

Factors Influencing Online Buying Behavior: A Case of Shopee Customers

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Abstract: This research aims to gain an understanding into the factors influencing customer buying behavior on e-commerce platforms such as Shopee, particularly from a behavioral standpoint. The current study identified 23 factors influencing online buying behavior, and then evaluated the performance of Shopee on these factors using the Relative Importance Index (RII). The results revealed that quality of product (or service), customer knowledge of the product, price of product, and shop's reputation are most important factors. Relatively least important factors are impulsive buying behavior, perceived enjoyment, tagline, and mood. The study concludes with important implications for the electronic retailers.

Keywords: Consumer buying behavior; relative importance index; online shopping; e-commerce; Shopee

1. Introduction

The rapid growth of information technology such as internet has impacted various aspects of consumer life. Internet usage has evolved into a massive global marketplace for exchanging goods and services throughout the last few decades. Internet is utilized to disseminate information and is a medium for buying and selling or trading through an online marketplace environment in many developed countries. In 2021, the number of Indonesian internet users increased by 11 percent from the previous year, from 175.4 million to 202.6 million users (Agustini, 2021). The surge results from the advancement of internet technology, providing several new options in all aspects of people's lives. The ease of access to information, seeking enjoyment, and other activities have resulted in the creation of several new platforms involved in selling goods and services to customers over the internet, or commonly known as online retailers. Business actors have begun to innovate the marketing of their products and services by employing increasingly sophisticated media channels. This is done to keep up with the latest trends and provide convenience.

The most popular e-commerce marketplace in Indonesia is Shopee, an online shopping site that has been in the country since 2015. Shopee is the first digital platform in Southeast Asia (Indonesia, Singapore, Malaysia, Philippines, Vietnam, Taiwan, and Thailand) that allows free, enjoyable, and secure online buying and selling transactions. Shopee's products are geared primarily towards fashion and household goods. Shopee has become an e-commerce platform frequently explored and used by the community for online shopping in 2020 (Afrianto & Irwansyah, 2021). Shopee transactions in Indonesia are the largest in ASEAN, as evidenced by the fact that upon the Shopee

launch in the third quarter of 2015, activity sales in Indonesia made via smartphone reached 56 percent. In Indonesia, Shopee has an active listing of more than 55 million customers and downloads of 15 million. On a regional level, Shopee has a total transaction value of more than US\$3 billion with application downloads (Edward & Utami, 2020). The data, shown in Figure 1 (data from Databoks, 2021), can signify that e-commerce improves over time as the economy grows.

Shopee is a business-to-customer (B2C) e-commerce platform that sells products and services directly to customers. In B2C transactions, online stores and services are key sales channels. Shopee offers features that simplify buying and selling transactions between sellers and buyers by encouraging customers to purchase products through marketing, utilizing a simple payment mechanism, and requesting a low transaction fee. This affects buying behavior as customers usually seek information on a product before making a purchase decision. However, not everyone is interested in making online purchases. Several are still hesitant to purchase at an online shop for various reasons. A lack of trust in online purchasing is the primary factor affecting customer buying behavior. This is due to the emergence of competing companies that sell identical products of varying quality and cost (Hermawan, 2021). Other reasons are the difficulty of conducting transactions online, the fear of receiving goods that are not as ordered, and receiving a product whose quality does not match the price offered.

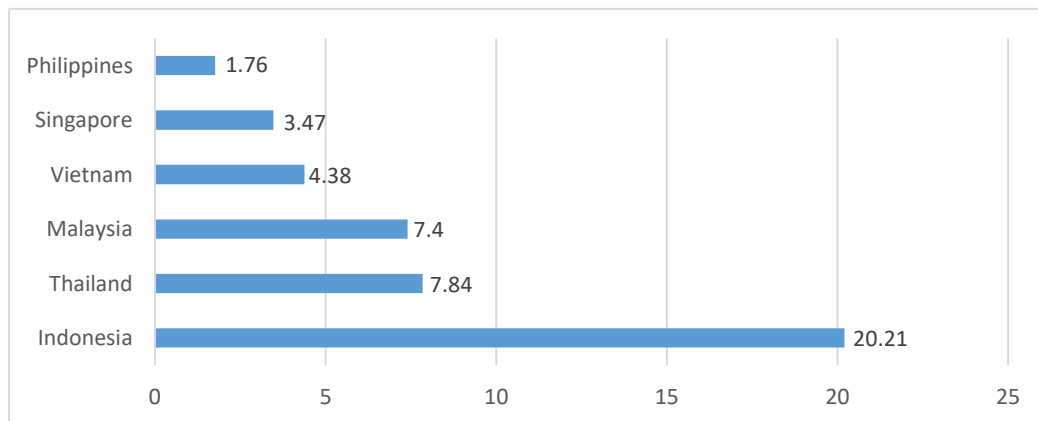
As a result, interest in completing online purchasing may decrease over time. This situation requires online business sellers to attract customers' interest in purchasing by paying attention to factors influencing customer decisions to shop on an online e-commerce platform. Hence, this study aimed to learn more about the antecedents that influence customer buying behavior and enhance readers' understanding of online buying behavior from a behavioral viewpoint.

To achieve the study's objectives, we first describe Shopee Indonesia's background as a B2C business model and introduce the problems and solutions regarding factors affecting customer buying behavior on an online e-commerce platform. The second section reviews the literature on online purchasing and the factors influencing customers' buying decisions. Following that, the author presents an outline of the methodological approach. Results and discussion will be covered in the fourth section. Finally, the study will conclude with essential suggestions and implications.

2. Literature review

2.1 Online commerce and Shopee

An e-commerce trading system is one platform that Indonesian people enjoy. The development of e-commerce has expanded worldwide, not just in Indonesia. E-commerce, often known as electronic commerce, is the buying and selling goods and services via an electronic system (Afrianto & Irwansyah, 2021). Huseynov and Yildirim (2016) discovered that understanding the motivations



Data source: databoks.katadata.co.id

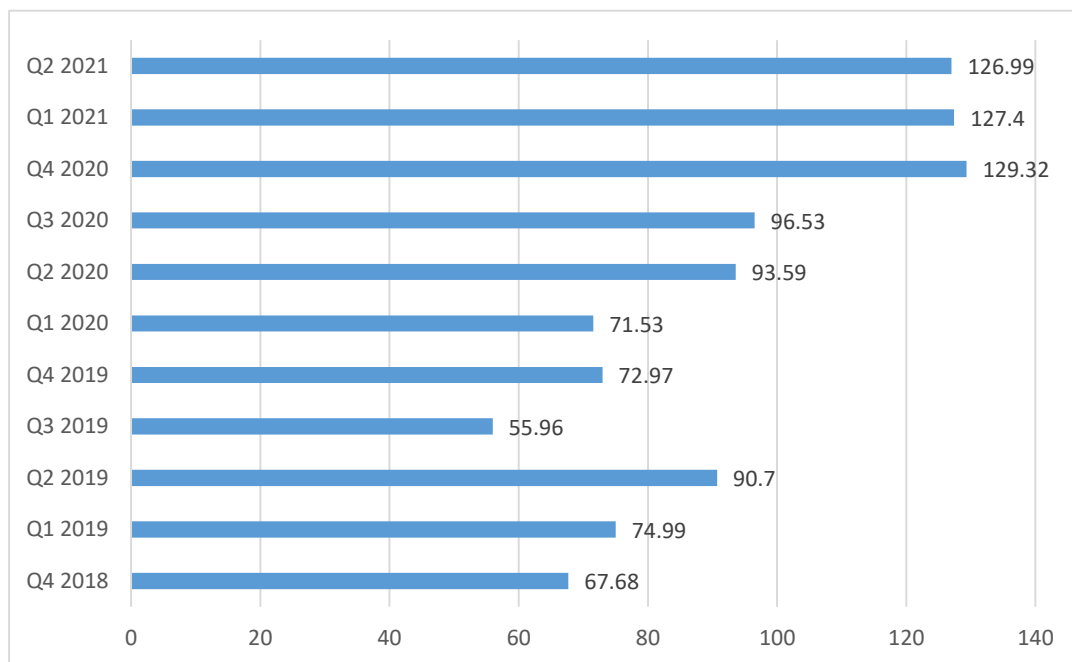
Figure 1. Projected E-commerce sales (in billion USD) in Southeast Asia in 2021

and elements that influence online shoppers contributes to an internet strategy's successful expansion and application. Anggrara and Santosa (2019) analyzed that e-commerce is utilized for financial transactions that use the internet as a medium for transactions and includes non-financial transactions such as information exchanges between the customer and the seller. E-commerce is an electronic business that focuses on business transactions, utilizing the internet as a medium for trading goods or services between two parties of institutions or organizations called business to business (B2B) and between institutions and customers called business to customer (B2C) model.

The growth of sales for e-commerce in Indonesia has reached US\$ 20.21 billion in 2021. This is much more than other countries in Southeast Asia, as shown in Figure 1. This is evidenced by the rise in internet users, representing a massive opportunity for e-commerce advertisers (Sumaa *et al.*, 2021). Shopee is Asia's most popular online shopping platform and one of Indonesia's most effective and successful e-commerce platforms. Customers can purchase from thousands of brands and sellers on Shopee, with over 500 local and international brands. This platform offers many products, including gadgets, apparel, automotive cosmetics, electronics, and many more. Shopee provides business opportunities and sells a wide range of products at a lower cost than a general store (Rizki, 2020). Ching *et al.* (2021) analyzed that due to the benefits and enjoyment that occurred, Shopee e-commerce has become increasingly popular among customers for shopping purposes compared to brick-and-mortar retail. Figure 2 shows Shopee's quarterly web visitors between 2018-2021 (data from iPrice, 2021).

2.2 Customer Buying Behavior and its antecedents

By definition (Kotler *et al.*, 2021; Sumarwan, 2021), a buyer is an individual, group, or organization that engages in activities such as the purchase, utilization, and disposal of goods, services, ideas, or experiences to fulfill their needs and desires. Depending on purchase choice, customer decision-making varies. In the purchase behavior process, buyers frequently go through three stages: promotional activities, buyer responses, and buyer behavior (Kotler *et al.*, 2021; Sumarwan, 2021). In the first stage, the company's marketing actions include providing stimuli that can influence customer impressions. The second stage is the analysis of all purchaser inputs based on analysis and decision-making of individual buying behavior, which changes based on activities and incentives in marketing activities. The last step involves making purchasing decisions,



Data source: iprice.co.id

Figure 2. Shopee’s quarterly web visitors (in million) between 2018-2021

influenced by the antecedents influencing customer buying behavior. Prior studies have revealed various antecedents (listed in Table 1) that affect customer buying behavior on an online e-commerce platform.

Maulana and Alisha (2020) identified product innovation as one factor influencing customer buying behavior. Buyers are more inclined to compare the product they purchase with similar products from other vendors. Globally, innovation has emerged as the most critical factor in maintaining competitiveness. It propels organizational growth, and future success and is a mechanism that allows businesses to stay afloat in the global economy (Husti & Mahyarni, 2019). According to Javadi *et al.* (2012) and Lim *et al.* (2016), suggestions from family, friends, and the media are essential. The more people recommend e-buying to one another, the more popular this purchasing method will become. Electronic word of mouth (e-WOM), according to Amrullah (2021), serves as a medium for disseminating information about reference groups and is utilized by other customers to determine behavior during the purchasing process. Like e-WOM, online customer review (OCR) was defined by Handayani and Usman (2021) as a type of word-of-mouth communication that can assist both merchants and buyers through its action. Sellers receive free product marketing, while customers get information about potential purchases without going to the vendor. This helps efficiency and effectiveness. Positive customer reviews can encourage customers to purchase products and boost their shop's reputation (Novitasari & Sari, 2019). Perceived benefits, ease of use, perceived web security, and perceived enjoyment as mutual influencing factors were investigated by Abd Aziz and Abd Wahid (2018), Yuliharsi *et al.* (2011), and Marza *et al.* (2019). Customers who have enjoyed the benefits of internet shopping prior to web experience may continue to do so in the future. It implies that the more customers feel the ease and benefits of making transactions, the more likely they will buy from e-commerce platforms (Abd Aziz & Abd Wahid, 2018; Yuliharsi *et al.*, 2011; Batubara *et al.*, 2021; Baubonienė & Gulevičiūtė, 2015). Mood also plays an important role that significantly affects perceived benefit and purchase intention (Zhang *et al.*, 2012).

In most cases, online purchasing is chosen for payment convenience; the ability to receive a required product or service without leaving home (Baubonienė & Gulevičiūtė, 2015), and the assurance of customer data security, which can encourage customers to shop in the marketplace (Novitasari & Sari, 2019). Quality, service quality, and website quality are essential considerations when running an online business. Customers are more likely to purchase if the quality is higher (Shahnaz and Wahyono, 2016; Luthfiana and Hadi, 2019; Novitasari and Sari, 2019). Trust that they will not be exposed to any dangers is reportedly another important factor influencing customer purchase behavior (Bhatti *et al.*, 2021). Customer purchase intention is positively associated with trust, impulsive purchase intention, the prior online purchasing experience, brand orientation (Ling *et al.*, 2010), and brand awareness (Adika & Subandrio, 2021).

Meanwhile, customers' knowledge of a product or service is equally crucial, as buyers can make purchasing decisions based on their understanding (Hertanto & Sulhaini, 2020). Promotions and discounts have a reciprocal influence on the price since they substantially impact customer purchasing behavior. The better the pricing and great deals, the more likely customers are to buy (Baubonienė & Gulevičiūtė, 2015; Wijaya & Teguh, 2012; Luthfiana & Hadi, 2019; Hertanto & Sulhaini, 2020; Pratama & Yoedtadi, 2021). Andrian (2019) discovered that the more products sellers could offer, the more likely people would buy. Batubara *et al.* (2021) believed that a memorable slogan would create a lasting impression on customers. Due to this perception, customers are expected to recognize the messages and information conveyed through the tagline.

3. Research methodology

3.1 The research instrument and data collection

The study identified 23 factors influencing customer buying behavior on an online e-commerce platform (see Table 1). From these factors, a questionnaire was developed. The questions were like: "When I decide to buy a product (or service) at Shopee, it is mainly due to *product innovation*." Each

Table 1. Factors influencing customer buying behavior on online e-commerce platform

Code	Factors	Description	Literature
F1	Product innovation	Refers to the process of coming up with fresh ideas for a new product that may suit customers' needs.	Maulana and Alisha (2020)
F2	Suggestions by friends/family/relatives	Subjective factors such as family, friends, and the media can influence purchase intents.	Javadi <i>et al.</i> (2012); Lim <i>et al.</i> (2016)
F3	e-WOM and OCR	Electronic word of mouth (e-WOM) is a medium of transmitting information about a product. Online customer reviews (OCR) are written reviews in opinion, product assessment, and ratings by customers who have purchased a product online.	Amrullah (2021); Handayani and Usman (2021)
F4	Perceived benefits	Customers perceive some benefits from the products they intend to buy.	Abd Aziz and Abd Wahid (2018)
F5	Ease of use	Customers' perception about how simple or difficult it is to use the shopping system.	Li <i>et al.</i> (2020); Cho and Sagynov (2015)
F6	Perceived web security	While purchasing on the internet, customers may be assured of their safety and privacy.	Yulihastri <i>et al.</i> (2011)
F7	Payment convenience	Customers are attracted to convenient suppliers because they provide clear payment information and instructions, quick and straightforward product purchasing methods.	Baubonienė & Gulevičiūtė (2015); Novitasari and Sari (2019)
F8	Website quality	Perceived quality of a website, as seen by its look and information clarity.	Shahnaz and Wahyono (2016)
F9	Service quality	Capacity to meet customer wants, whether apparent or concealed, is demonstrated by the totality of the form attributes of services.	Luthfiana and Hadi (2019)
F10	Quality of the item	All product features and attributes must be met to meet customers' expectations.	Novitasari and Sari (2019)
F11	Trust	Perception that the customers would not be exploited or deceived.	Bhatti <i>et al.</i> (2021); Ling <i>et al.</i> (2010)
F12	Knowledge	Customers' information about a product, such as product features, accessibility, specs, and the advantages of utilizing the product.	Hertanto & Sulhaini (2020)
F13	Impulse purchase intention	Unexpected behavior occurs when shoppers feel compelled to buy things immediately due to specific stimulation.	Ling <i>et al.</i> (2010); Javed and Javed (2015)
F14	Brand orientation	Some customers identify product through brands and feel at ease when buying the brand they like.	Ling <i>et al.</i> (2010)
F15	Brand awareness	Capacity of a brand to attract potential customers by describing a company's identity by its looks, such as a logo, form, and color.	Adika and Subandrio (2021)
F16	Prior online purchase experience	Customers who have previously made an online purchase are more likely to do so again than those who have never done so.	Ling <i>et al.</i> (2010)
F17	Price	Price refers to a situation where customers give up a certain amount of money in return for a product.	Baubonienė & Gulevičiūtė (2015); Wijaya and Teguh (2012)
F18	Promotion and Discounts	A company's promotion strategy aims to spread information and solicit favorable comments from potential customers.	Wijaya and Teguh (2012); Luthfiana and Hadi (2019);

		Discounts are reduced fares offered to customers as a nominal appreciation for specific purchases.	Hertanto & Sulhaini (2020); Pratama and Yoedtadi (2021)
F19	Perceived enjoyment	When people are comfortable, happy, engaged, and thrilled while shopping, they shopping experience is improved.	Marza <i>et al.</i> (2019)
F20	Product variety	Product variety refers to a company strategy for gaining customers' interest by expanding the items supplied to achieve the intended market.	Andrian (2019)
F21	Tagline	A tagline's purpose is to leave a lasting impact on customers remembering the product's information and facts.	Batubara <i>et al.</i> (2021)
F22	Shop's reputation	Sellers' reputation helps make customer decision.	Novitasari and Sari (2019)
F23	Mood	Mood impacts perceived benefit and purchase intention.	Zhang <i>et al.</i> (2012)

respondent was provided with links to two questionnaires – one in English (ENG) and the other in Indonesian (IND) – and was asked to choose the language they were most comfortable with.

The questionnaire was prepared on Google Form and shared in the online groups containing the East Asians as the Shopee is popular among them. The primary data was collected from respondents who have experience purchasing goods or services on the Shopee e-commerce platform. Fifty-five respondents filled the questionnaire, but forty-nine of them accurately completed it; thus, the sample size was 49. Based on the language they chose, they were divided into Group ENG and Group IND (see Table 2). The 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7) was used for recording observations. Respondents filled out one of the scales in each question to determine the most critical factors based on their previous experience with Shopee. Microsoft Excel was used for data analysis. A copy of the questionnaire can be obtained from the author at a reasonable request.

3.2 Data analysis techniques

In the current study the Relative Important Index was used to rank the 23 factors (see Table 1) based on the primary data while dispersion analysis was performed to identify the uncredible datasets, such as the cases where the respondent might had filled the questionnaire without even reading it and thus might have recorded same observation for all questions. These techniques are discussed below.

3.2.1 Relative Importance Index: The Relative Importance Index (RII) determines the relative relevance rankings of quality factors. RII is a convenient way to measure the relative importance of factors, usually based on primary data. Zhong *et al.* (2021) used RII to analyze the important factors influencing the decision-making procedure for building projects in Egypt. Sheikh *et al.* (2019) used RII to analyze 37 factors influencing the process quality throughout the construction phase of a structure life cycle in Pakistan. To define the importance level of each element, a five-point Likert scale ranging from 1 to 5 was used from (not at all important) to (extremely important). The formula for the RII is (Zhong *et al.*, 2021).

$$RII = \frac{\sum l_i r_i}{YZ} = \frac{1r_1 + 2r_2 + 3r_3 + 4r_4 + 5r_5 + 6r_6 + 7r_7}{7Z} \tag{1}$$

where l_i denotes the importance level i or the weighting given to each factor by the respondent, ranging from 1 to 7 on the Likert scale; r_i is the number of respondents who indicated importance level i ; Y represents the highest point, which is seven in the current study; and Z represents the total number of respondents, which is 49 in the current study.

Table 2. The grouping of the survey participants

Groups of respondents	Number of respondents	Percentage
Group ENG	32	65.3%
Group IND	17	34.7%
Overall	49	100%

The greater the value of the RII, the more important the factor is. RII scale runs from 0 to 1. The closer it is to 1, the more reliable the scale's internal consistency criteria are (Rooshdi *et al.*, 2018). In the current study, RII will be used to rank 23 factors.

3.2.2 Dispersion analysis: Coefficient variation measures the level of dispersion and helps in examining the distribution of data. It is calculated as (Zhong *et al.*, 2021)

$$CV = \frac{\sigma}{\bar{X}} \quad (2)$$

where,

$$\sigma = \sqrt{\frac{\sum_{i=1}^Z (x_i - \bar{X})^2}{Z}} \quad (3)$$

and

$$\bar{X} = \frac{\sum_{i=1}^Z x_i}{Z} \quad (4)$$

where CV represents the coefficient of variation, σ represents the standard deviation, x_i represents the i^{th} data scale, \bar{X} represents the mean value of all data scales, and Z represents the number of data scales. As a result, the greater the CV, the greater the dispersion degree, and vice versa.

4. Results and discussion

In the previous sections, the factors were identified, and data was collected. In this section, the importance of the factors influencing buying behavior with the RII. Table 3 shows 23 potential factors influencing buying behavior (F: factors), including their RII and ranks for both groups and overall.

The lists of factors influencing customer buying behavior, Relative Importance Index (RII), and rankings are all shown in Table 3. Figure 3 illustrates the diagram for the ranking of factors. The results revealed the most and least important factors for both groups (Group ENG and IND) affecting customer buying behavior on an online e-commerce platform. The quality of product or service (F10) factor gets the highest rank as an essential factor for both groups. This is followed by the customer's knowledge of the product (F12), price of product or service (F17), and shop's reputation (F22). In Table 3, for aggregating the RII scores of the two groups, greater weight (0.6) was given to Group ENG because the data within it was more credible (as CV was high in most cases).

Quality of product or service (F10) tends to be the highest rank as this factor has a significant positive effect on the image of a product that affects customers' purchasing decisions. Luthfiana and Hadi (2019) showed that the better the quality is, the higher the interest in repurchasing at the e-commerce marketplace. In other words, product quality improvement will increase customers' buying behavior.

The second highest is the customer's product knowledge (F12). Customers' understanding of a product has varying levels because of their differences in the ability to receive information about products, which will affect their purchasing decisions (Hertanto & Sulhaini, 2020). Pucci *et al.* (2018) reported that knowledge positively impacts the relationships of a variable affecting the

Table 3. Relative Importance Index and ranking of the factors

Factors	RII			Rank		
	Group ENG	Group IND	Overall*	Group ENG	Group IND	Overall
F1	0.832	0.808	0.822	7	15	11
F2	0.739	0.763	0.749	15	20	17
F3	0.866	0.835	0.853	4	10	6
F4	0.807	0.884	0.838	11	3	9
F5	0.823	0.857	0.837	10	8	10
F6	0.723	0.804	0.755	16	16	16
F7	0.832	0.853	0.840	7	9	8
F8	0.714	0.795	0.746	18	17	18
F9	0.723	0.835	0.768	16	10	14
F10	0.882	0.888	0.885	1	1	1
F11	0.765	0.835	0.793	13	10	13
F12	0.874	0.888	0.880	2	1	2
F13	0.579	0.674	0.618	22	22	23
F14	0.681	0.812	0.733	19	14	19
F15	0.756	0.781	0.766	14	19	15
F16	0.857	0.862	0.859	6	6	5
F17	0.874	0.870	0.873	2	4	3
F18	0.832	0.862	0.844	7	6	7
F19	0.555	0.790	0.649	23	18	20
F20	0.789	0.826	0.804	12	13	12
F21	0.613	0.674	0.638	20	22	21
F22	0.865	0.866	0.866	4	5	4
F23	0.588	0.683	0.626	21	21	22

*Overall score = Group ENG score*0.6 + Group IND score*0.4
Note: CV (Group ENG) = [0.139, 0.538]; CV (Group IND) = [0.079, 0.371]

purchasing behavior. The study compared the effects of social media use on the purchase of online products. Therefore, the greater the customer's understanding of the product, the more likely they will purchase it.

Thirdly, the price of a product or service (F17) is essential in affecting customers' buying behavior. Price impacts customer purchasing decisions; the lower the price, the more likely a purchase will be made. Earlier, Baubonienė and Gulevičiūtė (2015) revealed that the lower the price, the more convenience provided for the customer. This will lead to an increase in purchasing.

Lastly, the shop's reputation (F22) is one of the most critical factors affecting customers' buying behavior. Sellers with a high-performance record, excellent reviews, and positive testimonials are expected to enhance customers' attitudes toward online purchases (Novitasari & Sari, 2019). The better the seller's reputation, the more confident the buyer will be in purchasing. Buyers believe that a good shop reputation means good quality products or services. Therefore, the shop's reputation is one of the most critical factors that impact buyers' buying behavior in online e-commerce platforms.

Meanwhile, the least important factors for both groups are depicted in Figure 3. These factors are impulsive buying behavior (F13), perceived enjoyment (F19), tagline (F21), and mood (F23).

Impulsive buying behavior (F13) is an unexpected behavior when a customer experiences an urge to purchase products or services. This behavior tends to be a sudden and unplanned reaction to individual physiological purchasing behavior. The internet may minimize customers' ability to

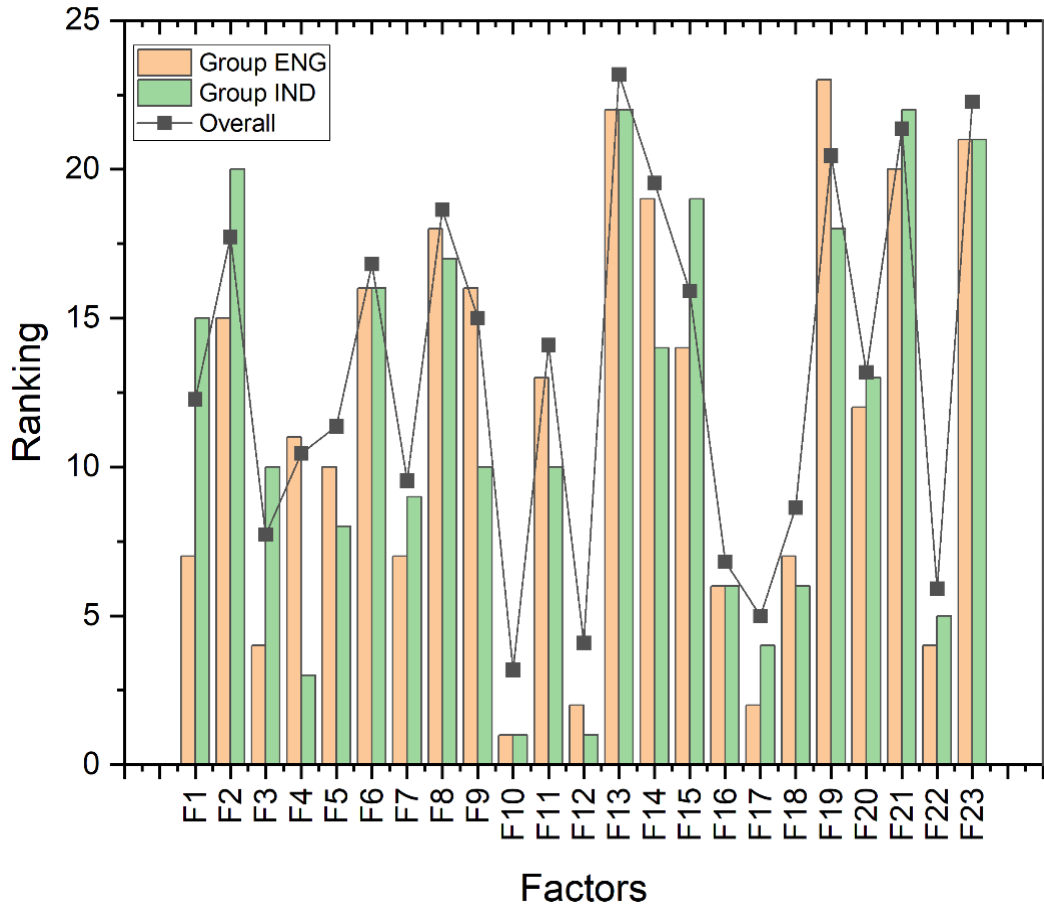


Figure 3. The ranking of 23 factors influencing online purchase intentions

control their impulsive buying behavior. On the other hand, the physical stores' environment and production of sensory experiences can lead to more impulsive purchases than online stores (Gupta, 2011). According to an analysis done by Kearney (2013), 40% of participants in a poll (3,000 customers of the United States and the United Kingdom were involved) spent more money than expected in physical stores. In contrast, only 25% did so in the online platform. Therefore, not all buyers make impulse purchases all the time. This behavior does not significantly affect customer buying behavior.

Perceived enjoyment (F19) is a form of individual behavior where buyers feel happy, comfortable, and excited while doing purchasing activities (Kim & Ammeter, 2018). The perceived enjoyment factor is considered the least important factor because most customers enjoy buying in physical stores more than online. Prior study has found that shoppers' satisfaction with physical in-store purchasing experiences significantly impacts their behavior (Pappas *et al.*, 2012). Perceived enjoyment can affect a variety of customer responses. Prior studies have examined various antecedents; nevertheless, many elements influence perceived enjoyment while shopping. Furthermore, there is a shortage of studies on perceived enjoyment in post-transitional economies that are still relatively underdeveloped.

Tagline (F21) is a company's phrase used as a marketing stimulus to attract customers. Depending on the phrase, a carefully designed tagline can change the willingness to acquire the promoted goods. Rybaczewska *et al.* (2020) revealed that the model approach to buying behavior refutes the notion that slogans or taglines have the most significant influence on customers during the period of Alternative Evaluation. Slogans or taglines give a reference point for young customers throughout the post-purchase to determine if they are content or dissatisfied with their purchase and information during the information search phase. This demonstrates that the tagline is not

considered a crucial factor affecting customers' intention when purchasing because the tagline does not explicitly influence customer buying behavior.

Lastly, customer emotions impacting behavior while purchasing are referred to as mood (F23). Mood tends to be positive and negative emotions in a particular situation, where mood does not significantly affect customers while purchasing products or services. Tulipa *et al.* (2014) discussed that positive emotion or mood mainly had no discernible effect on repurchase intent. Mood can turn a positive perception about products or services into a negative perception that affects customer buying behavior.

In light of the facts stated above, it can be argued that the crucial factors in customer buying behavior are quality of product or service (F10), customer's knowledge of product or service (F12), price of product or service (F17), and shop's reputation (F22). Customers are more likely to purchase when sellers have an outstanding quality of products or services, reasonable price, proven track record, outstanding evaluations, and positive comments. On the contrary, impulsive purchase behavior (F13), perceived enjoyment (F19), tagline (F21), and mood (F23) are not regarded as critical factors that may influence a customer's purchasing decision.

Based on the results above, it is suggested that buyers or decision-makers must pay attention to the quality of the product or service (F10) because quality plays a crucial role in determining customer buying behavior. Improvement of product or service quality will automatically enhance and affect other factors such as customer trust in product quality, shop reputation, and customer knowledge. These factors will undoubtedly influence customer buying behavior on an online e-commerce platform, mainly Shopee customers.

5. Conclusion

Internet usage is one of the most popular activities in Indonesia. Every year, the increasing number of internet users has led some parties to take advantage of this trend by opening online stores in electronic commerce systems or e-commerce. Shopee is one of the most well-known e-commerce sites in Indonesia. Shopee provides an effortless payment system, and various products or services with affordable prices that engage customer buying behavior. Unfortunately, many are concerned with purchasing using an e-commerce platform. A lack of trust in online purchases is one of the critical factors reducing the number of purchases.

The study applied the Relative Importance Index (RII) method to calculate the relative importance of the factors influencing the Shopee customers' buying behavior. Thus, the study reported the most and least important factors influencing buying behavior in the current study. It was found that the most significant factors are quality of product or service, customer knowledge of the product, price of product or service, and shop's reputation. Customers' willingness to purchase online is more likely to increase when merchants offer high-quality products and services at an affordable price, an impressive track record, and high ratings. Meanwhile, the least important factors are impulsive buying behavior, perceived enjoyment, tagline, and mood. Moreover, it is proposed that buyers or decision-makers focus on the quality of product or service factor as it's a key element in determining customer purchasing behavior. The Shopee and their competitors in the region should note down the importance of these factors and efforts should be made to use these factors in a way that encourages online shopping and thus sales. Special attention should be paid to the top factors.

As with any study, there are some limitations of this study. The study didn't collect in-depth demographic information about the respondents thus in the future demographic questions may also be added and their influence on customer buying behavior can be gauged. The sample size is small but all had experienced e-commerce. As a result, the analysis excludes those potential customers who have no prior experience with online transactions but intend to engage in such activities. The current study used the popular Relative Importance Index primarily because of its simplicity and ease of computation, however in future other alternatives, such as the Relative Performance Index (Mahmoudi & Javed, 2022), may also be tried. Hence, further scholars can extend this research by providing additional variables and extensively studying factors influencing

customer buying behavior. Furthermore, researchers are encouraged to include more information regarding factors influencing online purchasing behavior.

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