



# ANALYSIS OF CONSUMER BEHAVIOR IN USING LOCAL MARKETPLACES: A COMPARATIVE STUDY OF SHOPEE AND TOKOPEDIA USERS IN INDONESIA

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## ABSTRACT

*The rapid development of digital technology has fundamentally transformed consumer behavior in conducting economic activities, particularly in the e-commerce sector. In Indonesia, Shopee and Tokopedia dominate the local marketplace by employing different strategies and approaches to attract and retain consumers. This study aims to analyze in depth the factors influencing consumer behavior in using both platforms, focusing on aspects such as trust, data security, ease of use, price, promotions, service quality, and shopping experience. The research method applies a descriptive qualitative approach through in-depth interviews with active users of Shopee and Tokopedia from diverse demographic backgrounds in Indonesia. The results indicate that trust in transaction security and seller reputation are dominant factors in determining consumer preferences. Shopee is perceived as superior in terms of promotions, application interactivity, and loyalty programs, while Tokopedia stands out in seller reliability, product variety, and transparency in data protection. Additionally, perceptions of ease of navigation, quality of customer service, and social influence from digital communities significantly contribute to purchase frequency and user loyalty. These findings provide strategic implications for local marketplace developers to strengthen digital ecosystems that prioritize user experience, data security, and emotional value in building long-term relationships with consumers.*

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## 1. INTRODUCTION

The development of digital technology has brought a significant transformation to consumer behavior in carrying out economic activities, especially in the electronic commerce or e-commerce sector. Marketplaces as a form of digital innovation have now become the main platform for Indonesian people to meet their daily consumption needs. In the midst of increasingly fierce competition, Shopee and Tokopedia have emerged as two dominant players who are not only changing people's transaction patterns, but also creating new dynamics in consumer behavior which is influenced by psychological, social and technological factors (Kotler & Keller, 2016).

This change reflects how Indonesian society is increasingly adapting to digital shopping systems that offer convenience, efficiency and comfort. Data from the Indonesian Internet Service Providers Association (APJII) shows that more than 210 million Indonesians will be connected to the internet by 2023, a phenomenon that is driving a shift in digital lifestyles and influencing consumption patterns in society at large (Wulandari, 2023). In this context, Shopee and Tokopedia represent the transformation of the digital economy, where consumers are no longer just buying products, but are also looking for fun, safe and valuable shopping experiences online.

However, despite the convenience offered, using the marketplace also brings its own challenges, especially regarding the security of personal data. Customers cannot carelessly provide their personal data without careful consideration. Customer data security is the most important thing that must be considered in order to avoid computer network crime or cybercrime (Purnomo et al., 2018; Delpiero et al., 2021). The case of hacking of Tokopedia user data in May 2020, which is estimated to involve tens of millions of accounts, is an important reminder of the urgency of data protection in the e-commerce ecosystem (Mulyaningtyas, 2020).

The trust factor is a central element in consumer behavior using local marketplaces. Consumers tend to choose platforms that guarantee transaction security, product authenticity and clarity of seller information (Rahmawati & Sari, 2022). Tokopedia is known to excel in providing a transaction protection system through the "Tokopedia Care" feature and transparent seller assessments. Meanwhile, Shopee relies on intensive promotional strategies such as "Free Shipping" and "Flash Sale" to attract consumer attention. This difference in strategy creates different behavioral patterns between users of the two platforms.

Based on this background, this research aims to: (1) analyze the factors that influence consumer purchasing decisions on Shopee and Tokopedia; (2) identify differences in consumer behavior between users of the two platforms; and (3) provide strategic recommendations for local marketplace developers in strengthening the digital ecosystem that is oriented towards the needs of Indonesian consumers.

### **Consumer Behavior in the Digital Era**

Consumer behavior is defined as the decision-making process and physical activity of individuals in evaluating, obtaining, using, or abandoning goods and services (Mowen & Minor, 2018). In the digital era, this behavior is influenced by complex interactions between internal factors (motivation, perception, attitude) and external factors (social environment, technology, culture). Kotler and Keller (2016) emphasize that consumer satisfaction is a comparison between expectations and the results received after a transaction, which in turn influences loyalty and repurchase intentions.

### **Trust and Data Security in E-Commerce**

Trust is the main foundation in long-term relationships between consumers and digital brands (Rahmawati & Sari, 2022). In the marketplace context, trust is built through guaranteeing transaction security, transparency of seller information, and protection of personal data. Ananda (2023) found that perceived data security is a significant factor in building consumer trust in digital platforms. A good data protection system not only creates a sense of security, but also increases consumers' intention to use the platform repeatedly.

#### **Ease of Use and Quality of Service**

The ease of use aspect of the application (ease of use) has a significant effect on the comfort and intensity of marketplace use (Hidayat, 2021). Applications that are responsive, intuitive, and have an attractive appearance will improve the user experience. Apart from that, service quality is the main determinant of consumer loyalty (Lupiyoadi, 2018; Wulandari, 2023). Fast, responsive and solution service not only increases satisfaction, but also strengthens the brand image in the minds of consumers.

#### **Price, Promotion, and Social Influence**

Indonesian consumers tend to be price sensitive and are easily influenced by discount or cashback offers (Pratama, 2023). An effective promotional strategy is able to create a perception of high value and increase the desire to repurchase (Tjiptono, 2019). In addition, as a country with collectivist characteristics, Indonesian consumers' purchasing decisions are often influenced by friends' recommendations, reviews from other users, and social media trends (Sutanto, 2020; Pratama, 2023).

## **2. METHOD**

This research uses a descriptive qualitative approach to understand in depth consumer behavior in using local marketplaces, especially Shopee and Tokopedia in Indonesia. This approach was chosen because it is able to describe social phenomena based on the experiences and perceptions of research subjects holistically (Moleong, 2019).

#### **Research Participants**

Informants were selected using a purposive sampling technique, namely the deliberate selection of subjects based on certain criteria. The informants consisted of six active marketplace users, namely three Shopee users and three Tokopedia users who came from various work backgrounds and aged between 20-40 years from various regions in Indonesia. Criteria for selecting informants include: (1) having made transactions at least 5 times in the last 6 months; (2) using one of the platforms as the main choice; and (3) willing to participate in in-depth interviews.

#### **Data Collection Techniques**

Data collection techniques are carried out through:

1. In-depth Interview: Conducted in a semi-structured manner guided by open questions to explore informants' experiences, perceptions and motivations in using the marketplace.
2. Non-Participatory Observation Researchers observed the informants' activities when using the marketplace application to understand user interactions with the platform interface.
3. Document Study Analysis of product reviews, privacy policies and service features on both platforms as supporting data.

#### **Data Analysis**

Data analysis was carried out using the Miles and Huberman interactive model which includes three stages:

1. Data reduction, namely sorting and focusing interview results according to the research focus
2. Data presentation, namely displaying information in the form of a systematic descriptive narrative; And
3. Drawing conclusions, namely identifying patterns and findings that emerge consistently from the results of interviews and observations (Miles et al., 2014). The analysis process is cyclical and occurs continuously throughout the research to ensure the validity and depth of the findings

### **Trust as the Main Foundation of Purchasing Decisions**

The research results show that the trust factor is the most dominant aspect in consumer behavior using Shopee and Tokopedia. The majority of informants assessed trust in the transaction security system, seller's reputation, and guaranteed return of goods as the main considerations before making a purchase.

"I always check the seller's rating and reviews first before buying, especially for goods that are at a decent price. Tokopedia usually trusts me more because the verification system is strict." (Informant T2, 28 years old, Tokopedia user)

"Shopee is good because there is a money back guarantee if the item doesn't suit you. So even though you sometimes have doubts, you still dare to buy because you feel protected." (Informant S1, 24 years old, Shopee user)

This finding is in line with research by Rahmadania et al. (2023) which explains that the level of consumer trust has a significant influence on purchasing decisions in local marketplaces. According to Kotler and Keller (2016), trust is the basis of long-term relationships between consumers and brands, which can foster customer loyalty.

### **Data Security: Between Concerns and Hopes**

Several informants expressed concerns about personal data leaks, especially regarding credit card information and shipping addresses. However, perceptions of data protection policies differ between the two platforms.

"I've heard about Tokopedia being hacked, so I'm more careful now. But so far I've never had a problem, and they also often send notifications to change passwords." (Informant T3, 35 years old, Tokopedia user)

"In my opinion, Shopee is more proactive in reminding us about security, for example through two-factor authentication notifications. So even though it is sometimes complicated, I feel safer."\* (Informant S3, 31 years old, Shopee user)

Tokopedia is considered more transparent in communication regarding privacy policies, while Shopee is more aggressive in educating users through in-app security features. Ananda's research (2023) shows that perceived data security is a significant factor in building consumer trust in digital platforms

### **Ease of Use and Shopping Experience**

The ease of use aspect of the application plays a big role in attracting and retaining marketplace users. Informants said that the appearance of the Shopee application was considered more interactive, colorful and easy to operate, especially for novice users.

"Shopee is like playing a game, there are animations, there are coins, there are daily missions. So even if you just look around, it's still fun." (Informant S2, 22 years old, Shopee user). Meanwhile, Tokopedia is more focused on a transaction experience that is fast, efficient and minimally distracting.

"Tokopedia is simple, there aren't many annoying pop-ups or notifications. If I already know what I want to buy, just search, pay, done." (Informant T1, 30 years old, Tokopedia user)

This finding supports research by Sari (2023) which found that perceived ease of use has a positive influence on e-commerce user satisfaction. According to Moleong (2019), positive perceptions of convenience will create a pleasant user experience and increase the intensity of digital platform use.

#### **Pricing and Promotion Strategy: Two Different Approaches**

Price and promotional factors are the main drivers of consumer consumptive behavior in the marketplace. Based on interviews, respondents said that the "Free Shipping", "Flash Sale" and "Special Discount" programs were the main reasons for shopping at Shopee.

"I often open Shopee just because I see the notification 'Flash Sale 50%'. Even though I didn't plan to buy at first, sometimes I think about it and end up checking out too." (Informant S1, 24 years old)

Tokopedia, on the other hand, is considered superior in its loyalty and cashback programs that are integrated with the digital payment ecosystem.

"Tokopedia's cashback can be used to pay for electricity or buy credit. So it's more useful for daily needs, not just a one-time discount." (Informant T2, 28 years old)

These results support the research of Anzie et al. (2023) who stated that price and promotion strategies influence consumer value perceptions of the marketplace. In the context of marketing theory, Tjiptono (2019) explains that an effective promotional strategy is able to create a perception of high value in the minds of consumers, thereby increasing the desire to repurchase.

#### **Service Quality as a Strategic Differentiator**

Service quality is a significant differentiating factor between Shopee and Tokopedia. Tokopedia is superior in speed of seller response and customer service, while Shopee is superior in ease of filing complaints and speed of refunds.

"If there is a problem on Tokopedia, the seller usually responds quickly to the chat. But if you want to complain to the platform, the process takes a long time." (Informant T3, 35 years old)

"Shopee means that if you want to return an item, just click, the courier will come and pick it up, and you'll get your money back in 3 days. Very easy." (Informant S3, 31 years old)

These results are consistent with research by Wulandari (2023) which explains that service quality is the main determinant of consumer loyalty in local marketplaces. According to Lupiyoadi (2018), good service quality not only increases customer satisfaction, but also strengthens the brand image in the minds of consumers.

#### **Social Influence and Digital Communities**

Most informants admitted that they often buy products based on recommendations from friends or social media influencers. Product review and rating features in the marketplace are a very influential source of information in shaping consumer perceptions and trust.

"I rarely buy electronic goods without reading reviews first. If the rating is below 4.5, I usually give up, even though the price is cheap." (Informant T1, 30 years old)

This phenomenon is reinforced by Pratama's (2023) research which states that Indonesian consumer behavior is greatly influenced by the digital community. In the context of behavioral theory, Mowen and Minor (2018) state that reference groups have a strong role in shaping consumer perceptions, attitudes and purchasing decisions in the digital era.

### **3. CONCLUSION**

#### **Conclusion**

Based on the results of the analysis and discussion, several main findings can be concluded regarding consumer behavior in using the Shopee and Tokopedia marketplaces in Indonesia:

Trust and data security are the main foundations in consumer purchasing decisions. Consumers need guaranteed personal data protection and a transparent transaction system to build a sense of security in online transactions.

Ease of use and shopping experience have a significant effect on the intensity of platform use. Shopee excels in interactivity and gamification, while Tokopedia excels in efficiency and simplicity of interface.

Price and promotion strategies drive consumer behavior, but with different approaches: Shopee relies on aggressive promotions and entertainment programs, while Tokopedia focuses on added value through an integrated loyalty program.

Service quality is a strategic differentiator in building loyalty. Seller responsiveness, ease of complaints, and speed of refunds are critical aspects that influence consumer satisfaction.

Social influence and digital communities\*\* play an important role in shaping perceptions and purchasing decisions, especially through social networks' review, rating and recommendation features.

Consumer behavior profiles differ between Shopee and Tokopedia users, reflecting market segmentation that needs to be considered in preparing digital marketing strategies.

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