

Analysis of Factors that Influence Consumer Behavior Towards Shopping Cart Abandonment in Online Shopping at Shopee

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ABSTRACT

This research aims to identify and analyse factors that influence shopping cart abandonment behaviour when shopping on the Shopee marketplace. This research uses a purposive sampling technique of 100 active students in the Surabaya with the analytical method used in this research is multiple linear regression analysis. From the results of the analysis carried out, it was found that simultaneously (F test) the variables emotional ambivalence, hesitation at checkout, payment intention, choice overload, compare with website, perceived transaction inconvenience, perceived cost, and perceived risk had a significant effect on shopping cart abandonment behaviour. when shopping on the Shopee marketplace. Meanwhile, partial testing (t test) shows that choice overload is a variable that significantly influences shopping cart abandonment behaviour in online shopping at Shopee.

INTRODUCTION

Current internet developments enable Indonesian people to be technologically literate. Based on data from the Indonesian Internet Service Providers Association (APJII), in the 2022-2023 period as many as 215.63 million internet users in Indonesia experienced an increase of 1.17% higher than the previous year (APJII, 2023). According to the 2021/2022 iPrice report, Indonesia is in first place to successfully enter the "mobile only" region of the Southeast Asian e-commerce market with a mobile traffic share reaching 100%. This data shows that 94% of Indonesian consumers often search for products via smartphone or mobile. The presence of this trend will influence the behaviour of Indonesian consumers who can easily fulfil their needs anytime and anywhere.

In the first quarter of 2023, the Shopee platform occupied the top position with the highest number of site visits in Indonesia with an average of 157.9 million visits per month (Similar Web, 2023). This shows that the existence of e-commerce can make it easier for buyers to shop, just by using an application or website buyers can get the items they want. This convenience is supported by the shopping cart facility found in all e-commerce.

According to Xu et al (2015), the online shopping stage begins with entering the website, viewing the product, placing the product in the basket, and choosing to continue the transaction by paying for the product or leaving the product in the basket. Consumer behaviour in abandoning shopping products is called shopping cart abandonment. According to Cho (2004) for almost every successful online transaction four times the number of items in the basket will be abandoned or ignored.

Research conducted by the Baymard Institute (2023) regarding the reasons for the abandonment of baskets by the people of the United States during the last three months. Research results show that as many as 58.6% of United States online shoppers have abandoned their baskets for the reason that they only saw the product and were not ready to buy the product. Rausch et al (2022) stated that the level of shopping cart abandonment is the biggest challenge for companies which can cause the company to be weak compared to other companies. Nevertheless, shopping cart abandonment behaviour is necessary to understand the causes of cart abandonment from the consumer's perspective.

Based on the explanation above, this research aims to show the influence of consumer behaviour factors such as emotional ambivalence, payment intention, hesitation at checkout, choice overload, compare with website, perceived transaction inconvenience, perceived cost, and perceived risk simultaneously and partially on online shopping carts. abandonment on the Shopee platform. Until now, there is still little research on consumer behaviour in abandoning shopping carts in e-commerce. So research on online shopping cart abandonment will attract increasing attention among entrepreneurs and academics. Moreover, this is followed by increasingly sharp developments in e-commerce and technology.

THEORETICAL REVIEW

In research conducted by Huang et al (2018), all variables, namely emotional ambivalence, hesitation at checkout, and choice process satisfaction had a significant effect on shopping cart abandonment. Apart from that, in research by Xu and Huang (2015), perceived cost, perceived risk, perceived transaction inconvenience have a positive effect on consumer behavior in online shopping cart abandonment activities. Furthermore, according to Dong G et al in Jiang and Wang (2021) stated that if the choice or attributes of the product portfolio increase significantly, consumers feel overwhelmed by the choices in front of them and will most likely leave the product in the basket.

H1: Emotional ambivalence, payment intention, hesitation at checkout, choice overload, compare with website, perceived transaction inconvenience, perceived cost, and perceived risk simultaneously influence online shopping cart abandonment

Emotional Ambivalence

According to Penz and Hogg (2011) that in the purchasing process, a consumer has a tendency to have positive and negative emotions which lead to inner conflict which can result in the behaviour of leaving the product in the basket. This is further clarified by the opinions of Chen et al and Namkung in Norman Peng (2021), both of whom agree that emotional ambivalence is an antecedent to making or not making a purchase. In previous research by Huang et al (2018), consumers with high ambivalence tend to carry out shopping cart abandonment activities.

H2: Emotional ambivalence partially influences online shopping cart abandonment

Hesitation at Checkout

Demirgunes (2018) stated that when consumers experience doubts in purchasing a product, consumers will feel anxious. So consumers must make a commitment to their choice. In previous research by Huang et al (2018) stated that even though the product has been selected, consumers who tend to be hesitant will choose to leave the product in the basket.

H3: Hesitation at checkout partially influences online shopping cart abandonment

Payment Intention

Previous research by Xu and Huang (2015) stated that when payment intentions are formed, consumers will make payments directly. On the other hand, when transactions are disrupted, consumers will easily leave their products in the basket. So that when an intention has been formed, it will be associated with a high behavioural tendency.

H4: Payment intention partially influences online shopping cart abandonment

Choice Overload

Jiang et al (2021) said that excess choice is under the influence of large information and choices, consumers with negative emotional experiences (dissatisfaction, anxiety, and delay in purchasing decisions). With the increase in online shopping cart capacity, consumers can place hundreds of products into the shopping cart. Hence, they face a large number of product sets which leads to increased decision-making difficulty leading to indecisive behaviour in the post-decision stage thereby leading to shopping cart abandonment.

H5: Choice overload partially influences online shopping cart abandonment

Compare with Website

In e-commerce, product competition is considered quite fierce so that consumers compare products (Srinivasan et al, 2002). If the product on a site is not competitive with other sites, it is likely that consumers will leave the product in the basket or cart abandonment.

H6: Compare with website partially influences online shopping cart abandonment

Perceived Transaction Inconvenience

One of the ways consumer behaviour is influenced by comfort factors. Srinivasan et al. (2002) in their research stated that online buyers have expectations of transactions with a fast and efficient process. Previous research from Xu and Huang (2015) believes that perceived transaction inconveniences such as slow web page loading speeds and complex transaction processes will influence whether consumers enter the cart usage stage or not. Perceived transaction inconvenience in research by Rajamma et al (2009) explains that it has quite a strong influence on shopping cart abandonment activities. Sembada and Koay (2019) stated that perceived transaction inconvenience can reduce consumer confidence and have a significant impact on shopping intentions. Thus perceived transaction inconvenience results in a high tendency for shopping cart abandonment.

H7: Perceived transaction inconvenience partially influences online shopping cart abandonment

Perceived Cost

According to Kinney and Close (2010), shipping and security costs which usually appear at the final stage make consumers more sensitive to the increase in the total price paid. So in this case transaction costs have more influence on leaving online products in the marketplace basket (Wu et al., 2014).

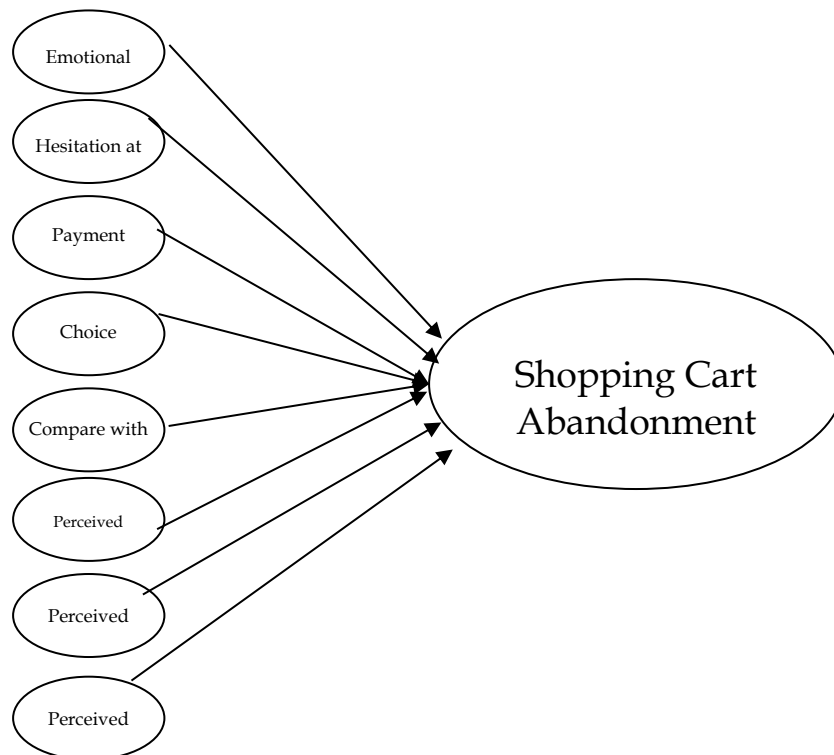
H8: Perceived Cost partially influences online Shopping Cart Abandonment

Perceived Risk

Ko et al (2004) define perceived risk as potential losses in achieving desired results while shopping online. Based on previous research, the factors that give rise to perceived risk are consumer trust, privacy security, site attributes, quality of products sold, and product guarantees that meet and meet consumer expectations (Belanger 2002; Davari, 2016; Pappas, 2016; Chakraborty et al., 2016). From the research explanation of Odom et al (2002), perceived risk arises because there is a gap between the guarantees offered by service providers and what consumers expect. Consumers tend to have a fairly high perceived risk at the checkout stage of shopping products.

H9: Perceived Risk partially influences online Shopping Cart Abandonment.

To make it easier to understand this research, researchers created a framework presented in the image below.



Source: Researchers, 2023

Figure 1. Conceptual Framework

METHODOLOGY

This research uses quantitative research methods with descriptive analysis methods. The variables examined in this research include emotional ambivalence, payment intention, hesitation at checkout, choice overload, compare with website, perceived transaction inconvenience, perceived cost,

perceived risk, and online shopping cart abandonment. The population of this research is active students in Surabaya, East Java with a total of 273,229 people. For the research sample, the Slovin formula is used as follows:

$$n = \frac{N}{1 + (Ne^2)}$$

$$n = \frac{(273,229)}{(1 + (273,229 \times 0.1^2))}$$

$$n = 99.96 / 100 \text{ people}$$

The side technique used is purposive sampling and the data obtained comes from primary data or data obtained by respondents through distributing questionnaires and secondary data originating from literature or library studies. The data analysis technique in this research uses multiple linear regression analysis to measure the magnitude of the influence between the independent variables and dependent variables. Then a classical assumption test is carried out to provide certainty before testing data analysis so that the accuracy of the equation can be measured using F test and partial test (t test).

RESULTS

The results of this research show that respondents who are predominantly female are 78% and male are 22%. Then, based on the age range, the results showed that the respondents in this study were dominated by the 21-22 year age range, amounting to 80%. The results of this research also show that the respondents of this research are active students in the Municipality of Surabaya who live in various areas of Surabaya including East Surabaya at 57%, West Surabaya and South Surabaya at 13%, Central Surabaya at 9%, and North Surabaya at 8% . Based on the frequency of purchases on the Shopee application, on average 86% of respondents made purchases 1-5 times in the last month.

The data normality test can use the results of the Kolmogorov-Smirnov multiplication test with a level (sig) of 0.05, if the significant value is > 0.05 then the data distribution is normal, if the significant value is < 0.05 then the data distribution is not normal.

Table 1. Normality Test
One-Sample Kolmogrov-Smirnov Test

N		100
Normal Parameters	Mean	0000000
	Std Deviation	1.83257857
Most Extreme Differences	Absolute	.080
	Positive	.054
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.110 ^c

Based on the table of normality test results, it shows that this research uses the Kolmogorov-Smirnov formula with a significance value greater than the error value of 0.05, namely 0.110. This shows that in this research, in the regression model there are residual variables that are normally distributed. Meanwhile, the results of the multicollinearity test can be seen from the tolerance value and Variance Inflation Factor (VIF), whether multicollinearity occurs or not.

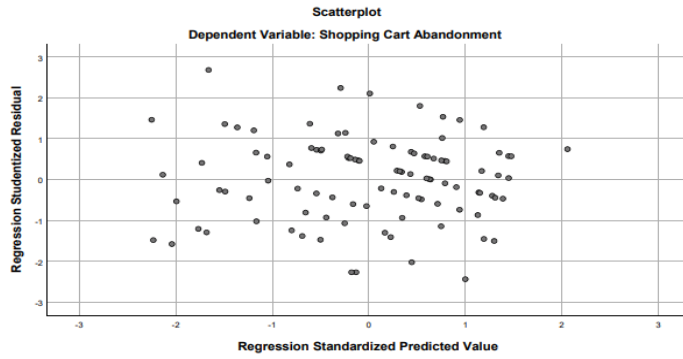
Table 2. Multicollinearity Test

Model		Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	.001	.	
	Emotional Ambivalence	.880	.749	1.336
	Hesitation at Checkout	.136	.685	1.460
	Payment Intention	.679	.921	1.086
	Choice Overload	.002	.787	1.270
	Compare with Wesbsite	.876	.654	1.528
	Perceived Transaction Inconvenience	.869	.882	1.133
	Perceived Cost	.436	.640	1.561
	Perceived Risk	.203	.683	1.464

a. Dependent Variable: Shopping Cart Abandonment

Based on the multicollinearity test results table, it shows that all independent variables in this study have a tolerance value of more than 0.10 and a VIF value of less than 10. So it can be concluded that all independent variables in this study do not have multicollinearity.

The heteroscedasticity test is used to test whether the regression model has unequal residual variance from one experience to another. To find out whether there is heteroscedasticity or not, you can see whether there is a certain pattern or not, namely by using a Scatter Plot.



Source: Researchers, 2023

Figure 2. Heteroscedasticity Test

Based on the image, the results of the heteroscedasticity test show that the Scatterplot graph shows that on the Y axis the dots are distributed precisely above or below the number 0, so it can be concluded tha

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Test
Coefficients^a

Model	Unstandar- dized B	Coefficients Std. Error	Standardized Coefficients Beta	t
1 (Constant)	4.810	1.405		3.422
Emotional Ambivalence	.014	.094	.015	.151
Hesitation at Checkout	.136	.090	.161	1.504
Payment Intention	.035	.085	.038	.415
Choice Overload	.243	.075	.324	3.243
Compare with Wesbsite	.015	.097	.017	.157
Perceived Transaction Inconvenience	-.012	.073	-.016	-.165
Perceived Cost	.067	.085	.087	.783
Perceived Risk	.105	.082	.138	1.283

a. Dependent Variable: Shopping Cart Abandonment

$$Y = 4,810 + 0,014 X_1 + 0,136 X_2 - 0,035 X_3 + 0,243 X_4 + 0,015 X_5 - 0,012 X_6 + 0,067 X_7 + 0,105 X_8 + e$$

It can be concluded that the values: (1) Constant (α) has a value of 4.810, namely the variables emotional ambivalence, hesitation at checkout, payment intention, choice overload, compare with website, perceived transaction inconvenience, perceived cost, and perceived risk have a positive effect equal to 0 or no change. (2) $\beta_1 = 0.014$, meaning that emotional ambivalence has a positive effect or has not changed. (3) $\beta_2 = 0.136$, meaning that hesitation at checkout has a positive effect or has not changed. (4) $\beta_3 = 0.035$, meaning that payment intention has a positive effect or has not changed. (5) $\beta_4 = 0.243$, meaning that choice overload has a positive effect or has not changed. (6) $\beta_5 = 0.015$, meaning that compare with website has a positive effect or has not changed. (7) $\beta_6 = -0.012$, meaning that perceived transaction inconvenience has a negative effect or has not changed. (8) $\beta_7 = 0.067$, meaning that perceived cost has a positive effect or has not changed. (9) $\beta_8 = 0.105$, meaning that perceived risk has a positive effect or has not changed.

Results of Hypothesis Testing Partially (Test f)

The F test is a regression equation test used to determine whether each independent variable in this research is emotional ambivalence (X1), hesitation at checkout (X2), payment intention (X3), choice overload (X4), compare with website (X5), perceived transaction inconvenience (X6), perceived cost (X7), and perceived risk (X8) have a significant effect on the dependent variable shopping cart abandonment (Y).

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	132.764	8	16.595	4.542	.000 ^b
Residual	332.476	91	3.654		
Total	465.240	99			

a. Dependent Variable : Shopping Cart Abandonment

b. Predictors (Constant) Perceived Risk, Perceived Transaction Inconvenience, Payment Intention, Choice Overload, Emotional Ambivalence, Compare with Website, Hesitation at Checkout, Perceived Cost

Based on the F test results above, it shows that the sig. is $0.000 < 0.05$ and $F_{count} > F_{table}$, namely $4.542 > 2.041$, then H_0 is rejected and H_1 is accepted

with a significance level of 5%. So it can be concluded that H0 is rejected and H1 is accepted that the variables emotional ambivalence (X1), hesitation at checkout (X2), payment intention (X3), choice overload (X4), compare with website (X5), perceived transaction inconvenience (X6), perceived cost (X7), and perceived risk (X8) simultaneously influence the shopping cart abandonment variable (Y). This means that there is a positive and significant influence between the independent variable and the dependent variable.

Partial Hypothesis Testing Results (t Test)

The t test or partial test is a test that is usually used to determine the correlation or influence of the variables in this research, namely the independent variable and the dependent variable.

Coefficients^a

Model		Unstandar- dized B	Coefficient s Std. Error	Standardized Coefficients Beta	t
1	(Constant)	4.810	1.405		3.42 2
	Emotional Ambivalence	.014	.094	.015	.151
	Hesitation at Checkout	.136	.090	.161	1.50 4
	Payment Intention	.035	.085	.038	.415
	Choice Overload	.243	.075	.324	3.24 3
	Compare with Wesbsite	.015	.097	.017	.157
	Perceived Transaction Inconvenience	-.012	.073	-.016	- .165
	Perceived Cost	.067	.085	.087	.783
	Perceived Risk	.105	.082	138	1.28 3

a. Dependent Variable: Shopping Cart Abandonment

Based on the partial test results above, it shows that:

(1) The Emotional Ambivalence variable (X1) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (0.151) < t_{table} (1.986)$. (2) The variable Hesitation at Checkout (X2) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (1.504) < t_{table} (1.986)$. (3) The Payment Intention variable (X3) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (0.415) < t_{table} (1.986)$. (4) The Choice Overload variable (X4) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (3.243) < t_{table} (1.986)$. (5) The variable Compare with Website (X5) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (0.157) < t_{table} (1.986)$. (6) The variable Perceived Transaction Inconvenience (X6) partially has a negative and insignificant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (-0.165) < t_{table} (1.986)$. (7) The variable Perceived Cost (X7) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (0.783) < t_{table} (1.986)$. (8) The Perceived Risk variable (X8) partially has a positive but not significant effect on Shopping Cart Abandonment behavior (Y), as evidenced by the value of $t_{count} (1.283) < t_{table} (1.986)$.

DISCUSSION

Based on the results of the F test analysis which has been carried out to obtain the results of the independent variables, namely emotional ambivalence (X1), hesitation at checkout (X2), payment intention (X3), choice overload (X4), compare with website (X5), perceived transaction inconvenience (X6), perceived cost (X7), and perceived risk (X8) have a significant or simultaneous influence on the dependent variable, namely shopping cart abandonment (Y). Emotional ambivalence, hesitation at checkout, payment intention, choice overload, compare with website, perceived transaction inconvenience, perceived cost, and perceived risk are factors that can influence shopping cart abandonment behaviour or online shopping cart abandonment at Shopee. These results also show that the factors as mentioned come from a psychological and non-psychological perspective and will influence someone to abandon shopping cart abandonment. This is based on what collectively influences consumers' final decisions in the online purchasing process. So shopping cart abandonment behaviour is a significant area in e-commerce and a good understanding of the factors that influence this behaviour can help online shop entrepreneurs plan more effective strategies to increase conversions and retain customers.

Emotional Ambivalence Toward Shopping Cart Abandonment Behaviour

Based on the results of the t test analysis (partial test), the Emotional Ambivalence variable shows that consumers have a tendency towards various emotions and lead to inner conflict during the purchasing process so that consumers can leave their products in the basket. Research on emotional

ambivalence towards shopping cart abandonment is supported by previous research conducted by Leonardi Levino, Dewi Tamara, and Nugroho Setiadi in research entitled "The Determinants for Shopping Cart Abandonment". There are similarities with this research and it shows that Emotional Ambivalence (EA) has a positive and insignificant effect on shopping cart abandonment. If consumers' emotional ambivalence increases, this will result in an increase in shopping cart abandonment. These results are also similar to research conducted by Huang, Korfiatis, and Chang (2018) which states that emotional ambivalence strengthens consumer doubts at the payment stage, causing shopping cart abandonment.

Hesitation at Checkout toward Shopping Cart Abandonment behaviour

Based on the results of the t test analysis (partial test) the Hesitation at Checkout variable shows that when consumers feel doubts when buying a product, consumers must make their choice. The results of this research are supported by research conducted by Geui Huang, Nikolaos Korfiatis, and Chun Tuan Chang with the title "Mobile Shopping Cart Abandonment: The Roles of Conflicts, Ambivalence, and Hesitation" that one of the variables, namely hesitation at checkout, has an effect on shopping carts. abandonment. This research states that even though the product has been selected, consumers tend to hesitate and will choose to leave the product in their basket. If consumer hesitation or hesitation in checking out products increases, it will result in an increase in shopping cart abandonment. These results are consistent with consumers often showing a lack of intention to complete a purchase which can cause hesitation during the checkout process.

Payment Intention Toward Shopping Cart Abandonment behaviour

Based on the results of the t test analysis (partial test), the Payment Intention variable shows that if payment intentions are formed, consumers will make payments directly. On the contrary, when transactions carried out by consumers experience problems, it will cause consumers to abandon the product. So, if an intention has been formed, it will influence the consumer's behavioural tendency to abandon the shopping basket. It is very likely that payment intentions influence shopping cart abandonment due to additional costs that make consumers hesitate and decide not to continue purchasing or if the desired product is not available. This research is in line with research conducted by Yin Xu and Jin Song Huang entitled "Factors Influencing Cart Abandonment in the Online Shopping Process".

Choice Overload Toward Shopping Cart Abandonment Behaviour

Based on the results of the t test analysis (partial test), the choice overload variable shows that every user sees the Shopee application and every product is entered into the shopping basket, so this makes it a difficult choice because of the large number of items that the user has entered. Based on previous research conducted by Dan Jiang, Guangling Zhang, and Lu Wang in research entitled "Empty the Shopping Cart? The Effect of Shopping Cart Sorting on Online Shopping Cart Abandonment Behavior" There are similarities

with this research in the Choice Overload research variable which can be concluded that Choice Overload has a positive and significant effect on Shopping Cart Abandonment behaviour.

Compare with Website toward Shopping Cart Abandonment behavior

Based on the results of the t test (partial test) analysis of the compare with website variable, it shows that product competition in various e-commerce applications is quite fierce, requiring consumers to compare the products they want to buy. One way is to compare nutrients to get the price that best suits your wishes. These results are supported by research conducted by Yin Xu and Jin Song Huang entitled "Factors Influencing Cart Abandonment in the Online Shopping Process" that compare with organize has a direct effect on shopping cart abandonment. These results support previous research conducted by Cho (2006) and it was proven that students who really understand prices want to compare prices with websites or physical retail stores, and feel that the website is unreliable because it requires too much personal information or has personal information. complicated checkout process.

Perceived Transaction Inconvenience Toward Shopping Cart Abandonment Behavior

Based on the results of the t test analysis (partial test), the perceived transaction inconvenience variable shows that shopping cart abandonment behavior is not influenced by perceived transaction inconvenience or discomfort in the transaction process while users shop online at Shopee. These results are strengthened by research conducted by Yin Xu and Jin Song Huang entitled "Factors Influencing Cart Abandonment in Online Shopping Process" which shows the results that perceived transaction inconvenience does not directly or indirectly influence shopping cart abandonment. These results prove that the Shopee application prioritises advances in customer service experience or user experience such as the product reminder feature in the basket. So that Shopee users feel comfortable with the features provided in the Shopee application.

Perceived Cost Toward Shopping Cart Abandonment Behavior

Based on the results of the t test analysis (partial test), the perceived cost variable shows that the costs charged to consumers when purchasing products online, such as shipping costs and additional costs, influence consumers to abandon the transaction process. The results of this research are strengthened by previous research conducted by Yin Xu and Jin Song Huang entitled "Factors Influencing Cart Abandonment in Online Shopping Process". This research states that perceived cost has an insignificant impact on shopping cart abandonment. Previous research was also from Leonardi Leonardi Levino Yusuf, Dewi Tamara, and Nugroho Setiadi entitled "The Determinants for Shopping Cart Abandonment" with results showing that perceived cost (PC) had a positive and insignificant effect on cart abandonment. So the cost factor is often a consideration for consumers when buying products on Shopee.

Perceived Risk Toward Shopping Cart Abandonment Behaviour

Based on the results of the t test analysis (partial test), the perceived risk variable shows that perceived risk arises when there is a gap between the guarantees offered by Shopee and what consumers expect. This is reinforced by previous research conducted by Untung Prasetya, Purwoko, Siti Rahayu, and Veny Megawati, namely "The Influence of Perceived Risk, Perceived Waiting Time, Perceived Inconvenience Transaction on Abandon Shopping Cart on Tokopedia" which shows that perceived risk has an insignificant effect on abandonment. shopping cart. Buyers often ignore the safety and risks of products when shopping online at Shopee. This is because students prioritise cheap prices and good quality.

CONCLUSIONS AND RECOMMENDATIONS

In this research, it can be concluded that emotional ambivalence partially influences shopping cart abandonment activities, which shows that consumers have a tendency towards various emotions and lead to inner conflict so that consumers can abandon their products in the basket. The hesitation at checkout variable partially influences shopping cart abandonment activities, which shows that when consumers feel doubts when buying a product, consumers must make their choice. Although consumers tend to be doubtful and will choose to leave the product in their basket. Payment intention partially influences shopping cart abandonment activities, which shows that if an intention has been formed it will influence the consumer's behavioural tendency to abandon the shopping cart. Choice overload has a partial effect on shopping cart abandonment activities, this is proven by every user viewing the Shopee application and every product being added to the shopping cart. So this makes it a difficult choice because the user has entered so many items that it causes the user not to continue the purchasing process. Compare with website partially influence shopping cart abandonment activities. However, this is different from the variable perceived transaction inconvenience which partially has no effect on shopping cart abandonment, which proves that the Shopee application prioritises progress in customer service experience or user experience such as the product reminder feature in the basket. Then the Perceived cost variable partially influences shopping cart abandonment activities. This is proven by the fact that the costs charged to consumers when purchasing products online, such as shipping costs and additional costs, influence consumers to abandon the transaction process. Perceived risk partially influences shopping cart abandonment activities, this is proven by users ignoring product security and risks when shopping online at Shopee.

FURTHER STUDY

Suggestions for future research include Analyzing the extent to which transaction security factors such as data encryption, security certifications, and secure payment options influence consumers' decisions to abandon or complete their transactions..

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