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Impact of UI/UX on Shopee User Acceptance: A TAM Approach

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Abstract

In the digital era, e-commerce platforms such as Shopee must continually improve their user interface (UI) and user experience (UX) to enhance user acceptance and competitiveness. This study analyzes the impact of UI/UX on user acceptance of the Shopee application using the Technology Acceptance Model (TAM), incorporating four variables: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Behavioral Intention to Use (BIU), and Actual System Use (ASU). A quantitative approach was applied, collecting data via questionnaire from a purposive sample of 90 active Shopee users in RT 002/07, Pela Mampang. Data were analyzed using SPSS 26, including validity, reliability, and hypothesis testing. The results show that PEOU significantly influences PU, while both PU and PEOU have a strong and significant effect on BIU, with PU demonstrating a slightly stronger influence. BIU also significantly affects ASU. These findings indicate that ease of use and perceived benefits are key drivers of user intention and actual usage behavior. The results provide practical implications for Shopee's design and development teams to prioritize enhancing ease of navigation, feature intuitiveness, and visual clarity to increase user engagement and system usage.

Keywords: Technology Acceptance Model, UI/UX, User Acceptance, Shopee, E-Commerce

1. INTRODUCTION

In the era of modern technology, the number of businesses turning to online sales continues to increase, along with the rapid development of technology every year [1]. Online shopping has become the first choice for many people. One of the major platforms in the Southeast Asia region is Shopee, which provides a fast and secure online shopping experience. With the advancement of digital technology, there has been strong support for payment systems and logistics [2]. However, when looking at the increasingly fierce competition from others, Shopee must improve the quality of their services, especially on User Interface (UI) and User Experience (UX) [3]. Jacob Nielsen describes usability as the degree of ease and effectiveness users perceive when browsing the platform and completing tasks,

including searching for product information, placing items into a cart, and completing transactions [4].

Currently, e-commerce platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop are competing fiercely to provide the best user interface (UI) and user experience (UX). Tokopedia is known for its simple display and fast navigation [5], while Lazada offers personalized features and fast delivery [6]. TikTok Shop provides a video-based shopping experience that combines entertainment and transactions directly [7], presenting a new challenge for other platforms. Shopee, despite its strengths in interactivity such as live shopping and gamification, still faces complaints about its overly cluttered interface and confusing navigation. Therefore, evaluating Shopee's UI/UX is relevant to understanding its impact on user acceptance.

Readiness to accept information technology can be defined as the ability of users to utilize technology in completing predetermined tasks [8]. To find out how influential Shopee's UI/UX is on user acceptance, researchers apply the Technology Acceptance Model (TAM) method. TAM is a model or theory related to the process of adopting information systems by users which has a significant impact and is often used to explain how people accept information technology [9]. TAM reveals that each variable has a role in building users' perceptions of a technology, which ultimately contributes to their desire or intention to continue using it [10].

The reason the researcher chose Shopee is because it is one of the leading online businesses in Southeast Asia with many users [11]. Shopee is famous for always presenting innovations that attract public attention, such as massive discounts, to interactive features such as live shopping. Unlike others such as Lazada or Tokopedia [12]. However, even though the level of popularity is very good, some users still express complaints regarding aspects of Shopee's UI/UX, such as an interface that is felt to be too crowded and difficult [13]. This makes Shopee a relevant subject to research in assessing UI/UX towards user acceptance.

In addition, the reason researchers chose the TAM method was because of its ease and efficiency in assessing technology acceptance through the user's point of view [14]. TAM assesses user acceptance based on the variables PU, PEOU and BIU [15]. To complement the TAM model, this study also added the ASU variable which is used to ensure that users use the Shopee application actively. In addition, TAM prioritizes the user intention aspect compared to the actual use of technology [16]. Therefore, it is possible that users' intentions are not always in line with their actual actions when using the technology [17]. The framework used in this study is illustrated in Figure 1, which reflects the relationships among the TAM variables as applied to the Shopee application [18].

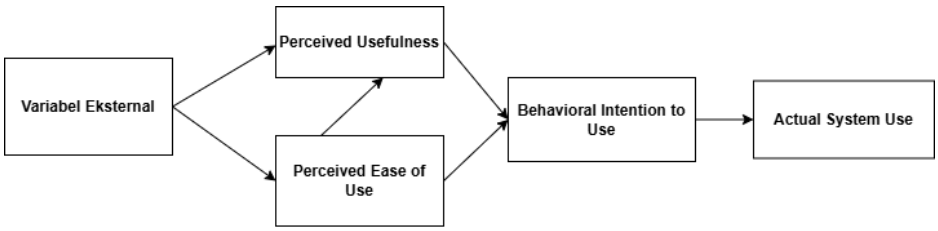

Figure 1. TAM Model

Based on previous research, several conclusions were obtained, namely: Muh Raja Singham Lagatari and Sufa'atin [19] egarding the user acceptance model on the e-kosan.com site using the technology acceptance model (TAM) with the conclusion that things that have an influence on user acceptance of the e-kosan.com site are perceived convenience and quality of convenience and improving information quality is a recommendation to increase acceptance of the e-kosan.com site. In addition, by Andre Mayjeksen and Desi Pibriana [20] which shows that the PEOU of the application has a positive and significant effect on PU and attitude of use. In addition, PU has been shown to positively influence attitudes towards use, intentions to use, and the actual utilization of technology. Additionally, the attitude towards using the application positively impacts the intention to use it, and this intention significantly influences the actual usage of the XYZ online shopping app.

Then, by Moh Hadi Subowo, S.Kom, M.T.I [21] regarding determined that Flexibility, Reability, Kindness, Ease of Navigation, Privacy Efficiency, and Security positively and substantially influence customer satisfaction. XYZ online motorcycle taxi application meets TAM indicators, is well received by users, and is able to increase trust in the company. Meanwhile, by George Noveril Hibur, Ronald P.C. Fanggidae, Merlyn Kurniawati, and Yohanes R. Benu [22] concluded that partially, PEOU and Perceived Trust did not have a significant effect on the millennial generation's Purchase Interest in the Facebook Marketplace. This shows the difficulty of use and lack of trust in the seller. In contrast, PU and Perceived Risk have a significant effect, indicating that the ease of direct transactions and the lack of risk increase buying interest. Simultaneously, the four variables have a significant effect on purchase intention. This study is limited to millennials in Kupang, so it is recommended that future studies involve other platforms and generations. Sellers are also expected to increase trust and ease of access to increase consumer buying interest.

In addition, research conducted by Aditya Nurul Rahman, Moh Mukhsin, and Garry Ganika [23] the conclusion that ease of use, benefits, positive attitudes, and user intentions significantly affect the real use of the Tokopedia application. The

application is considered easy to access, safe, convenient, and supported by a stable network, thus encouraging routine use by respondents.
Therefore, this study aims to analyze the influence of UI/UX on user acceptance of the Shopee application using the TAM framework, incorporating PU, PEOU, BIU, and ASU variables.

2. METHODS

2.1. Analysis Method

This research uses a quantitative point of view by applying the Technology Acceptance Model (TAM) model. This analysis relies on several steps, namely as follow.

1) Data Collection

At this stage, data were collected through a closed questionnaire distributed to 90 active Shopee users in RT 002/07 Kel. Pela Mampang using purposive sampling, which is a technique of deliberately selecting respondents based on certain criteria. The criteria set were individuals who were at least 13 years old, had used the Shopee app at least once in the last 6 months, and were willing to complete the questionnaire. Purposive sampling was chosen because it allows researchers to reach relevant respondents who align with the study's objectives, which are to evaluate users' acceptance of Shopee's UI/UX.

2) Questionnaire Development

The questionnaire was developed based on TAM theory and consisted of 12 statements grouped into four variables, as shown in Table 1.

Table 1. PU Statements

Variable	Statements
PU	The Shopee app makes it easy for me to find the products I need.
	The features on the Shopee app help me complete transactions faster.
	Shopee provides significant benefits to my online shopping activities.
	I feel that the Shopee app improves my shopping efficiency.

Table 2. PEOU Statements

Variable	Statements
PEOU	The Shopee app interface is easy to understand, even for new users.
	I had no trouble finding products on the Shopee app.

Variable	Statements
	The payment process on the Shopee app is very simple and easy to do.
	The features on the Shopee app are intuitive and not confusing.

Table 3. BIU Statements

Variable	Statements
BIU	I intend to continue using the Shopee app for my online shopping needs in the future.
	I will recommend the Shopee app to my friends and family.

Table 4. ASU Statements

Variable	Statements
ASU	I often access the Shopee app for online shopping.
	I prefer to use Shopee over other apps for shopping.

3) UI/UX Aspects

In this study, the User Interface/User Experience (UI/UX) aspects analyzed are reflected in two main TAM variables, namely:

a) PU: Measures the extent to which UI/UX provides functional benefits and improves user efficiency when shopping online.
b) PEOU: Measures the ease of use of the Shopee app, including ease of navigation, interface design, and feature clarity.

4) Validity and Reliability Testing

Before the data was analyzed, validity and reliability tests were conducted using SPSS version 26 software. The following is an explanation:

a) Validity: The validity of the instrument was tested using Pearson Product Moment correlation. The test results showed that all items had a correlation value > 0.3610, so they were declared valid.
b) Reliability: This was done using Cronbach's Alpha. The test results showed that all variables had a value greater than 0.7, so the questionnaire was categorized as reliable.

5) Data Analysis

In this step, the collected data was analyzed using SPSS 26 software with the following steps:

a) Descriptive Statistics: To see the trends in respondents' answers.
b) Validity and Reliability Tests: To ensure that the instruments were suitable for use.

c) Multiple Linear Regression Test: To test the relationship between variables in the TAM model.

6) Hypothesis Testing

Hypothesis testing was conducted based on SPSS output from regression analysis and significance values (p-value < 0.05). Testing was conducted to determine the influence between variables according to the adapted TAM model. Before testing the hypothesis, the following is a framework that illustrates the relationship between variables in this study, as shown in Figure 2.

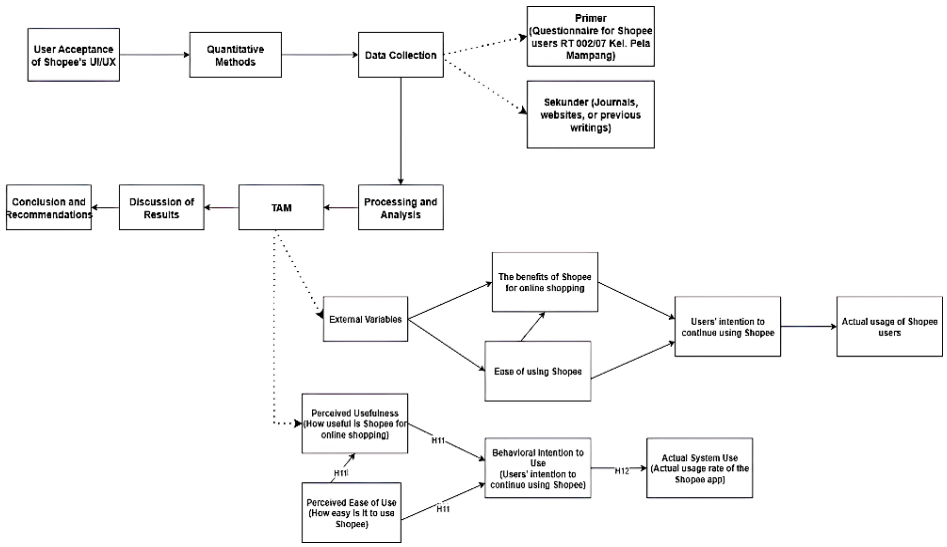

Figure 2. Framework of Thought

2.2. Hypothesis

The researchers conducted tests in accordance with the TAM model in Figure 1, namely: the influence of PU on PEOU, PU and PEOU on BIU, and the influence of BIU on ASU. The following are the hypotheses tested as shown in Figure 3.

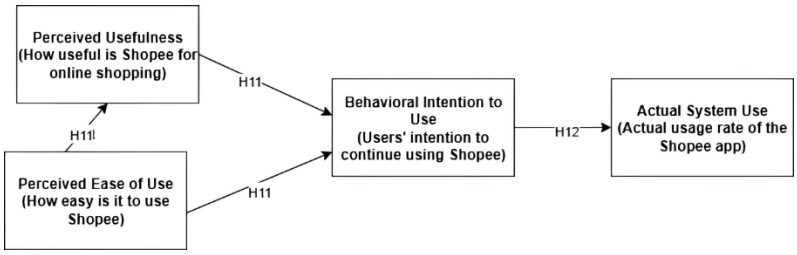

Figure 3. Research Hypothesis

Based on the TAM framework in figure 1, the hypothesis tested are:

a) H_{01}: PU does not significantly affect PEOU, nor do PU and PEOU influence BIU.
b) H_{11}: PU significantly affects PEOU, and both PU and PEOU significantly influence BIU.
c) H_{02}: BIU variables have no significant impact on ASU.
d) H_{12}: BIU variables have a significant impact on ASU.

3. RESULT AND DISCUSSION

3.1 Respondent Profile

Table 5 and Figure 4, of the total 90 respondents, 39 people (43%) are male, while 51 people (57%) are female. This indicates that most of the active Shopee users in this study are women.

Table 5. Gender of Respondents

Gender	Total	Percentage
Male	39	43%
Female	51	57%
Total	90	100%

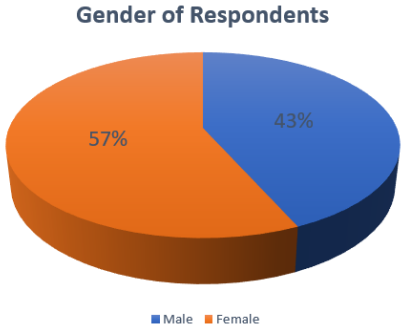

Figure 4. Gender of Respondents

Based on the data from table 6 and figure 5, it can be seen that out of a total of 90 respondents, 36 respondents (40%) are in the 13-20 years age group, 41 respondents (46%) are in the 21-30 years age group, and the remaining 13 respondents (14%) are above 30 years old. This finding indicates that most of the individuals who use the Shopee app belong to a productive age, especially in the 21-30 years category.

Table 6. Age of Respondents

Age	Total	Percentage

13-20 Years	36	40%
21-30 Years	41	46%
30+ (over 30 years)	13	14%
Total	90	100%

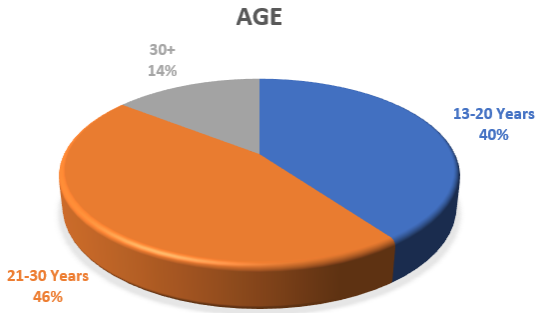

Figure 5. Age of Respondents

3.2 Validity and Realibility Test

1) Validity Test

The purpose of the validity test is to confirm that the questions effectively represent the concept they are meant to reflect. The questions are deemed valid if the correlation value, or r-count, is higher than the r-table figure, at a significance level where p is under 0.05. This indicates validity, assuming the degree of freedom (df) equals n-2, which in this study with an initial number of respondents of 30 people, means df = 30 - 2 = 28.

Table 7. Validity Test

No	Code	r-count	r-table
1	PU1	0.950	0.3610
2	PU2	0.866	0.3610
3	PU3	0.712	0.3610
4	PU4	0.866	0.3610
5	PEOU1	0.957	0.3610
6	PEOU2	0.855	0.3610
7	PEOU3	0.854	0.3610
8	PEOU4	0.913	0.3610
9	BIU1	0.895	0.3610
10	BIU2	0.883	0.3610
11	ASU1	0.921	0.3610
12	ASU2	0.921	0.3610

Based on the r table value of 0.3610, all variable statements have a correlation value that meets the validity requirements. Therefore, all statement items can be declared valid on the variables in this study.

2) Reliability Test

The reliability test measures the suitability of the results obtained from the instrument when used in similar situations [24]. Researchers applied the reliability test to measure the consistency of respondents' answers using Cronbach's Alpha. An instrument is deemed reliable if its Cronbach's Alpha coefficient is 0.7 or higher.

Table 8. Reliability Test

No	Variable	Cronbach's Alpha Value	r-table
1	PU	0.849	0.7
2	PEOU	0.917	0.7
3	BIU	0.735	0.7
4	ASU	0.822	0.7

From the reliability test outcomes across all variables, we observe that the Cronbach's Alpha value is equal to or greater than 0.7, which indicates that the instrument or statement items have good internal consistency. Thus, all statements are declared reliable and suitable for use in this study.

3.3 Descriptive Statistics

Researchers use descriptive analysis to present an overview of the characteristics of respondents and their research data. The data obtained will be presented in the form of frequency tables, percentages, averages, and standard deviations.

Table 9. Descriptive Statistic

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
PU	90	4.00	20.00	15.6000	4.07734
PEOU	90	4.00	20.00	15.4556	4.00887
BIU	90	2.00	10.00	7.6111	2.22193
ASU	90	2.00	10.00	6.9111	2.41086
Valid N (listwise)	90				

Referring to Table 9, we can elucidate the minimum, maximum, mean (average), and standard deviation values for each variable as follows:

a) PU has an average score of 15.60 from a maximum score of 20 which indicates that respondents have a positive view of the benefits of using the Shopee application.

b) PEOU shows an average score of 15.46 also indicating that respondents feel the Shopee application is easy to use.
c) Behavioral Intention to Use (BIU) shows an average of 7.61 out of a maximum score of 10, which indicates that respondents' intention to use the Shopee application is high.
d) Actual System Use (ASU) has an average of 6.91 out of a maximum score of 10, indicating that the actual use of the Shopee application by respondents is quite high.

3.4 Classical Assumption Test

1) Normality Test

This examination seeks to establish if the dataset used in this study adheres to a normal distribution pattern. The Kolmogorov-Smirnov method is employed for this test on the residual values. The data is considered to have a normal distribution if the significance (Asymp. Sig.) exceeds 0.05.

Table 10. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters[a.b]	Mean	.0000000
	Std. Deviation	.62197573
Most Extreme Differences	Absolute	.084
	Positive	.079
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.147[c]

Looking at Table 10, we see that the Asymp. Sig. (2-tailed) value is 0.147, suggesting that the residuals in the regression model display a normal distribution, which means that the normality assumption has been met.

2) Multikolinearity Test

This examination aims to assess whether a notable linear relationship exists between the independent variables. A Variance Inflation Factor (VIF) of under 10 and a Tolerance value above 0.10 indicate acceptable limits, we can conclude that multicollinearity is not present in the model.

Table 11. Multikolinearity Test

Independent Variable	Dependent Variable	Tolerance	VIF
PU	BIU	0.286	3.499
PEOU		0.286	3.499
BIU	ASU	1.000	1.000

a) For the first model, namely PU and PEOU on BIU, the Tolerance value of 0.286 and VIF of 3.499 for each variable indicates that there is no multicollinearity.
b) For the second model, BIU to ASU, there is only one independent variable, BIU. Since there is only one variable, it is theoretically impossible for multicollinearity to occur. However, the results of Tolerance = 1.000 and VIF = 1.000 still show no indication of multicollinearity

3) Heteroscedasticity Test

In this test, ensuring whether there is a difference in variance from the residuals on all predictor values utilizing the Glejser test. A significance value of ≥ 0.05 indicates that there are no indications of heteroscedasticity.

Table 12. Heteroscedasticity Test Model 1

Coefficient[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	.698	.161		4.338	.000
PU	-.020	.018	-.216	-1.092	.278
PEOU	.007	.018	.076	.386	.701

Based on Table 12, the significance values for PU and PEOU are 0.278 and 0.701 where ≥ 0.05. This means that there are no symptoms of heteroscedasticity of PU and PEOU on BIU and fulfill the assumption of homoscedasticity, so that the regression results can be said to be valid in terms of the equality of residual variances.

Table 13. Heteroscedasticity Test Model 2

Coefficient[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	.698	.161		4.338	.000
BIU	.040	.031	.135	1.276	.205

Referring to Table 13, the significance level for BIU is 0.205, which is greater than 0.05. This indicates that there is no evidence of heteroscedasticity between BIU and ASU and meets the homoscedasticity assumption. Therefore, the regression outcomes can be considered valid with regard to the equality of residual variances..

4) Pearson Correlation Test

The Pearson correlation is a statistical technique that assesses both the strength and direction of the linear association between two variables.

Table 14. Uji Korelasi Pearson

Variable Relationship	Coefficient (r)	Sig. (2-tailed)	Relationship
PU - PEOU	0.845	0.000	Strong
PU - BIU	0.934	0.000	Very Strong
PU - ASU	0.321	0.000	Weak
PEOU - BIU	0.908	0.000	Very Strong
PEOU - ASU	0.360	0.000	Weak
BIU - ASU	0.337	0.000	Weak

a) PU-BIU and PEOU-BIU have a very strong correlation coefficient with a value of ($r > 0.90$) and significance ($p < 0.05$), it suggests that as the perceived usefulness and ease of the system increase, so does the user's enthusiasm for using Shopee.
b) PU-PEOU shows a strong correlation ($r = 0.845$), this implies that individuals who perceive the system as user-friendly often also view it as beneficial.
c) The relationship between PU, PEOU, and BIU to ASU is in the weak but significant category. This shows that although these three variables affect the actual use of the system, there are other factors outside this model that also play an important role.

5) Hypothesis Test

In this study, the t test is employed to assess how PU, PEOU, and BIU variables influence BIU, and additionally, to evaluate the impact of BIU on ASU. Decisions are made based on the p-value, with a significance threshold set at $\alpha = 5\%$.

Table 15. t Test Model 1

Coefficient[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	.903	.275		-3.287	.000

Coefficient[a]					
PU	.317	.031	.582	10.373	.000
PEOU	.231	.031	.416	7.412	.000

Since the significance value of PU and PEOU <0.05, H_{01} was rejected and H_{11} was accepted. PU to PEOU, PU and PEOU partially partially influence BIU significantly.

Table 16. t Test Model 2

Coefficient[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	4.124	.863		4.779	.000
BIU	.366	.109	.337	3.363	.001

Because the significance value of BIU <0.05, H_{02} is rejected and H_{12} is accepted, so BIU has a significant effect on ASU.

Researchers use it to test the regression model as a whole and to investigate whether all dependent variables together affect BIU. and whether BIU affects ASU. Then the decision that researchers take is based on the p-value with a significance level of α = 5%.

Table 17. F Test Model 1

ANNOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig
Regression	404.959	2	202.479	511.639	.000
Residual	34.430	87	.396		
Total	439.389	89			

Looking at the F Test outcomes displayed in Table 17, we observe that the significance level (Sig.) stands at 0.000, which is less than 0.05. Additionally, the calculated F value is an impressive 511.639. Given that the significance level is under 0.05, we reject H_{01} and accept H_{11}.

Table 18. F Test Model 2

ANNOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig
Regression	58.912	1	58.912	11.310	.001
Residual	458.377	88	5.209		
Total	517.289	89			

Referring to the F test results in Table 18, the significance value (Sig.) stands at 0.001, which is less than 0.05, and the computed F value is 11,310. Since the significance level is beneath 0.05, H_{02} is rejected while H_{12} is accepted.

3.5 Discussion

The results of this study indicate that PU has a significant influence on PEOU. This means that the easier the Shopee app is to use, the more users will feel the benefits of the app. This finding is in line with the Technology Acceptance Model (TAM), which states that the perception of ease of use not only has a direct effect on the intention to use (BIU), but also indirectly through the perception of usefulness. The strong relationship between PEOU and PU indicates that Shopee's UI/UX elements, such as intuitive navigation, fast product search, and efficient checkout processes, not only make it easier for users but also reinforce the perception that the Shopee app is useful for their online shopping activities.

Similar research on the Tokopedia e-commerce [23] platform shows that the PEOU and PU variables have a positive and significant effect on actual app usage, behavioral intent, and user attitudes. These findings reinforce the notion that user-friendly interfaces and useful features increase user engagement and loyalty to the app. In addition, a study on the adoption of m-commerce technology in Kuningan Regency, West Java [25], adds that user self-efficacy and trust levels also reinforce the positive influence of PEOU and PU on attitudes and intentions to use m-commerce technology. This shows that in addition to UI/UX factors, external factors such as user confidence and trust are also important in the technology acceptance process.

By combining these findings, it can be concluded that Shopee needs to continue to maintain and improve the quality of its UI/UX, which is clear, efficient, and easy to use, in order to increase the perception of benefits and ease of use, thereby encouraging user acceptance and engagement. A comparison with other studies in Indonesia shows that successful e-commerce platforms focus primarily on UI/UX as a key factor in increasing customer satisfaction and continued use.

Despite these important findings, this study has several limitations that should be acknowledged. Firstly, the sample size is relatively small and limited to active Shopee users within RT 002/07 Kelurahan Pela Mampang, which may not fully represent the broader Shopee user population across Indonesia. This geographical and demographic concentration could limit the generalizability of the results. Secondly, the use of purposive sampling, while effective for targeting specific respondents, may introduce selection bias as participants were chosen based on criteria set by the researchers rather than random selection. This could affect the diversity of user experiences and perceptions captured in the study.

Future research should consider employing larger and more diverse samples, possibly using probability sampling techniques, to enhance the representativeness and reliability of the findings. Additionally, exploring other external factors such as user trust, social influence, or technological infrastructure could provide a more comprehensive understanding of user acceptance in e-commerce applications.

4. CONCLUSION

This study analyzing the influence of Shopee's UI/UX using the TAM method reveals that the majority of users in RT 002/07 Pela Mampang are female (57%) and predominantly fall within the productive age range of 21-30 years (46%). Respondents generally responded positively to the app, highlighting its perceived usefulness, user-friendliness, and high intention for usage, as indicated by high mean scores across all variables. The data was normally distributed with no signs of multicollinearity or heteroscedasticity, ensuring reliable results. Significant effects were found between perceived usefulness (PU), perceived ease of use (PEOU), behavioral intention to use (BIU), and actual system usage (ASU). It is recommended that Shopee continue to enhance the app's usability, focusing on improving navigation, clarifying features, and optimizing search and payment processes to boost user satisfaction and perception of its benefits. These improvements in UI/UX are expected to foster user loyalty and increase app usage. Future research should broaden the scope by including a diverse range of Shopee users across different regions, demographics, and external factors like trust and security, to gain a more comprehensive understanding of UI/UX impacts on user acceptance and further enrich the TAM model.

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