

## **SHOPEE BRAND AWARENESS INFLUENCES THE DESIRE TO BUY USERS AMONG STUDENTS OF THE UNIVERSITY MALAYSIA PAHANG (UMP)**

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### **ABSTRACT**

Shopee is a major e-commerce site in Southeast Asia and Taiwan Haryati Ngah, (2017). It is a platform that fosters relationships between sellers and customers by providing services for online buying and selling. According to Keller (2013), brand awareness is achieved through increasing brand familiarity through repeated exposure, i.e. in general, it is effective for identifying and remembering brands. This means that when more people have the experience of seeing, hearing or thinking about the brand, more customers are likely to remember it. The desire to buy, according to Wu, Yeh, and Hsiao (2011), indicates the chance that consumers will plan or be willing to acquire certain goods or services in the future. Recent economic advances are related to making online purchases such as the Shopee app. This will encourage them to have a feeling of wanting to buy in the future. As a result, this survey was conducted with the aim of determining Shopee brand awareness in influencing consumer buying desire among Universiti Malaysia Pahang (UMP) students. The key to the goal of this study is to determine whether remembering brands, beliefs and promotional strategies can influence consumers' buying desire. The study was conducted on 85 people who are all UMP students by distributing the survey online through Google Form and Statistical Package for the Social Science (SPSS) Value 22.0 was used to assess the relationship between dependent and independent variables. This study includes three independent variables namely considering brand, trust, and promotional strategy. As a trader, especially those who run an online business, it is undeniable to have a goal to increase sales in order to maintain the company's position in the business industry.

**Keywords:** *Consumer buying desire, Remembering Brand, Trust, Promotion Strategy.*

## **INTRODUCTION**

Shopee is the best e-commerce application especially in Southeast Asia and Taiwan. Shopee is a Singapore-owned e-commerce application under Sea Group, which was launched in 2015 by Forest Li and expanded to Southeast Asia and Taiwan according to Shopee, (2020). It is an application throughout the Southeast Asian region and Taiwan which provide and offer buying and selling services to traders and buyers in fact a convenient, safe and fast online shopping experience with payment assistance and powerful logistics.

Shopee is one of the applications that may be used to help users find and obtain goods that they want it at a reasonable price, regardless of location or time constraints. Shopee sells a wide variety of products, such as home appliances, personal products, tools and baby toys, fashion and exercise equipment. Shopee thinks that the purchase in Online can be easy and fun. As a result, Shopee is active in various advertising initiatives to ensure the brand is known and remains a favourite user.

Online shopping is the process that users do to buy products or services on the Internet. Among the online shopping platforms that are often visited by users are Shopee, Lazada, PGMall and others. Shopee stores personal data in accordance with the Privacy Law or other applicable laws. Among the advantages of buying online is that users can save time because every information about the purchase has been prepared. As for the sellers, they need to know the important information that needs to be displayed or disclosed if they offer products and services online. This has been enshrined under the Consumer Protection (Electronic Commerce Transactions) Regulations 2012 which are outlined under the Consumer Protection Act 1999.

Due to the advancement of technology, consumers and buyers now have more opportunity to do business and make purchases online. E-commerce has grown in popularity in recent years, whether for transactions business-to-business (B2B), business-to-consumer (B2C) or consumer-to-consumer (C2C). According to Firat (2019), advertisements are a very necessary advertising tool to attract the attention of consumers to be aware of a brand. Add Firat (2019) again, the advertisement message used needs to be emphasized because if there is a problem with the ad message, this will affect the effectiveness in attracting interest target audience of the advertised brand. According to the Communications Commission and Multimedia Malaysia in Berita Harian written by Rafidah Mat Ruzki (2020), there is an increase in online purchases, with 48.8 percent of customers buying goods in online in 2016 increased to 53.5 percent of users in 2018. There are several e-commerce websites such as Shopee also includes Lazada, Taobao and Zalora. Therefore, this study was conducted to find out about Shopee's brand awareness in influence consumer buying desire among university students.

In terms of strategy, Shopee provides a mobile application to facilitate the process buying and selling. Empirical findings from Ho and Chung (2020) show that this app engagement positively affects customer equity where thereby increasing repeat purchases of existing customers. In addition, customer equity is an important mediator in explaining the manner of repurchase desire driven by the positive effects of the Shopee application user engagement through keeping in mind the brand, belief and promotional strategy.

Shopee is one of the applications that can be used on android and iOS and can make it easy for users find and get the desired product at an affordable price without being limited by distance and time by Wijaya & Warnadi (2019). According to utility theory Zinkhan (1992), consumers are 'rational economic man' and behaviour Consumer behavior is influenced by various variables. According to him again, behaviour users have evolved through various stages and can now be evaluated through new research methodologies and acceptable paradigmatic approaches. Martin Fishbein and Icek Ajzen developed the idea of planned behavior (theory of planned behavior) in 1975 as a continuation of the answer about behaviour which is reasoned (theory of reasoned actions). This theory is often used to explain human behavior by Ajzen (1991).

## **PROBLEM STATEMENT**

In following the current of modernity, due to the current trend of customers making purchases online, applications that provide an online shopping platform increasingly increased today. University students can also be classified as buyers for this online purchase because they also have money savings, information gathering, ability and interest required in the purchase online. It is also due to limitations in movement and time constraints as a student to get their daily needs.

As a result, the application buys-This online store, especially Shopee, is useful and gives importance to them. The existence of e-commerce causes many businessmen to compete to be able to win competition. It is evident from the data released by the iPrice Group (2020) which recognized Shopee as the most visited web site each month in the third quarter of 2020 with a total of over ninety-six million visitors. According to Florack et al., (2019), a product usually competing for attention in other products or stimuli. Shopee is an online application that allows users to search and buy the desired product easily at a reasonable price without constrained by distance or time.

For consumers, brand awareness is the starting point and condition for influence desire to buy. When the brand awareness is already identified by consumers it can demonstrate their ability to recognize the brand. The problem will be developing and influencing e-commerce business is that there are reports that indicate that users prefer to find or obtain information in online, but they will make their last purchase in a physical store by TimeTrade (2019).

Consequently, it is important to investigate and consider which factors are which is likely to have a significant impact on customer brand awareness for e-Shopee online trading. Application developers must understand what the user want to increase the use of the application for online shopping once so users have their own reasons for using this application. According to Arziana M. Azaman (2019), Shopee, Lazada, Wish, Shopback and Mudah.my are just a few of the online shopping apps available now. Because Shopee often ranks first in the selection of online shopping applications in Southeast Asia, then a study was conducted to examine brand awareness Shopee in influencing the desire to buy users among students university.

According to an excerpt from Sinar Harian written by Rafidah Mat Zuki (2020), where e-commerce has achieve significant progress in 2020 as Malaysians are encouraged to prioritizing online spending for a variety of purchases, including merchandise branded and premium. According to Shopee's Regional Managing Director Ian Ho, looking at habits their shopping, Shopee found that demand increased for all categories on its platform, with the most significant changes recorded for brands and retailers in the middle segment as well.

She also explained even though Malaysia is beset by calamity due to the spread of Covid-19, purchases on Shopee increased compared to purchase before the spread of this infectious disease. The demand for e-commerce has increased in 2020, and Shopee saw a parallel increase in trust and the convenience of people to buy on the app. During the implementation of the movement control order (MCO), feeling empty and bored being the cause of consumers having addiction problems making online purchases including in the Shopee application. This is compounded by the difficulty of limiting behaviour compulsive shopping online because they are too busy with collecting offer to find out how much money and time is spent on these activities. This study is focused on UMP students who are generally known to be university students who have a very high level of curiosity and willingness to try. This will encourage them to easily trust and make purchases regardless of the possible risks they will face. The question arises about how they perceive online purchases. This study was conducted to examine the experience of students in making purchases online and what factors motivate them to make such purchases.

## **RESEARCH OBJECTIVE**

Based on the problems that have been described, this study aims:

1. To identify the relationship between remember the brand with desire to buy among Universiti Malaysia Pahang (UMP) students.
2. To identify the relationship between trust with the desire to buy among Universiti Malaysia Pahang (UMP) students.

3. To identify the relationship between promotion strategy with the desire to buy among students of Universiti Malaysia Pahang (UMP).

## **PREVIOUS STUDIES**

According to Ali and Bhasin (2019), consumers are more likely to buy again if they find value (utilitarian and hedonic) and satisfaction with previous purchases from the seller. The consumer's desire to buy is also important to understand because happy and satisfied customers are more likely to form relationships long-term with traders explained by Ibzan et al., (2016). This is due to the fact that Zeithaml et al. (1996) pointed out that companies can spend a small amount on promotional activities to retain old customers rather than attract new customers by building relationships with customers as much and as best as possible, resulting in an increase in the consumer's willingness to buy repeatedly is obtained.

According to Haekal and Widjajanta (2016) stated that the desire to buy is a desire and passion strongly inclined to a very high heart to get something in a way sacrifice, getting something by spending money. In this case, there is many ways for consumers to make purchases, including online purchases at Shopee. According to him, it can also be defined as the desire to buy online is the context in which users indicate their willingness to perform a transaction. Ultimately, this leads to the conclusion that the desire to buy consumer is a state in which the consumer has feelings and desires for buy items that want to buy or that have been bought before them actually make the purchase process online. According to Ho and Chung (2020), the desire to buy and repeat purchases driven by the positive impact of user engagement in the purchasing application. The desire to buy this will also arise when the customer realizes that the results of previous purchases have provided benefits which is significant for its own use, making the decision to buy on time forward is easier. The desire to buy is a behavior that is also influenced by the experience they had with the product purchased previously.

### **Remember the Brand**

Shopee's brand recall refers to a brand recall in a situation certain which are explained by Prashar, Dahir & Sharma (2012). It is also referred to as the buyer's extent remember ads and other messages about the brand. According to Richard P. Bagozzi and Silk (1983), consumers who remember a brand are those who have knowledge or experience with a particular brand. Buyers' ability to recognize the brand correctly from memory when given specific cues about the brand is referred to as recall brand. A brand that can generate an image and personality that buyers can change have a better chance of being remembered by their users as well produce loyal users.

Based on Keller (2008) study, brand name is an important choice because it is often describe the main subject or the main connection of the product in a very way simple and sensible. A brand name may be a very powerful form of communication effective for consumers in remembering a brand. It can be concluded that remembering the brand influences consumer buying intention based on Shopee brand awareness. This is related because without remembering the brand the user will not make an in-app purchase Shopee.

When making purchase decisions, consumers rely on brand recognition and recognition by Lin (2013). According to her remembering is an important factor in decision making, and it is wrong an indicator that is taken into account when making a purchase decision. As a result, users who have strong brand recognition are more likely to buy the brand repeatedly. Based on the comments above it can be assumed that remembering the brand influences consumer buying intention based on Shopee brand awareness.

### **Trust**

Punuindoong and Syah (2020), define trust as an optimistic belief that trustworthy people will not commit fraud by taking advantage from certain circumstances for personal gain. Furthermore, trust customers can lead to positive product evaluations by customers, resulting in consumer repurchase. Aren et al. (2013) have supported and found that trust has a positive influence on the desire to buy again in the same e-commerce in their study. Trust is defined as a customer's sense of confidence, which is possible influence their tendency to do online transactions also support by Dinev & Hart

(2006). Customer trust in a particular website is highly related to desire to make repeated purchases from the website by Lukito & Ikhsan (2020).

Several research groups have also studied issues surrounding trust, and their findings have revealed that trust is an important factor in any online transaction by Lee & Cheung, (2004) and Chiou et al., (2009);. For now, this feature is important for users to maintain his loyalty to a brand according to Chiou & Pan (2009) as well as ensure they will complete the repeat purchase process in the future. In addition, Larasetiati and Ali (2019) found that increased trust in insider's line increases the likelihood of repeat purchases. Based on the findings of previous studies, it is reasonable to assume that trust is one of the most important factors for consumers when engaging in any online transaction between businesses. Any safe and secure transaction believed to gain trust from customers. This is due to the trust factor predicts consumers' early awareness of the Shopee brand, which influences consumer purchase intentions.

### **Promotion Strategy**

Referring to the review of previous studies according to Kotler and Armstrong (2006), strategy promotion is aimed at broad sales, such as increasing sales, encouraging purchases, and acquire new users. The promotional strategy is implemented on a media platform commonly used in business to influence consumers. It is a successful strategy to attract customers to buy goods by Syahbani and Widodo (2017). Attractive advertising and promotional activities that are easy for consumers to understand is an example of an effective promotional technique. This promotional strategy has a market effect which is significant because it can increase brand awareness and brand presence in market. Promotion has a significant positive effect on consumer behavior. For example, through the influence of intensive promotional strategies, promotional strategies can influence user behavior.

According to Kotler and Armstrong (2020), promotional strategy is an element used to informing and persuading the market about a new product or service to the company through advertising, personal selling, sales promotion, and publishing. According to him defined a promotional strategy as a specific combination of tools promotions used by companies to deliver value to customers in way convincing and building customer relationships. According to him again, in doing strategy effective promotion needs an optimal combination of different types of activities or selections the most effective type of promotional activity in increasing sales affect the consumer's desire to buy where there are four types of promotional activities, among them advertising, personal selling, publicity and sales promotion. Based on previous research, it is clear that this promotional strategy will be one of the determinants of users in making online purchases in the Shopee application. If there is any The more benefits and pleasures of this promotional strategy, the greater the influence will be affect the consumer's desire to buy.

### **METHODOLOGY**

Research methodology is an important part that is used to ensure that research is carried out using authentic methods and procedures. In addition, research methodology is also used to achieve the objective of a study based on valid and reliable data. Research methodology is a technique for collecting and analysing data in order to produce evidence that can support a study. Methodology describes how a problem is studied and why certain methods and techniques are used. The purpose of the methodology of this study is to help the researcher understand in more detail the methods used to obtain the information related to the study.

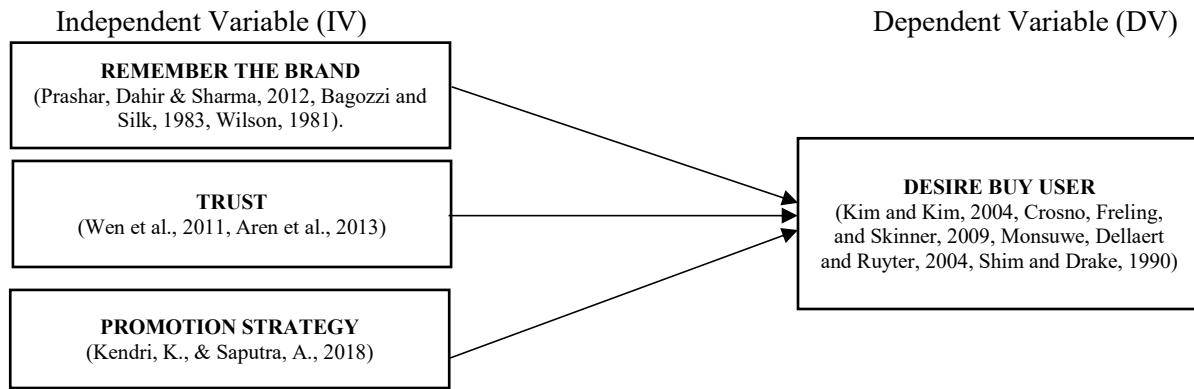


Figure 1.1 Study Concept Frameworks Desire Buy User

This study used reliability analysis, validity analysis, and multiple regression analysis. The researcher used a simple random sampling method because this study was carried out at UMP and focused on all customers at UMP. This study includes a reliability analysis design and a correlation analysis. Researcher using a non-proportional stratified random sampling method for this study implemented at Universiti Malaysia Pahang (UMP) Gambang which is focused on student's Bachelor's Degree at the Faculty of Industrial Management (FIM). Stratified random sampling does not proportional is the sample size selected from each stratum that is not based rate in the population. This study was conducted to see the desire to buy on Shopee against remember the brand, belief and promotional strategy towards students in the Faculty of Management Industry (FIM).

Table 1.0: Study Design

Research Design	Collection Method	Respondents/Sample	Data Types
Descriptive	Questionnaire	Student at Faculty Industrial Management (FIM)	Quantitative

The researcher used a questionnaire to collect data from the respondents by having them answer the given questionnaire. Through the questions given, the researcher can see the results chosen by the respondents. Researchers use quantitative regression methods to obtain what they want. This method is done in order to collect data that will be analysed to achieve the objectives of the study. The sample size determinant in the study is based on the Tabachnick & Fidell (2013).

This questionnaire has 5 parts, which are: Part A, which refers to the demographics of the respondents; Part B, which refers consumer purchase intentions; Part C, which refers to the remember the brand; and Part D, states the question about beliefs and Section E contains questions related to promotion strategy. Each item in the questionnaire will be measured using a five-level likert scale for respondents to indicate their level of agreement with the given statement, where 1 indicates strongly disagree and 5 indicates strongly agree.

Table 1.1: Distribution of Questionnaire Questions

Aspect	Number of Questions
Part A: Demographic Details of Respondents (Wen et al., 2011)	6
Part B: Consumer Purchase Intentions (Kim et al., 2012)	5
Part C: Remember the Brand (Azizan & Hamid, 2021)	5
Part D: Beliefs (Aren et al., 2013)	5
Part E: Promotional Strategy (Allen et al., 2007)	5

The researcher's focus is on all students at University Malaysia Pahang (UMP). University of Malaysia Pahang (UMP) Gambang has four faculties namely the Faculty of Industrial Management (FIM), Faculty of Industrial Science and Technology (FIST), Faculty of Civil Engineering (FTKA), and Faculty of Chemical and Process Engineering Technology (FTKPP). The researcher selects

students from the Faculty of Industrial Management (FIM) to be used as respondents in this research. The researcher has distributed a questionnaire that uses "Google Form" with distribute questionnaires to randomly selected students stratified no proportional. The sample size determinant in the study is based on the Tabachnick & Fidell (2013), i.e.  $N > 50 + 8M$ . The total number of independent variables in this study is 3. Based on the calculation of the formula above, the amount of samples obtained by the researcher should be more than 75 respondents or more than that number. So, the final study found that the researcher had selected a total of 85 respondents to answer the question. The survey that has been distributed related to the Shopee brand awareness study affects consumer buying desire among UMP students.

$$N > 50 + 8m$$

$$N = \text{sampel}$$

$$M = \text{number of variables}$$

$$N > 50 + 8(3) = 74$$

## DATA ANALYSIS AND RESEARCH RESULTS

### Descriptive Analysis

Based on the demographic variables, the descriptive results collected were intended to examine the distribution of subjects. The data presented in the form of a percentage will provide a clear and real picture of the research done by the researcher. In this study, a total of respondent is 85 students. The majority of the respondents who were involved were female: 57 (67.1%), while the male respondents were only 28 (32.9%). According to age, the majority of respondents in this study were 27 respondents, ie (31.8%) aged 23 to 24 years, which is the highest percentage. Followed by respondents who got the lowest age which is 20-21 years old with a percentage of 3.5% with a total of 3 respondents. Table 2 explains in more detail about the descriptive analysis in this research.

Table 2: Descriptive Analysis

DEMOGRAPHICS		NUMBER (N)	PERCENTAGE (%)
<b>GENDER</b>	Male	28	32.9
	Female	57	67.1
<b>AGE</b>	>20 yeras	6	7.1
	<20 years & >21 years	3	3.5
	<21 years & >21 years	10	11.8
	<22 years & >23 years	15	17.6
	<23 years & >24 years	27	31.8
	<24 years & >25 years	10	11.8
	<25 years	14	16.5
<b>NATION</b>	Malay	59	69.4
	Cina	14	16.5
	India	10	11.8
	Others (Melanau)	2	2.4
<b>EDUCATION PROGRAM</b>	Ijazah Sarjana Muda	18	21.2
	Pengurusan Projek (BPP)	21	24.7
	Ijazah Sarjana Muda Kejuruteraan Perniagaan	29	34.1
	Ijazah Sarjana Muda Analisis Perniagaan	17	20.2
	Ijazah Sarjana Muda Teknologi Industri		

<b>FREQUENCY OF SHOPPING IN THE SHOPEE APPLICATION</b>	Once a month	19	22.4
	2-5 times a month	38	44.7
	6-10 times a month	15	17.6
	11-15 times a month	5	5.9
	More than 16 times a month	8	9.4
<b>THE MONEY SPENT BY RESPONDENTS FOR SHOPPING</b>	Less Than RM10	1	1.2
	<RM10 & >RM30	15	17.6
	<RM30 & >RM50	21	24.7
	<RM50 & >RM100	29	34.1
	More Than RM100	19	22.4
<b>TOTAL</b>		<b>85</b>	<b>100</b>

All of the respondents who answered this questionnaire were 69.4% Malay, totaling 85 students followed by the Chinese race with a percentage of 16.5%. The Indian race has a frequency of 10 with a percentage of 11.8% and is followed by other races namely Melanau with a frequency of 2 with a percentage of 2.4%. Referring to study programs, the BPA program has the highest frequency of 29 people with a percentage of 34.1% while the BPT program has the lowest frequency of 17 people with a percentage of 20%. The frequency of shopping in the shopee application that has the highest percentage is two to five times a month with 38 respondents with a percentage of 44.7%. The frequency of shopping that has the lowest percentage is 11 to 15 times a month of purchases with a percentage of 5.9% which is a total of five buyers. In relation to the money spent by respondents for shopping, the highest percentage was as many as 29 respondents who bought more than RM50 to RM100 with a percentage of 34.1%. While money spent with less than RM10 gets the lowest percentage of 1.2% with one buyer.

### **Descriptive Statistical Analysis of Variables**

Descriptive statistical analysis data of this variable describes what the enablers dependent variable which is consumer are buying desire among university students Malaysia Pahang (UMP) and the independent variable which is remembering the brand, beliefs and promotional strategies. Consumer buying desire among students Universiti Malaysia Pahang (UMP) in Part B of the questionnaire which is divided into five questions is given to respondents.

The analysis found that the mean value the highest value is 3.96 which is the fifth question which is about "I want buy products in the Shopee application because it can save costs". Remember the brands available in Part C of the questionnaire which is divided into 5 questions. Results for the mean value at in this section the least is located in the first question which is 3.74 which shows that respondents less agree with the statement "I can recognize product brands available in the Shopee application". In related questionnaires with the belief that there are 5 questions that have been prepared for respondents to answer.

The third question got the lowest mean value of 3.58 which is related to the question "I believe that merchants in the Shopee application can trusted". This questionnaire shows about the strategy promotion that also has 5 questions to be answered by respondents. For questions the fifth was found to have the highest mean value of 4.08, this is very clear showed that respondents strongly agreed with questions such as "promotions offered in the Shopee application can generate positive purchasing behavior".

### **Regression Analysis**

Regression analysis is used to determine which variables are independent have a significant influence on the dependent variable. The main goal this study is to determine whether remembering brands, beliefs, or promotions strategies that influence the desire to buy consumers among Students University of Malaysia Pahang (UMP).



Table 3: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.374	.294		1.271	.207
Dimensions of Remembering Brand	.461	.122	.454	3.790	.000
Dimensions of Belief	.063	.127	.059	.498	.620
Dimension of Promotion Strategies	.350	.159	.336	2.208	.030

Based on table 3 above, the results of the regression findings for this research has been determined that brand recall was the most independent variable influence consumer buying desire among students at Universiti Malaysia Pahang (UMP). This result is proven when the results of the study show that the value of Beta to remember the brand has the highest value which is 0.461. However, for promotional strategies, this independent variable has the second highest Beta value, totaling 0.350. In the meantime, the results of the study for trust has the lowest Beta value which is 0.063. Accordingly, remembering the brand and promotional strategy is a variable has a significant relationship with the consumer's desire to buy because of value the significance of which is less than 0.05. Therefore, for the trust variable resulting in a non-significant relationship with consumers' purchase intentions because the significant value is greater than 0.05.

## SUMMARY AND RECOMMENDATION

According to the findings of the study that has been conducted, remembering the brand is a factor that most influence consumer buying desire among university students Malaysia Pahang (UMP). This is supported by the fact that the recorded Beta values also height. Whereas, the value obtained from remembering the brand is significant at 0.000. This is also based on the brand recall question presented in the question research, which has the highest mean value of "repeat purchases in the Shopee application." influence me in remembering the brand". While for the question that showing the lowest mean value is related to the question "I can recognize product brands available in the Shopee application".

Many respondents agree with the statement because they believe in the purchase method in the Shopee application can make their lives easier, especially as students need to spend but can still save, and it's a good thing to have felt by all users as well. As a result, benefits are available and can be enjoyed to any user who conducts business online. This statement is also supported by a study conducted by Lee, Lynne and Vincent Charles (2021), who states that remembering these brands can improve purchasing efficiency, yield and quality consumer life. As a result, any benefits felt by the customer will certainly be leads them to the process of wanting to make repeated purchases on the app Shopee in the future.

According to the findings of a study conducted by Larasetiati and Ali (2019), consumers who are able to complete their purchasing tasks more quickly more likely to want to buy again in the future. However, promotional strategy is also an influencing variable consumer buying desire among Universiti Malaysia Pahang (UMP) students. The Beta value obtained is the second highest after brand recall, and it is also shows a significant value of 0.030, which does not exceed the value of 0.05. Based on the question asked in the questionnaire, the highest mean value and the most agreement many are for the statement "promotions offered in the Shopee application can resulting in positive purchase behavior". Coinciding with the definition of the promotion strategy itself by Young and Burgess (2010), it applied as a marketing technique in business that has consideration different about the type of media to be used by doing much collaboration for strategies to produce positive behavior.

As a result, the promotional strategy refers to the consumer's perspective on convenience and saving money with promotions that offered through the online business method that is the Shopee application, so that it can influence user decisions, easy to use, get what they want, become more skilled and flexible in interacting, and always produce positive behavior. As can be seen, users can compare product promotion from various dealers is also one of the processes that can help consumers

before they decide to buy online. As a result, the easier the experience the customer feels, the greater the inclination them to produce positive behavior in the process of purchasing products from the Shopee app.

Other than that, researchers have found that trust is a factor does not affect consumer buying desire among University students Malaysia Pahang (UMP) based on research that has been done. Researchers found that the value shown is an insignificant value because it has been exceeded value of 0.05 which is 0.620. The Beta value obtained also shows the lowest value. In this situation, it can be seen that one of the independent variables is the factor trust, is not considered an important and influential factor when consumers have a desire to buy online. This is due to when the users want to make a purchase in the Shopee app, they only care about brands and promotion.

Temporarily, based on the percentage statistics shown in the survey report MCMC 2018, researchers were able to conclude that the number of consumer concerns about their security and privacy are still at a low level in comparison with a percentage of users who are not overly concerned about the issue their trust and security when making online purchases. Caused that's why trust is still not considered the main factor when customers decide to repurchase a product or service through the Shopee application.

Cases of dissatisfaction with online shopping are usually due to the level of returns high product. It is caused by the different product display on the inner page online and real. One of the reasons for higher returns is infrastructure faulty logistics that lead to an unpleasant experience. Although however, the Shopee app can have the opportunity to improve the service in such a way as to increase shopping satisfaction and increase purchases repeatedly by offering a return experience or better able to create product exchange. Therefore, Shopee must always give instructions to the seller online to improve the logistics infrastructure of products or services offered in order to reduce the possibility of product returns from consumers. Things this can also affect the rating that needs to be given by to the user for determine their level of satisfaction with the product or service they get from Shopee.

Next, although the results of this study show that trust is one factor that is not influence users in the desire to buy on the Shopee application, but it is still one of the aspects and factors that need to be emphasized by users. This is because based on Punuindoong and Syah (2020), customers' trust an lead to positive product evaluations by customers' resulting in consumer repurchase it is related to user security and privacy when making a purchase on the Shopee application. So, all precautions must be taken first avoid fraud from traders.

This is the thing important because the trader himself does not know the user in real and only connect online. Not only is that, merchants in the Shopee application not either only local trader it also involves traders from abroad. To avoid elements of fraud, users need to be smart by taking precautions. As An example of that precaution is that before making a purchase, the user need to evaluate feedback from users who have already obtained the product or the required service. If the feedback is from a positive point of view, the user can continue shopping at that store. But if otherwise, the user can choose different stores but still sell the same product or service because in The Shopee application not only provides one merchant but more than five different dealers. Because of that, researchers recommend that users choose a safe online application or website. Although there are many resulting online sales website, system implementation at a store is an important main role in launching the buying and selling process so that it does not arise any problem and safe and trusted by users.

Users must also determine the reputation of the company or website they are involved in sales in this Shopee application. One method is to read the comments left by other users who have done business with the merchant or website. This situation can help the user in determining the pros and cons business. Customers will be able to make an informed decision about whether to carry out a purchase with the dealer or not as a result. This can also be done associated with the statement that was less agreed by the respondents that is "I would like making the Shopee app the main online store to buy products". Things this was triggered when the reputation of the business was affected as a result of the reluctance to buy from the user himself. Consumers need to be smart in determining the store's reputation for generate online purchases.

Other than that, users also need to keep all purchase information in place which is suitable for future reference. Although the shopee application keeps records digital consumer purchases, smart

consumers should also keep proof of receipt for future use. When making a repurchase, for example, a user can compare prices to see if there is a price reduction, price stay or increase in price. Furthermore, it can be used as evidence to the merchant that payment has been made for the purchase transaction. It is compatible with the statement in the independent variable remembers the brand as well is one of the factors that influence the consumer's desire to buy in the Shopee application which is "the price difference set by each brand is able to influence me to remember the brand". Based on this study it is very suitable because it can make it easier for consumers to make repeat purchases in the future with only refer back to previously made purchase information.

As a final speech decorator, every user is especially someone who is a student need to be smart in managing and planning all purchase expenses in depth online even though they still don't have a steady income, especially money loans or scholarship money as well as spending money given by parents. This may cause students to make purchases against products that only meet desires without fulfilling mere needs. It is clear that, is important for students to manage their finances wisely and prudently to avoid the risk of financial waste such as falling into debt and having to bear debt burden at a young age. All in all, students need to manage their finances wisely in online purchases regardless of the Shopee application or the e-commerce platform another. Students who excel in financial management have the potential to shape the future a more glorious and distinguished country.

#### **AUTHOR CONTRIBUTIONS**

All authors played a role in conceptualizing the research and drafting the manuscript. In simple words, all team members provided support in various aspects of this paper.

#### **CONFLICTS OF INTEREST**

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its submission and declare no conflict of interest on the manuscript.

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