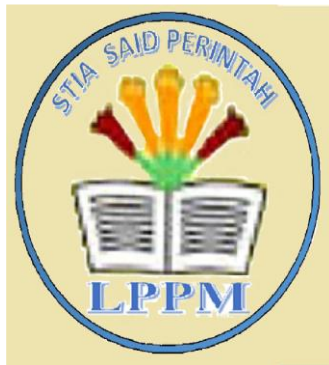


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# Public Policy: Jurnal Aplikasi Kebijakan Publik dan Bisnis



LPPM STIA Said Perintah

Volume 5, No. 2, September 2024

<https://stia-saidperintah.e-journal.id/ppj>

Received; 2024 - 09 - 27

Accepted; 2024 - 11 - 26

Published; 2024 - 12 - 27



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# The Effect of Web Design and Price on Buying Interest in Shopee E-Commerce

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## Abstract

*This study aims to analyze the influence of Web Design and Price variables on Purchase Intention on the Shopee e-commerce platform in Kupang City using a multiple linear regression model. The analysis results indicate that the regression model meets the requirements, showing an initial Purchase Intention value before considering the independent variables. The regression coefficients demonstrate that improvements in Web Design and Price positively impact Purchase Intention. The F-test confirms that both variables significantly influence Purchase Intention, with the calculated values exceeding the required thresholds. The t-test further reveals that both Web Design and Price have a significant individual impact. The coefficient of determination indicates that the model explains a considerable portion of the variability in Purchase Intention, although a substantial portion remains unexplained, suggesting the potential influence of other factors beyond the scope of this study.*

*Keywords : Web Design, Price, Purchase Intention*

## **Introduction**

The advancement of technology in recent years has simplified various aspects of people's lives, including transactions (Aulia & Human, 2022). Numberi et al., (2020) note that using technology in marketing can significantly enhance consumer loyalty. Moreover, in today's technology-driven workplaces, employee well-being has become a key priority (Judijanto et al., 2024).

Online buying and selling platforms, such as Tokopedia, Shopee, and Bukalapak, offer flexibility and convenience, allowing transactions to occur anywhere and anytime. These platforms are among the most widely used e-commerce sites in Indonesia. The integration of technology with other resources is essential for delivering attractive, sustainable, and high-quality services, which are crucial for business success (Fenri Tupamahu et al., 2021).

The surge in e-commerce platforms in Indonesia has led each platform to implement unique strategies to increase traffic and sales. Shopee, for instance, operates a customer-to-customer (C2C) model, requiring sellers to adapt quickly in a dynamic business environment (Taan, 2021). Shopee offers a wide range of products, from fashion and gadgets to food and beverages (Julia & Gultom, 2023). It has become a popular shopping destination for various groups, from young people to parents, with many sellers offering products to attract buyers. Despite being the most downloaded e-commerce app in Indonesia, Shopee ranks fourth in monthly visitor traffic (Media Konsumen, 2019).

Research by Nuada et al., (2021) highlights the significant effect of website design on consumer buying interest. An attractive and user-friendly website design fosters consumer interest, with elements such as complete information, ease of transactions, and an appealing menu being crucial. Similarly, Hidayah & Syahputra, (2017) and Japariato & Adelia, (2020) found that website quality plays a significant role in influencing purchase intention.

Price is another critical factor influencing buying interest. Kotler & Keller, (2016) explain that buyers carefully consider price when deciding on a purchase. If the price is perceived as reasonable and affordable, consumers are more likely to make a purchase. Elements like discounts and price-quality compatibility are vital in e-commerce (Japariato & Adelia, 2020). Abdul Kohar Septyadi et al., (2022) assert that price significantly affects

buying interest, as consumers align the price with the product's perceived value. Research by Umar Bakti et al., (2022) and Bakhtiar & Sunarka, (2019) also confirms the positive and significant impact of price on purchase intention.

The novelty of this study lies in its examination of the combined impact of website design and price on consumer purchase intention in the context of Shopee, Indonesia's leading e-commerce platform. While previous research has explored these factors individually (Nuada et al., 2021; Kotler & Keller, 2016; Japarianto & Adelia, 2020) this study aims to provide new insights into how both elements influence consumer behavior in a dynamic e-commerce environment. Therefore, the objective of this study is to empirically test the significance of website design and price in driving purchase intention, offering valuable insights for businesses seeking to optimize their online platforms for better consumer engagement.

### **Theoretical Framework and Development of Research Hypothesis**

Web design, as defined by Rosandiena & Indrojarwo, (2018) is a type of graphic design focused on developing and styling objects in the online environment to provide high-quality features and aesthetics for consumers. It distinguishes itself from web programming by emphasizing the functional features of a website. The primary goal of web design is to create websites, electronic documents, and applications hosted on web servers that display content and interactive features appealing to end users. Key indicators of web design include information completeness, website efficiency, ease of transactions, personalization, and attractive buttons, all contributing to a user-friendly and engaging online experience.

Price is another crucial element in marketing, as it reflects the value of a product. Factors such as price level, discounts, and payment terms influence consumer purchasing decisions. According to Kelvin et al., (2017) price significantly impacts purchase intention, as buyers weigh the price when deciding to buy a product. The price indicators include price affordability, price-quality match, and price competitiveness, which ensure the product's value proposition remains reasonable and competitive.

Purchase intention, as defined by Anisa & Marlina, (2022) refers to the likelihood that a consumer will engage in a purchase. Fandy Tjiptono, (2020) further explains that

purchase intention reflects a consumer's desire to buy a product. The indicators of purchase intention include transactional, referential, preferential, and exploratory interest.

Based on this literature, the following hypotheses are proposed;

- H<sub>1</sub> ; Web design has a significant influence on purchase intention in Shopee e-commerce in Kupang City.
- H<sub>2</sub> ; Price has a significant influence on purchase intention in Shopee e-commerce in Kupang City.
- H<sub>3</sub> ; Web design and price have a significant simultaneous influence on purchase intention in Shopee e-commerce in Kupang City.

## **Research Methods**

This study employs an explanatory research method to examine the relationship between independent variables (web design and price) and the dependent variable (buying interest), while testing the previously formulated hypotheses. The data used in this research is primary, obtained through questionnaires. The study targets Shopee users in Kupang City, with a sample size of 66 individuals selected through purposive sampling, a non-probability sampling method. The research instruments were tested for validity and reliability, following Sugiyono's, (2014) guidelines.

The independent variables are web design ( $X_1$ ), with indicators such as information completeness, website efficiency, ease of transactions, personalization, and good options/buttons; and price ( $X_2$ ), with indicators including price affordability, price suitability with quality, and price competitiveness. The dependent variable is buying interest ( $Y$ ), measured through transactional interest, referral interest, preferential interest, and exploratory interest.

Data analysis was performed using multiple linear regression to determine the significance of web design and price in influencing buying interest on the Shopee e-commerce platform in Kupang City. This approach allows for a comprehensive understanding of how the independent variables affect the dependent variable (Demus, 2020).

## Discussion of Research Results

### Test of Validity and Reliability of Research Questionnaire

The validity test aims to ensure that each question in the questionnaire is able to measure the research variables accurately and consistently. Using SPSS, validity analysis was carried out thoroughly and systematically, providing reliable results to support this research. The results of this validity test are important to ensure that the data collected can provide valid and significant insights into the variables studied. The following is shown the results of the validity test of the questionnaire that has been analyzed using SPSS software.

#### Results of the Validity Test of the Research Questionnaire

	X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1.3</sub>	X <sub>1.4</sub>	SUM_X <sub>1</sub>
X <sub>1.1</sub>	1.000	.505	.293	.142	.697
X <sub>1.2</sub>	.505	1.000	.567	.182	.806
X <sub>1.3</sub>	.293	.567	1.000	.214	.744
X <sub>1.4</sub>	.142	.182	.214	1.000	.548
	X <sub>2.1</sub>	X <sub>2.2</sub>	X <sub>2.3</sub>		SUM_X <sub>2</sub>
X <sub>2.1</sub>	1.000	.469	.359		.788
X <sub>2.2</sub>	.469	1.000	.334		.783
X <sub>2.3</sub>	.359	.334	1.000		.736
	Y <sub>1.1</sub>	Y <sub>1.2</sub>	Y <sub>1.3</sub>	Y <sub>1.4</sub>	SUM_Y
Y <sub>1.1</sub>	1.000	.120	.314	.298	.599
Y <sub>1.2</sub>	.120	1.000	.524	.190	.671
Y <sub>1.3</sub>	.314	.524	1.000	.349	.805
Y <sub>1.4</sub>	.298	.190	.349	1.000	.678

Source; SPSS analysis results, (2024)

Based on the results of the instrument validity test, it can be seen that the value of all question items is greater than 0.300 which indicates that all instrument items are considered valid. In other words, the r-count value is greater than the r-critical value, which means the questionnaire is valid. The web design, price, and buying interest indicator items used in this research questionnaire were able to measure the response of respondents who were users of the Shopee e-commerce platform in Kupang City.

The reliability test aims to ensure the consistency and stability of the measuring instrument in collecting data. Using SPSS, a reliability analysis was carried out in detail to assess how consistent the results obtained from this research instrument were. The results of these reliability tests are critical to ensuring that the instruments used can produce

reliable and consistent data under a wide range of conditions. The following table displays reliability coefficients that show the level of internal consistency of the items in the research instrument.

### Results of the Reliability Test of the Research Questionnaire

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
X <sub>1</sub>	.777	.816	5
X <sub>2</sub>	.812	.846	4
Y	.774	.807	5

Source; SPSS analysis results, (2024)

Based on the data listed in the table, it can be seen that each variable in this study has a Cronbach's Alpha value that exceeds 0.600. This value indicates a good level of reliability for the web design, price, and buying interest variables studied. This reliability indicates that the questions in the questionnaire are able to consistently measure the perception and attitude of respondents who are users of the Shopee e-commerce platform in Kupang City towards these variables.

This study took data from respondents who actively shopped using the Shopee e-commerce platform, focusing on how web design, price, and buying interest played a role in their purchasing decision-making. The results obtained confirm that the measuring tools used are reliable in collecting data on consumer perceptions of crucial aspects of the online shopping experience.

In the context of Kupang City, where the use of e-commerce is growing, a good understanding of these variables is essential to guide marketing strategies and service improvement that suits consumer needs. The reliability analysis conducted through SPSS gives confidence that the findings of this study can be used as a strong foundation to recommend improvements and innovations in even better e-commerce platforms in the future.

### Descriptive Statistics of Respondents' Answers

This paragraph displays a score frequency distribution table for the research variables that include web design, price, and buying interest on Shopee e-commerce in Kupang City. This analysis aims to provide a comprehensive overview of how these three variables play a role in influencing consumer behavior on the Shopee e-commerce platform.

By understanding this frequency distribution, relevant patterns and trends can be identified and provide in-depth insights for the marketing strategy and service improvement of Shopee's e-commerce platform in Kupang City.

### Frequency Distribution of Research Variable Score

	Mean	Std. Deviation	N
Y	4.4773	.34174	66
X <sub>1</sub>	4.5644	.34616	66
X <sub>2</sub>	4.5303	.38332	66

Source; SPSS analysis results, (2024)

Based on on the analysis, it can be explained that the respondents' assessment as users of the Shopee e-commerce platform in Kupang City on the web design variable is in the very good category. This is evident from the average score of the respondents' answers in the questionnaire, which is 4.47 which is in the range of very good criteria (between 4.21 and 5.00). Respondents who use the Shopee e-commerce platform in Kupang City have a positive response to Web Design.

Meanwhile, the assessment of respondents as users of the Shopee e-commerce platform in Kupang City is very good for the price variable. This is evident from the average score of the respondents' answers on the questionnaire, which is 4.56 which is in the range of very good criteria, between 4.21 and 5.00. This means that consumers who use the Shopee e-commerce platform in Kupang City respond positively to the prices offered in Shopee e-commerce services in Kupang City.

On the other hand, the response of respondents as users of the Shopee e-commerce platform in Kupang City to the buying interest variable is also considered very good. This is evident from the average score of the respondents' answers on the questionnaire, which is 4.53 which is in the range of very good criteria, which is between 4.21 and 5.00. This shows that respondents who use the Shopee e-commerce platform in Kupang City have a positive response to Beli Interest.

### Classical Assumption Test

Next, classical assumption tests are carried out on the data to produce the best regression equation model, also known as the Best Linear Unbiased Estimator (BLUE). The classic assumption test conducted in this study is related to the influence of web design and

price variables on buying interest on the Shopee e-commerce platform in Kupang City. The first classical assumption test is the normality test, conducted to determine whether the research model on the influence of web design and price on buying interest follows the normal distribution. In this study, the Kolmogorov-Smirnov (K-S) non-parametric statistical test was used.

Based on the results, it can be observed that the Kolmogorov-Smirnov (K-S) value for the research model on the influence of web design and price on buying interest on the Shopee e-commerce platform in Kupang City is 0.093. Next there is a probability value of 0.200 which is far above the alpha level of 5 percent. Therefore, it can be stated that the data in this study show a normal distribution.

Results regarding whether or not the residual is normally distributed can be seen in the following table:

#### Data Normality Test Results

		Unstandardized Residual
N		66
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.32608694
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.079
Test Statistic		.093
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source; SPSS analysis results, (2024)

After the normality test, a multicollinearity test is carried out. The purpose of the multicollinearity test is to determine whether the independent variables of web design and price are linearly interrelated. If there is no significant relationship between the independent variables used, it can be stated that there is no multicollinearity. The multicollinearity test was carried out using the Variance Inflation Factor (VIF) and tolerance values. The results of the multicollinearity analysis can be seen in the following table:



### Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	Bright
(Constant)		
1 X <sub>1</sub>	.987	1.014
X <sub>2</sub>	.987	1.014

Source; SPSS analysis results, (2024)

Based on the analysis, it can be seen that the tolerance value for each variable is greater than 0.010. While the VIF value for each variable is less than 10. Therefore, it can be said that the model used in the study does not show any multicollinearity.

An important assumption in linear regression is that the perturbations in the regression model exhibit homoscedasticity, meaning that all perturbations have the same variance. In regression, heteroscedasticity can occur. The heteroscedasticity test aims to determine whether there is an inequality of variance in the residual between observations in the regression model regarding the influence of web design and price on buying interest on the Shopee e-commerce platform in Kupang City. The heteroscedasticity test was carried out using the Gleejser test. The results of the heteroscedasticity analysis can be seen in the following table:

### Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.472	.389		1.213	.230
1 X <sub>1</sub>	-.005	.067	-.010	-.077	.939
X <sub>2</sub>	-.040	.061	-.083	-.658	.513

a. Dependent Variable: Abs

Source; SPSS analysis results, (2024)

The results of the heteroscedasticity test show that there are no independent variables that significantly affect the absolute residual value of the dependent variables. This is evident from the insignificant probability value above the confidence level of 5 percent. Therefore, it can be said that heteroscedasticity does not occur in the research data

regarding the influence of Web Design and Price on Buying Interest on the Shopee e-commerce platform in Kupang City.

### Multiple Linear Regression Analysis

The results of the heteroscedasticity test indicate that none of the independent variables have a significant effect on the absolute residual value of the dependent variables.

### Research Model of the Influence of Web Design and Price on Buying Interest

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	3.227	.690		4.675	.000
1 X <sub>1</sub>	.367	.119	.211	3.088	.009
X <sub>2</sub>	.265	.108	.298	2.460	.017

a. Dependent Variable: Y

Source; SPSS analysis results, (2024)

From table above, the regression coefficients of the research variables are presented and can be explained as follows:

$$Y = 3,227 + 0,367X_1 + 0,265X_2$$

A constant value of 3.227 indicates that the average score of buying interest on the Shopee e-commerce platform in Kupang City is 3.227. This is the buying interest value when all independent variables of web design and price are equal to zero. In this context, the constant 3.227 shows the average value of buying interest on the Shopee e-commerce platform in Kupang City. In other words, it is the baseline or starting point of buying interest before considering the other factors tested. This implies that the buying interest on the Shopee e-commerce platform in Kupang City shows a high level, so the implementation of web design and pricing strategies is a priority.

The influence of the web design variable on buying interest based on the analysis resulted in a regression coefficient value of 0.367. Positive signs indicate a positive or direct relationship. This means that for every 1 unit increase in the web design variable, then the buying interest will increase by 0.367 units, assuming the Price is considered constant or unchanged. From the analysis carried out, it can be stated that the better the web design,

the better the buying interest. Conversely, if there is a decline in web design, buying interest will automatically also experience a decrease.

The influence of the price variable on buying interest resulted in a regression coefficient value of 0.265. Positive signs indicate a positive or direct relationship. This means that for every 1 unit increase in the price variable, the buying interest will increase by 0.265 units, assuming web design is considered constant or unchanged. From the analysis carried out, it can be stated that the better the price, the higher the interest in Bali. Conversely, if there is a decrease in the price element, the buying interest will also decrease.

The meaning of these regression coefficients and constants is important in understanding how each independent variable contributes to the dependent variable in this linear regression model. They provided information about the direction and magnitude of the influence of each factor studied on buying interest on the Shopee e-commerce platform in Kupang City.

To test the existence or absence of the role of independent variables of web design and price in influencing buying interest, the F test was carried out.

### Simultaneous Test Results (Test F)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Mr.
1	Regression	.979	2	.489	4.450	.000b
	Residual	6.912	63	.110		
	Total	7.891	65			

a. Dependent Variable: Y

b. Predictors: (Constant), X<sub>2</sub>, X<sub>1</sub>

Source; SPSS analysis results, (2024)

It can be observed that the F-count value is 4.450 with a significance level of 0.000. Compared with the F-table value obtained from the table with a significance level of 5 percent and degrees of freedom  $df_1 = 2$  and  $df_2 = 63$ , the F-table value is 3.140. Since the F-count value is greater than the F-table value, the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>a</sub>) is accepted. This means that web design variables and prices, collectively have a significant influence on buying interest on Shopee's e-commerce platform in Kupang City.

The t-test was conducted to evaluate the significance of the impact of the independent variables, web design and price, on buying interest in the Shopee e-commerce platform in Kupang City. The results, including the t-test values and significance levels for each independent variable, are presented in Table 7. The analysis for each variable is explained as follows.

For the web design variable ( $X_1$ ), the calculated t-value was 3.088 with a significance value of 0.009. Comparing this t-value to the t-table value of 1.997, we observe that the calculated t-value is greater, indicating that  $H_0$  is rejected and  $H_1$  is accepted. The significance value of 0.009, being lower than 0.05, confirms that web design has a significant influence on buying interest on the Shopee platform in Kupang City. This means that a better web design increases buying interest, whereas a poor web design decreases it.

For the Price variable ( $X_2$ ), the calculated t-value was 2.460 with a significance value of 0.017. Again, comparing the t-count to the t-table value shows that the t-count is greater, leading to the rejection of  $H_0$  and acceptance of  $H_2$ . With a significance value of 0.017, which is lower than 0.05, it can be concluded that price significantly influences buying interest on the Shopee platform. More competitive prices lead to higher buying interest, while uncompetitive prices lower it.

Based on the multiple regression model, web design ( $X_1$ ) emerged as the most significant factor influencing buying interest on Shopee in Kupang City, as indicated by the highest t-value of 3.088 compared to Price ( $X_2$ ). Thus, the hypothesis that web design is the dominant factor influencing buying interest is confirmed.

The coefficient of determination ( $R^2$ ) is used to assess how well the regression model explains variations in the dependent variable buying interest, based on the independent variables.  $R^2$  values range from 0 to 1, with values closer to 1 indicating a stronger explanatory power. In this study,  $R^2$  reflects how much of the variation in buying interest can be explained by web design and price, serving as an important indicator of the model's reliability and predictive accuracy. Data analysis using SPSS yielded the following results.

## Determination Coefficient Test Results (R<sup>2</sup>)

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599a	.359	.328	.33122

a. Predictors: (Constant), X<sub>2</sub>, X<sub>1</sub>

b. Dependent Variable: Y

Source; SPSS analysis results, (2024)

Based on the analysis, the multiple linear regression determination coefficient (Adjusted R<sup>2</sup>) is 0.328, or 32.80%. This indicates that the web design and price variables collectively explain 32.80% of the variability in buying interest on the Shopee e-commerce platform in Kupang City. In other words, the regression model effectively explains a significant portion of the observed buying behavior. The Adjusted R<sup>2</sup> value shows a strong and meaningful influence of the independent variables on buying interest in this context.

However, 67.20% of the variability remains unexplained by the model, suggesting that other factors not included in this study may also impact buying interest. These factors could include promotions, shopping experience, or economic conditions, which were not considered in the regression analysis. Overall, while the Adjusted R<sup>2</sup> value of 32.80% demonstrates that the model is quite effective in explaining the relationship between web design, price, and buying interest, it also highlights the need for further research to explore additional factors that might influence buying interest on the Shopee platform in Kupang City.

## Discussion

This study explores the impact of web design and price on consumer buying interest on the Shopee e-commerce platform in Kupang City. Shopee, a leading e-commerce platform in Indonesia, attracts consumers with its wide product range, competitive pricing, and constantly updated features. The study highlights that both web design and price significantly influence buying interest, with web design improving user experience and price attracting price-sensitive consumers.

Web design is a key element in digital marketing that significantly affects consumer behavior. A well-designed website not only captures attention but also provides an optimal

user experience (UX). The findings confirm that web design has a positive influence on consumer buying interest on Shopee, supporting previous studies by Hidayah & Syahputra, (2017); Japariato & Adelia, (2020), and Nuada et al., (2021). Web design encompasses not only the website's visual appeal but also the navigation, emotional impact through colors, readability through typography, and the use of images to communicate messages. Nielsen & Pernice, (2009) emphasize that effective design ensures users can easily access the information they need and take actions.

Good web design also builds consumer trust and loyalty, as Cyr et al., (2006) note. Intuitive, enjoyable design increases user satisfaction, encouraging repeat visits to the platform. In e-commerce, effective design also includes functionality, such as simplifying the checkout process, ensuring responsiveness across devices, and securing user privacy. These elements enhance trust and provide a positive user experience.

Price plays a central role in consumer decision-making, especially in online shopping. The study confirms that price significantly impacts consumer buying interest on Shopee, in line with research by Bakhtiar & Sunarka, (2019) Umar Bakti et al., (2022), Japariato & Adelia (2020), and Abdul Kohar Septyadi et al. (2022). Price not only determines accessibility but also shapes consumers' perceptions of product value, as Huang and Oppewal, (2006) explain. Zhao et al., (2010) highlight that fair and reasonable pricing motivates consumers to buy.

Discounts and promotions also enhance buying interest, as Dholakia et al., (2005) suggest. Special offers and loyalty programs can stimulate impulsive buying, reinforcing long-term consumer loyalty. Additionally, competitive pricing is crucial, as consumers increasingly compare prices across platforms, as Chatterjee & Ravid, (2002) note. E-commerce platforms must not only offer competitive prices but also add value through superior customer service, smooth shopping experiences, and reliable delivery.

In conclusion, both web design and price are critical factors in shaping consumer buying interest. This research offers valuable insights for e-commerce developers and marketers to refine strategies for attracting and retaining consumers. The study contributes to the literature on consumer behavior in e-commerce and provides practical recommendations for Shopee management to improve its web design and pricing strategies, boosting buying interest and consumer satisfaction in Kupang City.

## **Conclusion**

This study aimed to explore and analyze the impact of web design and price on consumer buying interest on the Shopee e-commerce platform in Kupang City. The results indicate that both web design and price significantly influence consumer buying interest. A well-designed website not only attracts visually but also provides an optimal user experience, while competitive pricing draws price-sensitive consumers. These findings align with previous research and demonstrate that a functional and attractive web design increases consumer trust and loyalty, while reasonable prices and discounts motivate purchases.

## **Recomendation**

Shopee should focus on improving its web design by ensuring easy navigation, responsive features, and secure user data protection to enhance user experience and build consumer trust. Additionally, competitive pricing strategies and attractive discounts are crucial to attracting price-sensitive consumers and stimulating impulse buying. Offering loyalty programs and promotions can further boost consumer retention and increase the frequency of purchases. These improvements are essential for maintaining consumer interest and fostering long-term loyalty to the platform.

## **Limitations and Future Research Recomendations**

While the study provides valuable insights, it has some limitations. First, it focuses only on web design and price, neglecting other factors such as customer service, shopping experience, or economic conditions that may also affect buying interest. Future research could explore these additional variables for a more comprehensive understanding of consumer behavior in e-commerce. Additionally, the study was conducted only in Kupang City, limiting its generalizability. Future research could expand the geographic scope and sample size to provide broader insights. Future studies might also use experimental or longitudinal approaches to measure the long-term effects of web design and price on consumer behavior.

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