

Implementation of the Use of Social Media Through the Shopee Application in Understanding Consumer Behavior to Increase Sales of MSME Products

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ARTICLE INFO

Keywords: Social Interaction, Purchasing, Marketing, Consumer Decisions, MSME'S

Received : 1 November

Revised : 19 November

Accepted: 19 December

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ABSTRACT

Study This investigate how MSMEs use social media via Shopee for understand behavior consumers and improve sale product they. With approach qualitative and study case, research This use interview in depth and analysis Shopee social media content as tool data collection. Findings main involve variation experience user in shopping, role interaction consumers on Shopee social media, as well impact positive visual content in influence decision purchase. The result highlighting importance review positive and testimonial consumer in push purchase. Discussion study emphasize experience users, interaction strategies on social media, and their importance visual content for interesting interest consumer

INTRODUCTION

Shopee, or what is often called an online shopping platform, has now seen significant changes from 2018 to 2022 in terms of sales and consumer behavior in Indonesia. This phenomenon is caused by the large number of online transaction processes on one of the online shopping platforms, namely the Shopee application. Based on data from Similarweb, Shopee is currently the e-commerce site in the marketplace category with the largest number of visitors in Indonesia. In September 2023, Shopee recorded 237 million visits, an increase of around 38% from the beginning of the year. This significant growth far exceeds its main competitors such as Tokopedia, Lazada, Blibli and Bukalapak. Tokopedia experienced a 31% decline with 88.9 million visits, while Lazada fell 48% to 47.7 million visits. Blibli experienced a slight increase of 1% to 28.9 million visits, and Bukalapak fell 44% to 11.2 million visits. Of the five largest sites, only Shopee experienced significant growth, followed by Blibli which rose slightly. However, according to the Katadata Insight Center (KIC), the majority of Indonesian people do not actively use e-commerce services. Only around 33.4% of the total population are active users, while the remaining 49.6% are included in the non-e-commerce user group. KIC emphasized that relying on online sales channels alone is not the right strategy because it will ignore more than half of Indonesian consumers (Rao et al., 2021).

Based on data from research results, there are several problems with the online shopping platform or Shopee Al Hamli and Sobaih (2023). Firstly, there are several marketplaces that provide poor service, for example sending goods that do not match the order (Adistia and Sanaji, 2022). Second, the many types of products and promotions offered by Shopee can influence consumer behavior (Aulia et al., 2022). Such as offering big discounts as well as discount vouchers and free shipping from Shopee, which makes consumers interested in making online transactions or shopping on the application (Chong and Ali, 2022).

Shopee is one of the marketplaces that was first run by Garena, which has now changed its name to SEA Group. Garena implements a mobile platform for business transactions between customers (C2C) (Bhatt and Nagvadia, 2021). In December 2015, Shopee was officially launched in Indonesia under the leadership of PT Shopee International Indonesia. (Ünver Et Al., 2023) Shopee has a variety of products in its marketplace, including but not limited to beauty products, men's and women's clothing, cellphone accessories, computers, home appliances, electronics, food, credit, bills, Muslim fashion, fashion children, baby equipment, bags, health products, photography equipment, sports, vouchers, books, stationery, sundries, shoes, souvenirs, watches, hobbies and other collections (Neog and Gaur, 2020).

Shopee is a marketplace used by online sellers in Indonesia. In 2015, Shopee began operating in Indonesia and immediately became a favorite in the realm of online buying and selling among the public (Bagus et al., 2019). However, when it first arrived in Indonesia, Shopee had to compete with established marketplaces such as Tokopedia and Lazada, and initially lost the competition (Alonzo, 2022). However, recently, Shopee has managed to gain significant

popularity with an increase in the number of application downloads and popularity which received the highest rating (Soegoto and Suropto, 2018).

The survey results also showed that 82 percent of MSME respondents chose Shopee as their sales market. As many as 89 percent of Shopee MSME users choose the Shopee marketplace platform because it offers lots of promos. (Rindha Purba and Paramita, 2021) Business actors must pay attention to the quality of the products produced because by improving the quality, the company's reputation will increase so that the company will get a good reputation in the eyes of customers, and the product can even develop in the global market (Rindha Purba and Paramita, 2021). The quality of the products offered by online stores in the Shopee marketplace is usually described through a catalogue, the image description in the catalog usually explains the specifications of the goods and is listed below the image (Salama and Anam, 2022). However, there are indications that several shops that sell their products on the Shopee application have product quality that is unsatisfactory or does not match what is written in the product description (Daroch et al., 2021).

Based on research by Kwaku and Antwi (2021), the menial generation is now a large population, and their purchasing power makes them attractive targets for many consumer industries because they behave differently compared to other generations. Indah Alanan considers studying them to be interesting and relevant (Alam et al., 2020).

This research aims to holistically investigate and understand the implementation of social media use through the Shopee application in order to understand consumer behavior and increase sales of MSME products. More specifically, this research aims to analyze the factors that influence purchasing decisions, influence consumer interactions on Shopee social media on sales, analyze effective strategies in using Shopee social media, assess the role of visual content, and make recommendations to increase product sales. MSMEs. Thus, it is hoped that this research can make a significant contribution to the development of digital marketing strategies for MSMEs in facing the increasingly developing era of electronic commerce (Gligah et al., 2021).

LITERATURE REVIEW

Digital marketing is an effort to popularize a company's goods or brand by utilizing electronic tools (Arul Rajan, 2020). Using social media for online marketing is simpler to learn than creating a website which requires specific skills (Jiradilok et al., 2014). Through digital marketing, buyers can get all information about products, carry out transactions online, and enable sellers to monitor and fulfill the needs and desires of potential buyers without geographical limitations (Al Khasawneh and Rishi, 2017). Previous research conducted (Küster et al., 2016), shows that digital marketing has a positive and significant effect on increasing sales by 70%. As many as 70% of business people predict that digital marketing will become the main communication platform in marketing, with physical stores as a complement because of digital marketing's ability to reach more consumers. Generational factors are also an important element in the evolution of digital marketing (Khare and Sarkar, 2020).

METHODOLOGY

Type of research used is study descriptive qualitative, that is illustrative research influencing variables and relationships between Variable the For reach objective research. Data qualitative in the environment experience or real. As for research This use design study descriptive. Study descriptive is research used For know mark One variable other . Study descriptive can also be used For answer question general. This matter done in a number of stage: collection data, classification and analysis, retrieval conclusion writing report with objective main create situation objective in describe situation the. Therefore that, researcher describe or explain the data obtained about use of social media through application shopee in understand behavior consumer To use increase sale product umkm.

Research design This is studies case with focus on implementation use of Shopee social media in increase sale MSME products. Case study possible researcher For investigate phenomenon the in real world context, get deep insight, and understanding connection cause and effect.

Population study This is user the Shopee application involved in purchase MSME products. Samples will be chosen in a way objective with consider variation characteristics users, like age, type gender, and level experience using Shopee. Amount respondents will determined in a way flexible For reach data saturation.

Observation is an involved process various complex biological and psychological processes. The main process involve observation and memory. Observation technique used in data collection when study related with behavior people, work processes, or symptom nature, esp when observed respondents the amount No Lots. According to my explanation read , observe Can interpreted as attention paid to events or symptom certain . In context scientific , observation is focus attention to symptoms or incident with objective interpret, express factor the cause , and find the rules that govern it . Study This will involve observation to public coffee farmers do financing vehicle motorized . Apart from observation , methods interviews will too used . Interview is meeting between two people or more For exchange information and ideas through questions and answers , so meaning certain can built in topics discussed . This process is interaction Language between two individual where one person requests information or opinion of the people studied , with focus on his opinions and beliefs . There are types different interviews . One of them is interview open , where questions are asked No own limited answers . Whereas interview closed submit question with hope get answer Specific . For study This is an interview open will done with figure public or head village , meanwhile interview closed will addressed to public coffee farmers . Apart from observations and interviews , documentation will also be used become part important from study This . Documentation take notes events that have occurred happens and can in the form of writing, pictures , or monumental work of somebody . Example written documentation includes notes daily , history lives , stories , biographies , rules , and policies . Temporary that 's documentation in form picture can form taking pictures .

Instrument study will covers guidelines interview , checklist observation participative , and criteria analysis social media content . Guidelines interview will designed For explore experience consumers and related MSME owners using Shopee. For reach comprehensive understanding related behavior consumer in context use Shopee application for MSME products, research This use diverse consisting of instruments from interviews , observations, analysis social media content, and online surveys. Following is explanation Instruments and their use :

Table 1. Instruments Study

Instrument	Types of Data Collected	Use
Guidelines Interview	Qualitative data from consumers and owners MSMEs	Explore experiences, preferences, perceptions, and related strategies with using Shopee
Checklist Observation	Observation data participatory on the Shopee platform	Track interaction consumer, preferences product, and response to promotion or discount
Analysis Social Media Content	Review data comment related MSME products	Taking notes pattern review consumer as well as response to MSME products on Shopee

Instrument interview will used For deepen experience consumers and MSME owners in using Shopee. Observation will monitor direct interaction consumer with the Shopee platform. Analysis social media content will inspect reviews and comments consumer to MSME products on Shopee. Online surveys will collect quantitative data about preference , satisfaction , and response to use Shopee application . Instruments This designed For create view comprehensive about How use of social media through Shopee application affects behavior consumer to MSME products . Integration between qualitative and quantitative data expected can give more picture _ in-depth and accurate related phenomenon This .

Validity study This related with how much appropriate instruments and methods used For measure what 's real want to observed , i.e behavior consumer related use Shopee application in increase sale product UMKM. The instruments used, such as interviews, surveys, and analysis social media content, has designed For measure in a way accurate aspects important like preference consumer, response to promotion MSME products, and experience user in use Shopee platform. Validity will strengthened with triangulation of data from various source, like interviews, observations, and social media analysis. Reliability will guarded through recording detailed analysis process and thorough documentation.

Then, reliability study This refers to consistency and clarity instrument used in measure variables certain . Instruments like interviews, surveys, and observations must can give consistent results If applied to similar situations. Pre-test trials as well consistency in use instrument during study will help ensure quality reliability instrument the.

Table 2. Validity

Aspect	Information
Construction	Equality instrument measure with the right concepts related behavior consumers and use of Shopee.
Internal	Election representative samples and rigorous data analysis _ For represent real relationship . _
External	Suitability results study For applied outside _ sample study For general .
Instrument	Consistency instrument in give similar results _ If repeated in the same situation .
Internal	Consistency methodology and data analysis during study .
External	Openness and transparency in reporting methodology and results study For replication or retest . _

High validity and reliability _ in study This will ensure that the resulting findings own required accuracy and precision _ in support results study as well as application practically.

RESULT

Based on results data collection from interview with five respondents who were student with experience transaction in a way routine via the Shopee application platform as well own understanding deep about behavior consumer , research This aim For increase sale MSME products .

Table 3. Characteristics Respondent

No	Respondent	Gender	Status	Age	Frequency Purchase on Shopee	Understanding To Behavior Consumer
1	Nunu	Woman	Seller	19	Often	Tall
2	Riri	Woman	Seller	22	Sometimes	Currently
3	Kendis	Woman	Seller	21	Routine	Tall
4	Ica	Woman	Seller	20	Often	Tall
5	Dani	Man	Seller	19	Sometimes	Tall

Based on table on there were five respondents involved in study This. Fifth respondents the consists from four female , namely Nunu (age 19 years , often do purchase on Shopee with high understanding _ to behavior consumer), Riri (

22 years old , sometimes do purchase with understanding moderate), Kendis (21 years old , regular do purchase with high understanding), and Ica (20 years old , often do purchase with high understanding) . One respondent other is Dani, one man 19 year old sometime _ do purchase with high understanding _ to behavior consumer . From this data , it can be seen that majority respondents , esp women , tend to own high understanding _ to behavior consumers , however pattern frequency purchase they varies . Temporary that , Ucup , is the only one respondents men , also show level understanding tall one to behavior consumer.

Table 4. Interview Results Implementation Use Shopee Application

No	Question	Answer Respondent
1.	How frequency you use features specifically on the Shopee application ? is There is the features you find most useful or interesting ?	From the results interview , 80% of respondents such as Nunu, Riri, Kendis, and Ica active use features especially on Shopee, especially Flash Sale, Free Shipping, and Recommended for You. They enjoy discounts , savings cost send , and recommendations suitable product . _ Meanwhile 20% like Dani use it feature the in accordance need . Nothing that does n't use feature Shopee special , shows majority respondents active utilise features This For experience spend more _ Good .
2.	Do you feel interaction with social media in Shopee application affects decision your purchase ? If yes , how ?	Interview result show that 80% of respondents (Nunu, Kendis, Ica, and Riri) considered interaction with social media in the Shopee application influencing decision purchase they . Dani, as much as 20%, stated that its influence depending on the situation , temporary No There is respondents who with firm state that interaction with social media No influence decision purchase they .
3.	How your opinion about promotional strategies or integrated marketing _ with social media on Shopee? is matter This influence decision your purchase ?	Interview result show that about 80% of respondents (Nunu, Ica, Dani, and Riri) think that promotional strategy integrated with social media on Shopee influencing decisions purchase they . Kendis, about 20%, stated that its influence depending on context and type promotions

		<p>offered . _ There isn't any respondents stated _ that this strategy No influence decision purchase they . This shows majority respondents see exists linkages positive between promotional strategies the with decision purchase they .</p>
4.	<p>How your experience in interact with marketing strategy or promotions carried out by MSMEs through Shopee? is there are certain strategies that make you more interested For shopping ?</p>	<p>Interview result show variation response on MSME marketing strategies on Shopee. About 60% of respondents (Nunu, Ica, Dani) responded positive , temporary around 40% (Kendis, Riri) gave response depending on the type of strategy implemented . Nobody responded _ _ negative towards the strategy , shows difference preference in response regarding marketing strategies carried out by MSMEs through the Shopee platform.</p>

Based on results interview related implementation use Shopee application , the majority respondents show participation active in utilise features specially provided . _ As much as 80% of respondents , including Nunu, Riri, Kendis, and Ica, respectively active use features such as Flash Sale, Free Shipping, and Recommended for You. They found mark plus in discounts , savings cost send , as well recommendation suitable product _ with preference they . Meanwhile 20% of respondents , like Dani, use feature the in accordance with need . Interaction with social media inside _ applications are also rated influential in decision purchase by the majority respondents , around 80%. Nobody refused _ _ influence positive this , though there are 20% who admit it its influence depending on the situation . Likewise , about 80% of respondents see exists influence of promotional strategies integrated with social media to decision purchase , with majority respond positive to matter This . Response towards marketing strategy from MSMEs on Shopee shows variation , where about 60% deliver response positive and another 40% respond depending on the type of strategy implemented , however No someone gave it response negative . This matter describe different preferences _ in assess the marketing strategies carried out by MSMEs through the Shopee platform.

Table 5. Interview Results Behavior Consumer

No	Question	Answer Respondent
1.	How your experience in shop MSME products on the Shopee application ? What influencing factors _ your decision to choose product from certain MSMEs on the platform ?	Experience I in shop MSME products on Shopee really influenced by reviews users and quality Photo product . I tend to choose products that have review positive and clear and detailed photos . _ Apart from that , trust to brand or reputation sellers also become consideration important for I .
2.	is There is feature or promotion specifically on Shopee which makes you more interested For buy product from MSMEs? For example , discount programs , reviews user , or other influencing features decision your purchase ?	I often interested with a discount program or promos offered by MSME sellers on Shopee. For example , discounts For purchase First or promotional bundles that create mark product the more interesting . The 'Shopee Mall' feature also provides a sense of trust Because show that product the has verified .
3.	How the way you evaluate trust to MSME products sold on Shopee? is There is things certain things to be factor key in build trust to quality product or reputation seller ?	For ensure trust to MSME products on Shopee, I see review loading user _ Photo product original . Apart from that , there is description clear and transparent products _ about material , size , and use the product also helps build trust .
4.	Do you have preference or trend special moment interact with MSME sellers on Shopee? is factor like response fast from seller , good communication , or _ service customer influence experience your shopping ?	Fast response _ from good seller and communication _ very influence experience shopping I . I am more Like interact with responsive seller _ to question or complaint I . Service Good customers also make _ I feel valued as consumer .

Based on the table above , interview results to behavior consumer moment shop MSME products on Shopee indicate that element important in decision purchase covers review from users , quality picture products , as well trust to brand or reputation seller . Consumer tend choose product with Positive reviews and detailed pictures. Apart from that , discount programs , promotions , such as discount For purchase First or package offers , and the presence of ' Shopee Mall'

also influence interest buy . In building trust to product , aspect key involve review from user with picture authentic products , information _ detailed products _ about material , size , and use product . Fast response from seller , good communication , as well service good customers too influence experience shop consumer . From the results that , you can concluded that factors This in a way together form factor main influence behavior consumer moment choose and buy MSME products on Shopee.

DISCUSSION

Shopee is one of the largest and most popular marketplaces ranking 5th in Indonesia. Indonesia . Shopee is supported by Garena (change Name became SEA Group). Internet Industry in Southeast Asia. With introducing a C2C (customer to customer) business model . Consumer is a mobile and central market online shopping supported by Shopee. Can with easy purchased by various layer society , incl Indonesian society . Shopee offers experience mobile and chat unique direct We help _ franchisees and customers communicate with easy and comfortable . Lightning . Shopee Indonesia is tool online shopping and selling offers various type product . We support activity your daily life with fashion, gadgets, equipment cosmetics and others. Electronics , Hobbies & Collectibles , Photography , Sporting Goods, Automotive , Beats Accessories , furniture House stairs , food and drinks , souvenirs and events , etc. Coupon shop . Shopee must exist For reach vision and goals . Improvement strategy quality service .

In Indonesia, online shopping is already there become choice Lots people. Get it your stuff . Shopee is mobile market application the first consumer-to-consumer (C2C) to create sell buy become comfortable , fun , easy , and efficient . like This shop is one of the best selling , marketed , and modified websites on the internet. Interesting customer via your website for produce more Lots business (Gbolonyo et al., 2022). For (Liao dan Barnes, 2015) quality is what is wanted and wanted customer . There will be more Lots emphasis on market opportunities and therefore That more Lots emphasis on level estimation . We offer equipment and reliability with price affordable in accordance with the market. The quality is the atmosphere Products , services , people, methods and fields that meet or surpass hope very influenced (Tuan, PhD et al., 2022). Quality often defined _ as something that works like Something else. is That like or satisfying need or desire customer . The evaluation Good Quality bad service _ tightly connection with satisfaction or dissatisfaction customer to something product or service service That . Quality service and fun related closely It has various meanings and concepts . claim that happiness customer more influenced by quality service compared to website design , and that happy and eager customers _ return Again to the website in the future Possible become source superiority competitive . With remember objective this , capacity factory For fulfil needs and requests client at a time fulfil hope they is decisive thing _ quality service . In other words, expectations and perceptions customer to service is factor significant influence _ quality their services _ accept (Chen et al., 2022).

For interesting interest consumer on a product and encourage desire For buy it , branding strategy through design sticker on the packaging product very important . Design process This Can done use application like Canva, which is customized with identity unique from product the . Additionally , for _ expand range sales , utilizing marketplaces such as Shopee, which are user-friendly and can accessed via smartphone, providing convenience for MSME sellers and buyers in communicate and perform transaction (Tedry dan Ellitan, 2023). Decal designed packaging _ with carefully very help in build identity MSME products in Buniara Village , making it more interesting for consumer . Apart from stickers , Instagram's social media presence is also a platform for promotion , possible product This reach more Lots consumer . Temporary That , the existence of Shopee as a marketplace helps MSME players are increasing sales and deliver more service _ Spacious , easy interaction between seller and buyer (Putri Auliya et al., 2022).

Build trust consumer is key important in increase marketing . One's actions the seller sent it empty package _ or use practice return illegal can damage trust it and have an impact negative on reputation shop in period long . Therefore _ that 's policy related lie in selling on the Shopee platform now This covers violation like send the package is not complete or blank as well as do infringing returns _ rule (Arbie, 2021). Policy selling on Shopee media aims For ensure that Shopee Feed and Shopee LIVE remain become safe and comfortable environment _ for consumers and sellers . Content that doesn't in accordance will charged sanctions , such as content that is not accurate , sensitive , containing abuse towards others, or do promotion goods illegal (Sundaram et al., 2017).

Research result disclose variation experience user shopee in purchase MSME products . A number of respondents state his satisfaction tall to quality products and services , while others highlight constraint like lack of information clear product . _ Analysis social media content shopee show that interaction and engagement consumers on the platform play role important in form perception MSME (Sitorus dan Fontana, 2021)products . Review positive , photo use products , and discussions between user become factor key in influence decision purchase . Findings show that visual content , such as product pictures and videos , have impact significant in interesting attention consumer . Shopee users tend to more interested in supported MSME products with attractive and informative an (Vo dan Wu, 2022)visual content . For ensure protection for confidence consumers and improve security information merchants , as well prevent abuse information by unauthorized parties _ responsible answer , Shopee will enforce two type fine If trader proven direct consumer For do business on the app or websites outside the Shopee platform. In research entitled " Influence _ Website Form and Price as Influencing Factors Interest Buy with Confidence as Intervening Variables in Shopee E-Commerce," highlighted Edwin Japariato and Stephanie Adelia that the price is also holding role in determine is consumer will own interest For shop on certain e-commerce platforms . Component important in price like part price , affordability , and suitability with quality need noticed by e-commerce players . Apart from that , there is aspect

other important things in originating online purchases from each internal individual, that is confidence (Yunanto dan Paizal, 2019).

On the contrary from research Dr. Agoes Parera (2021), Analysis about influencing factors _ interest use of e-commerce in A studies on Shopee Indonesia show that beliefs and attitudes in doing business own influence big to interest user in use Shopee application. This study take notes that beliefs and attitudes individual is factor important in using Shopee. Trust user to security application as well as attitude positive influence too decision they For use this platform in transaction or doing business. Shopee, an e-commerce platform based mobile application being develop rapidly in Indonesia, influenced by factors like quality service, quality products, and aspects emotional. This research aim For understand How quality services, products, and aspects emotional influence happiness Shopee users.

Research result emphasize importance experience user in influence decision purchase. MSMEs can increase sale with increase quality service, provide information clear product, and responsive with fast to question consumer (Lin et al., 2018). Findings show that interaction active with consumers on social media shopee can increase trust and loyalty. MSME owners need take advantage of this platform For communicate with consumers, responded bait turn, and give information addition. Discussion highlighting importance optimization deep visual content increase Power pull MSME (Gao et al., 2018)products. Owner business need ensure that product images and videos reflect values and character unique product, so can interesting attention candidate consumer. Shopee's social media analysis shows that review content positive and testimonial consumer can become pusher strong decision purchase (Son dan Lee, 2021). MSME owners must build strong relationship _ with consumers and utilize bait come back positive For increase image product. The discussion also includes management strategies challenges faced by MSMEs in use of Shopee social media, such as lack of understanding consumer about MSME (Wen, 2013)products. Owner business need identify and overcome constraint the For increase effectiveness campaign marketing they.

CONCLUSIONS AND RECOMENDATION

In research this, implementation use of social media through Shopee application in understand behavior consumer To use increase sale MSME products have produce deep understanding _ about role crucial to this platform in realm digital marketing. Findings show that factors like trust consumers, quality products, and experiences user own significant impact _ to decision purchase. Interaction active consumers on Shopee social media, especially in form reviews and comments, apparently can become pusher strong to enhancement sale MSME products. Visual content, such as picture products and videos reflect, play role important in increase Power pull product and build image positive in the eyes consumer. Effective strategy implementation via social media Shopee engages proactive involvement _ with consumer, response fast to bait flip, and upgrade visibility through attractive visual content. Study this also delivers recommendation practical for MSMEs to strengthening their online

marketing strategy , incl optimization visual content and improvements involvement consumer . In line with study earlier social media , in particular through Shopee application , no only tool marketing addition , but is integral element in understand behavior consumers and improve Power MSME competitiveness . With adopt appropriate strategies with dynamics of social media , MSMEs can optimizing potency sales , building strong relationship _ with consumers , and confirm presence they are in a continuing market changed. Findings findings This can give guide valuable for MSME actors in operate business them in this digital era.

FURTHER STUDY

This research still has related limitations, so it is necessary to carry out further research on the topic of Implementing the Use of Social Media through the Shopee Application in Understanding Consumer Behavior to Increase Sales of MSME Products in order to perfect this research and increase reader insight.

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