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ONLINE SHOPPING EFFICIENCY IN SHOPEE MARKETPLACE, PERCEPTIONS OF FKIP UNIPMA STUDENTS

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ABSTRACT
The digital economy expansion has radically altered consumer behaviors, driving higher education students to continuously seek cost and resource optimization amidst limited academic budgets. However, existing literature frequently overlooks how micro-demographics dynamically coordinate digital architecture to balance limited resources, creating a critical empirical gap regarding micro-level platform utility. This **study aims** to determine the understanding of students of the Faculty of Teacher Training and Education (FKIP), Universitas PGRI Madiun regarding online shopping efficiency in Shopee, the influencing factors, student experiences in utilizing supportive features, level of satisfaction, perceptions of security and convenience, as well as the obstacles faced. **Method** uses a descriptive qualitative approach. Primary data was collected via semi-structured interviews with 15 core student informants selected through purposive sampling across 15 distinct study programs. Secondary data was supported by a preliminary survey baseline of 194 participants. Data validity was tested using source, method, and time triangulation, followed by interactive inductive analysis. The **results** showed that students perceive online shopping efficiency as an optimized practical routine that minimizes time, cost, and energy expenditures. Efficiency is structurally driven by competitive pricing, promotional density, payment flexibility, and platform features (Shopee Live, ShopeePay, QRIS, and Shopee Coins) that minimize operational barriers. Transaction security mechanisms (biometrics, cryptography, and the Shopee Guarantee framework) successfully cultivate high transactional trust and student satisfaction. **Conclusion**, students' digital consumption behavior explicitly confirms the main premises of the Technology Acceptance Model (TAM), where elevated dimensions of perceived usefulness and ease of use mitigate common platform-level friction like delivery delays and item discrepancies. This study **contributes** to the advancement of educational technology and digital consumer behavior literature by providing a contextual framework on how tech-driven marketplaces reduce resource transaction costs within higher education ecosystems.
Keywords: efficiency; marketplace shopee; online shopping; students.

ABSTRAK
*Ekspansi ekonomi digital telah mengubah perilaku konsumen secara radikal, mendorong mahasiswa perguruan tinggi untuk terus mencari optimalisasi biaya dan sumber daya di tengah keterbatasan anggaran akademik. Namun, literatur yang ada seringkali mengabaikan bagaimana kelompok mikro-demografis secara dinamis mengoordinasikan arsitektur digital untuk menyeimbangkan keterbatasan sumber daya mereka, sehingga menciptakan kesenjangan empiris yang nyata terkait utilitas platform di tingkat mikro. Penelitian ini **bertujuan** untuk mengetahui pemahaman mahasiswa Fakultas Keguruan dan Ilmu Pendidikan (FKIP) Universitas PGRI Madiun mengenai efisiensi belanja online di Shopee, faktor-faktor yang mempengaruhi, pengalaman mahasiswa dalam memanfaatkan fitur pendukung, tingkat kepuasan, persepsi keamanan dan kenyamanan, serta hambatan yang dihadapi. **Metode** penelitian ini menggunakan pendekatan kualitatif deskriptif. Data primer dikumpulkan melalui wawancara semi-terstruktur terhadap 15 informan inti mahasiswa yang dipilih melalui teknik purposive sampling dari 15 program studi berbeda. Data sekunder didukung oleh survei pendahuluan terhadap 194 partisipan. Validitas data diuji melalui*

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triangulasi sumber, metode, dan waktu, dilanjutkan dengan analisis induktif interaktif. ***Hasil penelitian*** *menunjukkan bahwa mahasiswa memaknai efisiensi belanja online sebagai rutinitas praktis yang bermanfaat untuk meminimalkan pengeluaran waktu, biaya, dan energi. Efisiensi secara struktural didorong oleh harga kompetitif, densitas promosi, fleksibilitas pembayaran, serta fitur platform (Shopee Live, ShopeePay, QRIS, dan Shopee Coins) yang mereduksi batasan operasional. Mekanisme keamanan transaksi (biometrik, kriptografi, dan kerangka Shopee Garansi) berhasil membangun kepercayaan transaksional yang tinggi dan kepuasan mahasiswa.* ***Kesimpulan,*** *perilaku konsumsi digital mahasiswa secara eksplisit mengonfirmasi premis utama Technology Acceptance Model (TAM), di mana dimensi persepsi kegunaan dan kemudahan penggunaan yang tinggi mampu memitigasi hambatan logistik seperti keterlambatan pengiriman dan ketidaksesuaian barang. Penelitian ini* ***berkontribusi*** *pada pengembangan literatur teknologi pendidikan dan perilaku konsumen digital dengan menyediakan kerangka kontekstual tentang bagaimana pasar berbasis teknologi mengurangi biaya transaksi sumber daya dalam ekosistem pendidikan tinggi.*

Kata kunci: *belanja online; efisiensi; mahasiswa; marketplace shopee*

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Introduction

The rapid global development of technology and information has drastically transformed consumer behavior, shifting the paradigm from traditional physical storefronts to interactive digital ecosystems. Modern digital marketplaces serve as critical transaction media that provide continuous connectivity without geographical or temporal constraints (Yudhatama, 2024). Within the Indonesian e-commerce landscape, Shopee has established a massive technological and usage footprint. Launched in 2015, the platform specifically tailored its architecture to Southeast Asian infrastructure by offering flexible, high-speed, and secure transactional frameworks (Adela, 2024; Mirza & Ali, 2020). Based on recent data from SEMRUSH, Shopee continuously dominates market metrics in Indonesia, consistently outperforming direct competitors like Tokopedia, Lazada, and Blibli in monthly unique traffic.

Despite this macro-level success, a critical academic gap remains regarding how micro-demographics specifically university students rationalize and maximize efficiency within these platforms to manage limited academic and daily financial resources. While existing *state of the art* literature frequently evaluates general consumer purchasing decisions (Adela, 2024; Yudhatama, 2024) or impulsive consumption patterns (Ningsih et al., 2025; Sabilla et al., 2025), there is a distinct lack of deep, qualitative investigations tracking systemic resource optimization (time, cost, and physical energy) through active in-app tool combinations. To establish how users adopt these platforms, contemporary literature heavily leans on the Technology Acceptance Model (TAM) formalized by Fred D. Davis (1989), which positions technology adoption as a function of perceived usefulness and perceived ease of use (Wicaksono, 2022).

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A preliminary survey baseline conducted via digital questionnaires distributed to students across the Faculty of Teacher Training and Education (FKIP) at Universitas PGRI Madiun revealed that 80.4% of the respondents explicitly utilize Shopee as their baseline digital marketplace. This extensive penetration signals a significant shift in student consumption behavior, where students consciously navigate digital features to reduce costs and maintain academic consumption routines (Efendi et al., 2023); (Mahendra et al., 2025).

However, a notable *gap analysis* emerges from prior studies: most TAM applications in e-commerce remain heavily quantitative and treat consumer satisfaction as a static outcome rather than a dynamic operational process. Previous studies also overlook how specific platform-level friction (e.g., shipping discrepancies or technical checkout delays) interacts with a student's perception of efficiency. This study addresses this empirical gap by mapping the specific qualitative factors that define online shopping efficiency for students. Therefore, the formulation of the problem in this study focuses on uncovering how FKIP UNIPMA students experience and perceive online shopping efficiency, how they leverage platform features to resolve logistical friction, and how their behavior aligns with the core dimensions of TAM. The objective of this research is to evaluate the strategic utility of the marketplace in reducing transaction costs within the student financial ecosystem, thereby providing a clear empirical description of contemporary digital economic behavior among higher education students.

Research Methods

This study utilizes a descriptive qualitative approach to conduct an inductive, in-depth evaluation of online shopping efficiency based on the subjective experiences of university students. As established by Sugiyono (2013), qualitative research is uniquely positioned to explore natural object conditions where the researcher operates as the primary analytical instrument, data collection is executed via complex triangulation, and the final output prioritizes contextual meaning over macro-statistical generalization.

The structural design of this research was executed systematically through five consecutive and integrated operational phases. The process began with the first phase, namely preliminary mapping, which involved distributing quantitative survey baselines across the faculty to isolate macro-level usage trends. In the second phase, a purposive sample extraction was conducted to select specific student informants who met the strict operational criteria of being active Shopee users with a minimum frequency of three transactions per month. The third phase involved deep interviewing, where face-to-face, semi-structured dialogues were carried out to capture comprehensive narratives regarding resource allocation, feature combinations, and obstacle management. In the fourth phase, data verification was strictly managed by running multi-dimensional triangulation to secure information validity. Finally, the fifth phase concluded the cycle with inductive synthesis, where

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raw transcripts and field observations were coded systematically into cohesive conceptual themes following the interactive framework.

The study itself was physically conducted at the campus of Universitas PGRI Madiun, located at Jl. Setiabudi No. 85, Madiun, East Java, Indonesia. The research subjects were explicitly drawn from the student body of the Faculty of Teacher Training and Education (FKIP). To establish the baseline usage trends, a proportional sampling questionnaire was first deployed to a baseline pool of students, yielding an initial reference sample of 194 active participants across 15 distinct study programs. To collect deep qualitative insights, a strict purposive sampling strategy was then applied to select 15 core informants, guaranteeing exactly one representative student from each unique study program across the faculty. This structured selection ensured that variations in student workloads, financial backgrounds, and digital literacy rates were fully represented in the field data.

The primary research instrument consisted of the researcher utilizing a detailed, semi-structured interview guide designed to map out five core criteria, including cognitive definitions of shopping efficiency, determinants of choice, advanced combinations of in-app architectural features, trust and security parameters, and logistical dispute resolution. Data validation and structural integrity were strictly maintained through three distinct forms of triangulation. First, source triangulation was executed by conducting direct cross-comparisons of specific narrative accounts given by multiple individual student informants from different study programs. Second, method triangulation was applied by cross-verifying verbal interview transcripts against physical digital documentation, application transaction histories shown by the informants, and the baseline macro survey trends. Third, time triangulation was carried out by conducting recurring follow-up inquiries across separate temporal blocks between March and May 2026 to ensure narrative consistency over time. Ultimately, data analysis followed the classical interactive model (Saleh, 2023), which systematically processes information through sequential steps of data reduction, data display, and conclusion drawing or verification.

Results and Discussion

Student Understanding of Online Shopping Efficiency

The collected field data demonstrates that FKIP UNIPMA students define online shopping efficiency as a structured operational routine that successfully minimizes the expenditure of personal resources namely time, physical energy, and liquid financial capital while simultaneously maximizing consumer utility. All 15 core informants stated that Shopee functions as an accessible, unified digital ecosystem. Within this space, a student can immediately find, analyze, and purchase highly specialized academic or personal goods without physical travel or regional boundaries (Sari, 2015; Sianipar & Djamaluddin, 2023). This digital convenience represents a fundamental shift away from traditional brick-and-mortar student consumerism toward modern e-commerce utility (Ricky et al., 2021; Sabilla et al., 2025).

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Factors Influencing Online Shopping Efficiency

The empirical findings indicate that the efficiency of the online shopping process is directly governed by four core structural variables: price-to-quality alignment, promotional density, payment flexibility, and logical transit speed (Amanah, 2018). Informants highlighted that they actively use built-in digital tools such as consumer review historical matrices, seller star ratings, and unedited photo/video attachments uploaded by prior buyers to systematically eliminate information asymmetry and ensure risk-adjusted purchases (Kusuma et al., 2024); (Wijaya, 2022). Financial efficiency is heavily driven by platform promotional architectures, including double-date calendar events (e.g., 11.11, 12.12), localized free shipping vouchers, and interactive gamified features like Shopee Coins (Aisyiah et al., 2026; Ningsih et al., 2025). This aligns directly with prior studies showing that aggressive cost-reduction features are paramount in maintaining student purchasing power during economic constraints.

User Experience and Architectural Features

Students show advanced digital literacy by combining multiple features in the app to maximize efficiency. Features like the shopping cart, search filters, Shopee Live, and ShopeePay are seamlessly integrated into their daily purchasing routines (A Roqi, 2021; Yuzahrani et al., 2024). For example, students frequently use the location filter to limit search results to merchants within East Java. This simple adjustment accelerates package delivery times and minimizes shipping fees. Built-in financial features like SeaBank integrations, Shopee Food, and SPayLater provide an interconnected ecosystem tailored to student budgets (Siregar et al., 2025; Zahara et al.,, 2023).

Satisfaction, Trust, and Security Perceptions

Overall customer satisfaction is exceptionally strong, with informants universally scoring the platform between 8/10 and 10/10 (Yanto et al., 2021). This satisfaction is strongly linked to the platform's robust security infrastructure. The integration of cryptographic PIN inputs, biometric fingerprinting, and facial recognition, alongside the structural framework of the Shopee Guarantee, creates high levels of transactional trust (Dahlia & Arini, 2024; Sutedjo et al., 2021). The Shopee Guarantee holds funds in escrow until the customer verifies the integrity of the delivery, mitigating the risk of digital fraud.

Transactional Obstacles and Resolution Mechanisms

Despite the positive macro-perceptions, students frequently encounter logistical and technical disruptions, such as transit delays during peak promotional events, minor structural damages to packaging, and mismatching product specifications (Yanto et al., 2021). The field data reveals that the marketplace's resilience depends on its clear dispute resolution features. Students resolve these issues by using the formal Return and Refund interface, uploading unboxing video

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evidence, or messaging merchants directly through the in-app chat channel (Setiawan et al., 2023).

Theoretical Integration and Comparative Analysis

When analyzed through the lens of the Technology Acceptance Model (TAM), these qualitative insights confirm that adoption is driven by Perceived Usefulness and Perceived Ease of Use (Wicaksono, 2022). The platform's usefulness is seen in how it reduces the time needed for product discovery, while its ease of use is demonstrated by its intuitive checkout systems.

Comparing these findings to prior research reveals important shifts. While earlier studies by Sari (2015) & (Amanah, 2018), focused primarily on the basic convenience of shifting from offline to online channels, contemporary student consumers show a much more advanced behavior. Today's students do not just passively accept e-commerce; they actively manage app architectures such as combining free shipping vouchers with Shopee Coins and regional filters to combat inflation and optimize limited budgets (Aisyiah et al., 2026; Siregar et al., 2025).

Practical Implications and Research Contribution

The practical implications of these findings point to a clear shift in student financial management. Digital marketplaces have changed from luxury entertainment tools into vital infrastructure for student resource allocation.

This research contributes directly to the fields of technology education and consumer behavior by showing how modern digital platforms minimize traditional transaction costs within higher education ecosystems. It provides a foundational framework for understanding how the digital economy can support student welfare during economic shifts.

Conclusion and Suggestion

Based on these insights, students are encouraged to remain discerning consumers by systematically reading historical reviews and verifying seller ratings before checking out. For the Shopee platform, it is recommended to continuously refine logistical oversight during high-traffic promotional events and simplify the dispute process for item returns. Future researchers are encouraged to expand on these findings by applying quantitative or mixed-method designs across larger, more diverse demographic groups to uncover broader shifts in consumer behavior within the evolving digital economy.

This research explicitly answers the initial research objective by proving that students do not just casually use the marketplace, but actively manipulate its structural features to create a personalized, highly optimized financial buffer.

Based on these insights, several integrated suggestions are put forward to maximize the strategic value of online marketplace efficiency for different

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stakeholders. First, students are highly encouraged to remain discerning consumers by systematically examining historical reviews, comparing product alternatives, and verifying merchant performance indicators before completing checkouts. Additionally, they should actively utilize real-time package tracking features to ensure security while systematically controlling emotional spending impulses, particularly when engaging with integrated digital credit features like SPayLater. Second, it is highly recommended for the Shopee platform to continuously refine its logistical coordination and operational oversight during high-traffic promotional campaigns, simplify the step-by-step dispute workflows for return and refund requests, and deploy transparent, responsive consumer protection policies. Finally, future researchers are encouraged to expand upon these baseline qualitative findings by adopting rigorous quantitative or mixed-method methodologies across larger, geographically diversified student bodies to map broader structural shifts in consumption habits within the evolving digital ecosystem. Future academic inquiries should also pay specific attention to investigating the long-term psychological and financial impacts of embedded digital credit services on university student debt profiles, an area that this qualitative framework did not fully explore.

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