goods and services in Indonesia is one of the Shopee applications. Shopee is a business-based electronic website that has its headquarters in Singapore, which is part of Sea Limited (formerly Garena), founded by Forrest Li in 2009. In 2015, Shopee was first launched in Singapore. And it has since been extended to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Chris Feng was the leader of Shopee at the time, who was also a former Rocket Internet employee who had led Bukalapak and Lazada.
According to Similarweb data, Shopee is currently an E-Commerce site category marketplace with the most visitors in Indonesia. In September 2023 the Shopee site received 237 million visits, sperting about 38% compared to the early position of the year (ytd). The growth of Shopee visitors is far beyond its main competitors, namely Tokopedia, Lazada, Blibli, and

Bukalapak. In September 2023 the Tokopedia website recorded 88.9 million visits, slumping 31% compared to the beginning of the year (ytd). In the same period the acquisition of Lazada site plummeted 48% (ytd) to 47.7 million visits, the Blibli site grew 1% (ytd) to 28.9 million visits, and the Bukalapak site slumped 44% (ytd) to 11.2 million visits. As a result, of the 5 sites, the largest category of marketplaces in Indonesia, whose visitors grow significantly only Shopee, followed by Blibli visitors who rise thinly. While the number of visitors to Tokopedia, Lazada, and Bukalapak in January-September 2023 tends to drop sharply, as seen on the chart (Hidayat, 2023).Gambar 1 Grafik Pengunjung E-Commerce Di Indonesia



Source : https://databoks.katadata.co.id

In April 2020, Shopee Indonesia began promoting fast food sales on the Shopee platform. It is now the third vendor to compete with Gofood and GrabFood. Called Shopeefood, the program recruits more than 500 food vendors in the Jakarta area. Shopee also provides a means for everyone who wants to sell, anyone and wherever they can open their own online store to get buyers from all people in Indonesia. Individual users and companies can buy and sell products, both new and used, such as bicycles, baby supplies, gadgets, gadgets, computers, home appliances, fashion, electronics and others.

This research was conducted to find out if several factors resulted in a positive influence on the interest in the purchase of goods in E-Commerce in the community in the Palembang University. Some factors include payment methods, ease of use of applications, reviews / feedback, website design, availability of goods, product details, social media activities, time efficiency, goods prices, and advertising. Therefore, the author chose the study with the title "The Influence of E-Commerce (Shopee Application) on the Interest in Buying Adult Men's Clothing on Students of the Management Study Program of the Faculty of Economics of Palembang University".

LITERATURE REVIEW

2.1.2 Digital Marketing

Digital marketing is a process of planning and implementing concepts, ideas, prices, promotions, and distribution. In simple terms, it can be interpreted as the development and maintenance of a mutually beneficial relationship between consumers and producers. Digital marketing uses the development of the digital world to do advertising that is not touted directly but has a very influential effect (Heidrick and Struggles, 2009).

According to Ridwan Sanjaya and Josua Tarigan (2009) digital marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mails, adwords, and various social media networks.

Based on the understanding of experts, researchers conclude that digital marketing is a marketing activity where the planning and implementation of concepts, ideas, prices, promotions and distributions that use various media. For example, blogs, websites, e-mails, adwords, and various social media networks that have a very influential effect on a company to introduce and in the process of buying and selling products.

2.1.4 E-Commerce

E-Commerce or called Electronic commerce is a business tool that uses computer networks. E-commerce has been known since 20 years ago, namely since the end of the 70's and the beginning of the 80's. The first generation of E-Commerce is carried out only between companies in the form of buying and selling transactions facilitated by Electronic Data Intechange (EDI) in buying and selling transactions through electronics, many legal aspects that come into direct or indirect contact.

According to Laudon & Laudon (1998), E-Commerce is a process of buying and selling products electronically by consumers and from companies to companies with computers as an intermediary for business transactions. E-Commerce are business activities that concern consumers, manufacturing, service providers, and intermediary merchants using computer networks, namely the internet.

According to Bajaj & Nag (2000), E-Commerce helps conduct traditional commerce through new ways of transferring and processing information, as information is at the core of all commercial activities. E-Commerce refers to the exchange of business information using electronic data exchange, electronic mail, electronic bulletin board, electronic fund transfer, and other network-based technologies. Information is electronically transferred from the computer to the computer by automated means.

The city & Whinnston (1997) review the definition of E-Commerce from four perspectives, namely:

a. A perspective of communication, E-Commerce is a process of delivering goods, services, information, or payments over a computer network or other electronic equipment.

b. Business process perspective, E-Commerce is an application of technology that leads to automation of business transactions and workflow.

c. Service perspective, E-Commerce is a tool that meets the desires of companies, management, and consumers to reduce service costs when improving the quality of goods and improving the speed of delivery services.

d. Online perspective, E-Commerce provides the ability to buy and sell products or information through the internet and other online means.

There are many reasons why people shop online, for example, consumers can buy things at any time without going to the store; they can produce the same at a lower price by comparing various websites at the same time; they sometimes want to avoid pressure when interacting face-to-face with salespeople; they can avoid traffic jams in the store, etc. These factors can be summarized into four categories, convenience, information, available products and services, cost and time efficiency (Katawetawaraks & Wang, 2011).
E-Commerce includes a variety of forms of information exchange processes between organizations and stakeholders based on electronic media connected to the internet (Agus & Pratama, 2015). E-Commerce transactions like this are not something new in Indonesia, even growing very rapidly to date

Ease of Use
Ease of use can be referred to as a level or circumstance where there is no effort needed to use a particular system (free) or the user feels the technology is easy to understand. (Andrianto, 2016).
Ease of use becomes the level where an individual believes that an application can be easily understood. From this explanation it can be concluded that the ease of use of the application is able to reduce business, both energy and time a person in learning an application. The perception of ease of use is defined as the extent to which a person believes that using a technology will make us free from effort (Jogianto, 2007).
A person will use an information system if they think the hat is easy to do. But if it feels difficult, users will not be interested in using it. This view of ease of use will have an impact on behavior, which the higher a person's view of the ease of using the system, the higher the level of usefulness of information technology. In ease of use there are six indicators, including:
a. Easy to learn, to make it easier for users to adapt and understand an application, the application must be easy to learn.
b. Controllable, the application must be easily controlled in order to be used according to the needs of the user.
c. Clear and Understandable, the application must be clear to be easy to understand, in terms of content to the terms used.
d. Flexible, the application must be flexible to be suitable for use whenever the user wants to use it.
e. Easy to become skillful, the application must be easy to understand, so that users can master the use of the application easily.
f. Easy to use, the application must be easy to use so that users do not have difficulty in using it. Ease of use of technology helps consumers in making purchasing decisions. From this definition it can be concluded that comfort is a measure of trust. If the technology or website is easy to use and there are no transactions that can affect consumer interest in transacting online.

Payment Method
With the development of technology today, business interaction also undergoes a very rapid change following all developments that exist. Transactions are usually done face-to-face and have now been replaced by an online system.

In this case, for example, Shopee. Payment can be made by transfer via ATM or mobile banking, payment in cash through Indomaret or Alfamart, payment through shopee pay which must top up the balance of shopee pay first, up to the way COD (Cash on Delivery), which is cash payment is made directly when the goods come. The payment method in Shopee can also be trusted by users because if they have made payments but goods are not received, consumers can complain directly to Shopee customer service so that money can be returned.
But if the goods come in no match, the user can apply for a return of the item, then the goods are exchanged or the money is returned. So in this case the payment method in the online store in Shopee greatly facilitates consumers because there is a lot of choice of payment methods depending on that consumers want.

Feedback

Reviews that include images determine the quality of the actual goods, such as color problems, specifications inconsistency, problems with use and problems on high quality, to good experience (Saripa, 2019). Product rating is a review of a tuth, image, or video given by the customer about a product (Nurul, Soewarno, & Isalita, 2019). From this definition, it can be concluded that product reviews are writings that are consciously written by consumers in columns provided by E-Commerce where the actual quality of goods can be assessed. Color problem, unsuitable specifications, usage issues, or superior quality and experience.
There are several sellers in the online store providing information on their products such as color, size, or material not in accordance with the products they sell so that consumers are hesitant to do online shopping. The quality of the sales relationship and the performance of the company can be affected by customer trust or orientation (Herman, Udayana, & Farida, 2020), so that a good company must be able to convince customers to make a purchase. Before a consumer buys a product, the seller must be able to generate consumer confidence in a product they sell in order to attract attention and make consumers confident about the product and decide to buy it.
The current community purchase decision also relies on an online store that provides a product assessment report or review from someone who has purchased the product as a consideration in online shopping. The Shopee application also provides a payment guarantee if the product has not reached the hands of consumers or is not sent. Shopee provides a 24-hour live chat feature, and ensures consumer personal data information is not leaked. This raises consumer confidence in the products sold in Shopee. The quality of information and security in Shopee is able to generate the trust of users so that there is a decision to buy Shopee products.

Purchase Intention

The purchase intention relates to the consumer's plan to buy a particular product and how many units of the product are needed over a period of time (Mellarianda & Lisan, 2010). Interest in buying a product arises because of the basis of confidence in the product accompanied by the ability to buy Simamora products, 2011). The buying interest is what happens after someone is inspired by what he sees and then wants to buy to then have it (Karimi, 2013). Product advertising, lifestyle, and celebrity endorser can jointly influence positively and significantly to consumer buying interest, and advertising messages cannot positively affect consumer buying interest (Lapera, 2013).
Interest in buying consumers becomes one part of the component in the attitude of consumers in consuming a product. A consumer who wants to make ends meet will realize depending on the interest that arises in making a purchase, which will bring motivation in the person's mind into a strong activity to do, which ultimately they have to obey the mind. As Setiawati shows, a person who has a high motivation for a particular object will be motivated to act to master a

product. Conversely, if the motivation is low, then he will try to avoid the object in question (Setiawati, 2015).

RESEARCH METHOD

This research is intended for consumers or users of Shopee E-Commerce platform as a means of shopping online, especially for Students of Management Study Program of the Faculty of Economics of Palembang University who are male. The research will be carried out in December 2023-February 2024.

In conducting research so as not to deviate from the formulation of existing problems, the authors emphasized the discussion on the influence of the ease of use of applications, payment methods and reviews / feedback in E-Commerce on the interest in buying men's clothing in the Student of Management Study Program of the Faculty of Economics of Palembang University.

This type of research is quantitative research by looking for associative relationships that are cadical. Sugiyono (2008: 36) states that associative research is research that is in question the relationship between two or more variables. A cadre relationship is a cavy-cause relationship.

According to Sugiyono (2015) the population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions.

The population in this study is a Student of Management Study Program of the Faculty of Economics of Palembang University of Men who are consumers or users of the E-Commerce Shopee platform. The population is determined based on the number of students. Based on the understanding of the population in this study, the Student of the Management Study Program of the Faculty of Economics of the University of Palembang with the gender of 112 people from a total of 4 generations. With the criteria of respondents is a male student of the management program of the faculty of economics of the University of Palembang. The number of samples to be used is 112 people, according to the total number of male students of the Faculty of Economics Management Study Program of Palembang University.

RESULTS

Respondent Characteristic

Gender

Respondents from this study are students of the economics faculty of the management program of Palembang University who are recorded as active students of the male sex. Here are the characteristics of the respondent's data that the author got.

Table 4.1 Gender

	Frequency	Percent
Male	112	100,0
Total	112	100,0

Sourde: Data processing 2024

According to the data above, 112 male respondents were obtained from students of the faculty of economics of the management program of Palembang University.

Ages

Tabel 4.2 Ages

		Frequency	Percent
Valid	18 - 25 tahun	84	75,0
	26 - 35 tahun	28	25,0
	Total	112	100,0

Sourde: Data processing 2024

Based on Table 4.2 above it can be known that the age of male students of the faculty of economics of the management program of Palembang University is taken as a sample, which is aged 18-25 years as much as 84 people or 75%, while respondents aged 26-35 years as many as 28 people or 25%. This shows that most of the students of Palembang University who are sampled are students aged 18-25 years.

Entry Years

Table Entry Years

		Frequency	Percent
Valid	2020 - 2021	32	28,57
	2021-2022	21	18,75
	2022 - 2023	28	25,00
	2023 -2024	31	27,68
	Total	112	100,0

Sourde: Data processing 2024

According to the table data above, the total number of respondents is 112 spread from 4 active student classes of the Faculty of Economics Management Study Program of Palembang University.

4.1.4 Quality Data Test

a. Validity Test

Test of validity (Test of validity) is done to find out whether the measuring instrument that has been stacked has validity or not. The result will be shown by an index to the extent to which the measuring instrument really measures what it wants to measure.

From the results of the analysis in can be the score of the item with the total score. This value is then compared to the r value of the table. R table is searched at 5% significance with 2-sided test and n = 12, then it can r table amounting to 0.1857. if the r value of the analysis results is less than r table, it can be concluded that the items are not significantly correlated with the total score (asc stated invalid) and must be issued or corrected. Here is the summary table of validity test results

Tabel 4 3 Validity Test

Items	R count	R table	information
x1.1	0.957	> 0.1857	valid
x1.2	0.945	> 0.1857	valid
x1.3	0.885	> 0.1857	valid
x1.4	0.898	> 0.1857	valid
x2.1	0.965	> 0.1857	valid
x2.2	0.830	> 0.1857	valid
x2.3	0.853	> 0.1857	valid
x2.4	0.858	> 0.1857	valid
x3.1	0.943	> 0.1857	valid

x3.2	0.902	> 0.1857	valid
x3.3	0.926	> 0.1857	valid
x3.4	0.927	> 0.1857	valid
y1	0.953	> 0.1857	valid
y2	0.854	> 0.1857	valid
y3	0.944	> 0.1857	valid
y4	0.932	> 0.1857	valid
y5	0.860	> 0.1857	valid
y6	0.758	> 0.1857	valid

Sourde: Data processing 2024

Based on the data above all the valid data so that the data can be continued for the next test.

b. Reliability Test

According to Sugiyono (2021), the reliability test is a tool for measuring the level of reliability, accuracy, rigor, and consistency of indicators in the questionnais. The reliability test is also used to test whether the questionnaisary questioning item or instrument is an indicator of a variable or construct.

Sugiyono stated that the research instrument can be said to be reliable if the value of Cronbach Alpha is 0.6 or more.

Tabel 4 4 Reliabilitas Variabel

Sourde: Data processing 2024

Variabel	Cronbach's Alpha	Standard	Information
X1	0,941	0,6	Reliable
X2	0,898	0,6	Reliable
X3	0,941	0,6	Reliable
Y	0,944	0,6	Reliable

Based on the calculation results above the value of the croonbach alpha of these 4 variables is greater than 0.6 so it can be stated that the data is reliable.

4.1.5 Hypothesist

a. Determination Test (R^2)

The coefficient of determination (R2) is used to measure how far the model is capable of explaining the variation of dependent variables. The greater the Adjusted R2 value or the closer the value of 1 the more independent the variable can explain the dependent variable or the greater the effect on the dependent variable (Ghozali, 2020).

Table 4 5 Determination Test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923[a]	0,852	0,847	2,029

Source: Data processing 2024

Based on the output table of the summary model above, it is known that the value of R is 0.923 which means the effect tends to be strong because it is close to the value of 1. coefficient of determination or R square is 0.852. The magnitude of the determination coefficient (R square) is 0.852 or equals 85.2%. The figure means that the variable Ease of Application (X1), Payment Method (X2), Review/Feedback (X3) simultaneously affects the Buying Rate (Y) variable of 85.2%. While the remaining (100%-85.2% = 14.8%) is influenced by other variables outside of this regression equation or unresearched variables.

Multiple Linear Regression

The regression testing in the study was conducted with the help of IBM SPSS Statistic 26 software.

Tabel 4 6 **Multiple Linear Regression results**

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,498	1,167		-0,426	0,671
	Kemudahan	-0,009	0,078	-0,006	-0,115	0,909
	pembayaran	0,459	0,094	0,272	4,893	0,000
	ulasan	1,027	0,093	0,707	11,039	0,000

b. *Sourde: Data processing 2024*

c. The table above informs the model of the regression equation obtained with the constant coefficient and the coefficient of the variable in the Unstandardized Coefficients column B. Based on this table obtained the model of the regression equation: Y = -0,498 – 0.009X1 + 0.459X2 + 1,027X3 + e

d. 1) The constant value (a) has a negative value of -0.498. Negative signs mean that it indicates an undirected influence between the independent variable and the dependent variable. This indicates that if all the independent variables that include Ease of Application Use (X1), Payment Method (X2), and Review/Feedback (X3) are worth 0 percent or do not change, then the value of Buy Interest is -0.498.

e. 2) The value of the regression coefficient for the Ease of Application Use (X1) is -0.009. The value shows a negative influence (opposasing direction) between the variable Ease of Application Use and Buy Interest. This means that if the Ease of Application Usage variables increase by 1%, then instead the tax aggressiveness variable will decrease by 0.009. Assuming that the other variables remain constant.

f. 3) The regression coefficient value for the Payment Method (X2) variable has a positive value of 0.459. This indicates that if the Payment Method has increased by 1%, then the tax aggressiveness will rise by 0.459 assuming other independent variables are considered constant. Positive signs mean showing a direct influence between independent variables and dependent variables.

g. 4) The regression coefficient value for the Review/Feedback variable (X3) has a positive value of 1.027. This indicates that if the capital intensity has increased by 1%, then tax aggressiveness will rise by 1,027 assuming other independent variables are considered constant. Positive signs mean showing a direct influence between independent variables and dependent variables.

h. T test

According to Ghozali (2018), the regression model used in this study is a simple linear regression analysis. Multiple linear analysis is done with the aim to determine the

direction of the influence of free variables on bound variables, whether the effect is positive or negative.

The partial hypothesis testing aims to determine the influence and significance of each independent variable on dependent variables. This test is done with a test-t at a 95% confidence level with the following conditions:

H0: When p-value > 0.05, then H0 is accepted and Ha is rejected.

Ha: If p-value < 0.05, then H0 is rejected and Ha is accepted.

The results of the test-t calculation in this study can be seen in the following table based on the testing of variable (X) influence of Ease of Application Use, Payment Methods, Reviews / Feedback on Variables (Y) Interest in Buying Students of the Faculty of Economics Prodi Management University of Palembang.

Tabel 4 7 T test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,498	1,167		-0,426	0,671
	kemudahan	-0,009	0,078	-0,006	-0,115	0,909
	pembayaran	0,459	0,094	0,272	4,893	0,000
	ulasan	1,027	0,093	0,707	11,039	0,000

Sourde: Data processing 2024

1) Ease of Use

The output of the data is processed with SPSS that partially Ease of Application Use does not have a positive and insignificant effect on Buy Interest with a significance level of 0.909 > 0.05 as mentioned in the table above.

In the table above the variable Ease of Use Application does not have a positive effect and is not significant to the Interest of Buying obtained t count -0.115 < t table 1,98137 so that it is rejected Ha and Ho accepted that the Interest of Buying Students of the Faculty of Economics Prodi Management of Palembang University Thus the hypothesis does not succeed in confirming theoretical empirically.

Payment Method

Output data is processed with SPSS that partially Ease of Application Use has a positive and significant effect on Buy Interest with a level of significance of 0.00 < 0.05 as mentioned in the table above.

In the table above the variable Payment Method has a positive and significant effect on the Interest of Buying is obtained to count 4.893 > t table 1,98137 so that Ho is rejected and Ha accepted that there is a significant influence on the Interest of the Student Purchase of the Faculty of Economics Prodi Management of the University of Palembang Thus the hypothesis successfully confirms theoretically empirically.

Feedback

Output data is processed with SPSS that partially Ease of Application Use has a positive and significant effect on Buy Interest with a level of significance of 0.00 < 0.05 as mentioned in the table above.

In the table above the Varieties Review / Feedback has a positive and significant effect on the Interest of Buying is obtained t count 11,039 > t table 1,98137 so that Ho is rejected and Ha accepted that there is a significant influence of Payment Method on the Interest of Buying students of the Faculty of Economics Study Program Management University of Palembang Thus the hypothesis successfully confirms theoretical empirically.

F test

The F-statistical test is used to indicate whether the independent variables that have been incorporated into the model have a joint influence on dependent variables (Ghozali, 2020). The decision-making criteria on the simultaneous significance test (ji-F) are as follows (Ghozali, 2020):

1) If Calculate < Ftable and Sig. < 0.05 it can be concluded that there is no significant influence between independent variables with dependent variables.

2) If Count > Ftable and Sig. < 0.05 it can be concluded that there is a significant influence between the independent variable and the dependent variable.

The F test basically shows whether all independent variables have a shared influence on dependent variables. Here are the results of the F test:

Tabel 4.8 F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2552,715	3	850,905	206,616	.000[b]
	Residual	444,776	108	4,118		
	Total	2997,491	111			

Sourde: Data processing 2024

Output data is processed with SPSS that simultaneously the Ease of Application Use, Payment Methods, Reviews / Feedback has a positive and significant effect on Buy Interest with a level of significance of 0.00 < 0.05 as mentioned in the table above.

From the test result F in table 4.8 obtained F count (206,616) > f table (3.08) and probability of 0.000. Because sig 0.000 < 0.05, it can be concluded that the variable Payment Method, Ease of Application Use, Consumer Reviews, jointly affects the Interest of Buying.

4.2 Discussion

The output of the data is processed with SPSS that partially Ease of Application Use does not have a positive and insignificant effect on Buy Interest with a significance level of 0.909 > 0.05 as mentioned in the table above.

In the table above the variable Ease of Use Application does not have a positive effect and is not significant to the Interest of Buying obtained t count -0.115 < t table 1,98137 so that it is rejected Ha and Ho accepted that the Interest of Buying Students of the Faculty of Economics Prodi Management of Palembang University Thus thehypothesis does not succeed in confirming theoretical empirically.

The results of this study prove that the ease of use of the application does not have a positive effect on buying interest. The easier the use of the application will not have a significant effect on buying interest.

Ease is something that everyone wants in achieving their goals in the hope that it can be done easily and smoothly. This is one of the factors that one considers when choosing to shop online rather than shopping conventionally as is done in general (Idris, 2016).

When you first want to shop online, prospective buyers usually have difficulty due to the ignorance factor shopping online. Difficulty shoppers usually advise not to shop online. Online purchases are basically intended for consumers to easily reach sellers, so that online buying and selling applications provide various conveniences for online purchases.

But in my research, it shows that the ease of use of the application does not have a positive effect and is not significant to the Interest in Buying.

The results of this study are inversely proportional to the research conducted by (Sheli Dwitasari, 2019) which states that the ease of using applications has a significant effect on buying interest which means that the easier the use of applications carried out by consumers,

it does not have a significant effect on the interest of Students of the Faculty of Economics of Management Program of Palembang University to make purchases on E-Commerce Shopee.
Variable Payment Methods positively and significantly affect the Interest of Buying and Purchase obtained to count 4.893 > t table 1,98137 so that Ho is rejected and Ha is accepted that there is a significant influence on the Interest of Buying and Purchase of Students of the Faculty of Economics Management Prodi Management of the University of Palembang Thus the hypothesis successfully confirms theoretical empirically.
The results of this study prove that the payment method has a positive effect on the buying interest in Shopee's E-Commerce. The more varied and the easier the payment method will increase the purchase interest in Shopee's E-Commerce.
E-commerce is a transaction of buying and selling through the internet and is inseparable from transactions that involve payment processes. Online payment is a payment method that is processed through the internet facility. This method is designed to meet our needs and make trading more convenient and easy wherever we are. For direct purchase and sales transactions, generally only accept two payment methods, namely in cash and the use of a debit or credit card (Shafa P M, 2020).
The results of this study are in accordance with the research (Vega Destaranie, 2022) which states that payment methods have a positive and significant effect on buying interest, meaning that the more variety of payment methods offered by an E-Commerce will attract consumers to shop at E-Commerce.
Reviews / Feedback has a positive and significant effect on the Interest of Buying and Purchase obtained by 11,039 > t table 1,98137 so that Ho was rejected and Ha was accepted that there was a significant influence on the purchase interest of students of the Faculty of Economics of Management Study Program of Palembang University Thus the hypothesis succeeded in confirming the theory empirically.
The results of this study prove that reviews / Feedback from consumers have a positive effect on buying interest in Shopee E-Commerce. The more and more and it is clear that consumer reviews will increase the buying interest in Shopee's E-Commerce.
Shopping online for now is the right choice because it can save more time. But shopping online certainly has the disadvantage that it can not see and touch the products sold directly. Therefore, photos or images have a very important role in overcoming the inability of consumers to touch and see the product directly (Fauzi & Lina, 2021). Product photos can provide closeness, especially between sellers and consumers and prospective consumers, because visual images are a good alternative to convey online shopping information and affect the choice of consumers and prospective consumers.
Reviews are considered capable of influencing the buying interest of prospective consumers because in the review there is clearly the product information that is considered real because it is given directly by consumers to the seller and the online store. Reviews can also be in the form of ratings implemented by giving stars to a product in a store. The higher the star of the review given, the better the product sold. So that with the review on the product and store can affect the buying interest of prospective consumers online.
The results of this study are in accordance with the research from (Cin Ring Rahmatulloh, 2021) as well as research by (Lina., 2021) stating that consumer reviews have a positive and significant effect on online buying interest means that positive and honest reviews can increase consumer interest to make purchases online.

CONSLUSION

Based on the results of the data analysis, the following conclusions in this study:
1. Ease of Application Use does not positively and insignificantly affect Buy Interest obtained t count -0.115 < t table 1,98137. The results of this study prove that the variables of

ease of use of the application do not have a positive effect on the online purchase interest of students of the Faculty of Economics Management Study Program of Palembang University in E-Commerce Shopee. The easier it is to use the E-Commerce application does not increase the buying interest of students of the Faculty of Economics Prodi Management of the University of Palembang on E-Commerce Shopee.

2 The Payment Method has a positive and significant effect on Buy Interest obtained t count 4.8933 > t table 1,98137. The results of this study prove that the variables of payment methods have a positive effect on the buying interest of students of the Faculty of Economics of Management of the University of Palembang on E-Commerce Shopee. The easier and more reliable the payment method made, will increase the buying interest of students of the Faculty of Economics Prodi Management of Palembang University on E-Commerce Shopee.

3. Reviews/Feedback positively and significantly affect the Interest of Buying is obtained to count 11,039 > t table 1,98137. The results of this study prove that consumer review variables have a positive effect on the buying interest of Students of the Faculty of Economics Prodi Management of Palembang University on Shopee E-Commerce. Incsurd to be clear and convincing reviews from consumers will increase the buying interest of students of the Faculty of Economics Management Program of Palembang University on E-Commerce Shopee.

4. From the test result F in table 4.8 obtained F count (206,616) > f table (3.08) and probability of 0.000. Because sig 0.00 < 0.05. The results of this study prove that the ease of use of the application does not affect the buying interest of students of the Faculty of Economics of Management Program of Palembang University in E-Commerce Shopee, while payment methods, reviews / Feedback have a positive effect on the buying interest of students of the Faculty of Economics Prodi Management of Palembang University on E-Commerce Shopee.

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