ISSN 2355-0082

Examining the Impact of Platform Usage on Online Purchasing in E-commerce

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Accepted 13 June 2023
Approved 08 January 2024

***Abstract*— The surge in online consumer activity, driven by a diverse user base, has propelled e-commerce platforms like Tokopedia, Shopee, TikTok Shop, and others to the forefront. This study investigates the relationship between e-commerce platform usage and consumer preferences. The data was collected through online questionnaires randomly distributed via social media using online forms (Google Forms). Before analysis, a questionnaire validation test was conducted to ensure the validity of respondents' answers to the survey questions. The findings reveal significant factors influencing user preferences in the realm of online purchasing. This research sheds light on the dynamic interplay between e-commerce platforms and consumer choices, providing valuable insights for businesses and marketers. Based on the findings of this research, it can be concluded that e-commerce platform usage does influence online buying interest. The study explored various aspects of purchasing products through popular e-commerce platforms such as Tokopedia, Shopee, Lazada, and others. However, it is noteworthy that no significant or positive relationship was found between the product variable and the purchase intention variable on Tokopedia. These insights contribute to a deeper understanding of consumer behavior in the context of e-commerce, allowing businesses and marketers to make informed decisions when catering to their target audience**

***Keywords*— e-commerce; Interest; Platform Preferences**

I. INTRODUCTION

Background

Technological advancements have greatly impacted the field of business, particularly with the emergence of e-commerce and online shops. This rapid technological development has led to a shift in business operations towards online platforms. In Indonesia, the growth of e-commerce has been remarkable, providing people with the convenience of shopping anytime and from anywhere. As e-commerce continues to expand, many individuals have started selling their products through various platforms, including social media channels like Instagram and TikTok, to reach a wider customer base [1].

This research could be considered urgent because E-commerce Industry Growing Rapidly: The ongoing surge in online consumer activity and the continuous growth of the e-commerce industry makes it essential to understand consumer preferences and behavior. Timely research can provide valuable insights to businesses looking to adapt their strategies to meet the evolving needs of online shoppers. Increasing Competition among E-commerce Platforms: With multiple e-commerce platforms vying for consumers' attention, understanding the factors that influence user preferences becomes crucial for these platforms to stay competitive and retain their user base. Shifting Consumer Trends: Consumer preferences and behaviors in the online shopping landscape can change rapidly. Research conducted promptly can help capture current trends and behaviors, allowing businesses to respond effectively to market dynamics. [2]

The pandemic triggered an unprecedented surge in online sales. With restricted visits to physical stores and financial constraints, consumers turned to online shopping, leading to a remarkable growth in online purchases. [3]. Consumers had already been conscientious shoppers even before the pandemic [4]. As a result, certain shopping categories, like experiences, were gradually deprioritized on their lists. The advent of COVID-19 further expedited this shift in consumer behavior. [5].

The COVID-19 pandemic has affected the lifestyles and motivations of many people, such that their purchasing behaviors also changed. The present study seeks to assess these changes. In achieving this goal, the study determined the impact of the pandemic on e-commerce across industries to identify the priorities of online consumers. It also identified the most important factors influencing online consumers' shopping behavior based on a multi-stage survey as the

pandemic spread [6] According to the correlation analysis, researchers have identified significant relationships between the studied factors and the complex indicator of online consumer behavior activation. Furthermore, they investigated how these relationships changed in response to the pandemic. [7]

There are multiple ways for buyers to make online purchases, one of which is through online retailers such as Tokopedia, Shopee, Lazada, and others. The millennial generation, in particular, is drawn to the engaging features offered by e-commerce applications, such as gamification, live shopping, free shipping, cashback vouchers, and more. Additionally, there are various promotions, product protection insurance, and seller credibility measures in place. This statement is derived from a study of previous research, aiming to explore the impact of e-commerce usage on online purchasing preferences and to pinpoint crucial factors that buyers should consider when choosing an e-commerce platform.

This research aims to investigate the impact of using an e-commerce platform on consumers' preferences and interests and to identify the factors influencing their decision-making process when purchasing an e-commerce platform that there has been an increase in ordering products via e-commerce during the Covid-19 pandemic and this research is intended to see after the pandemic is over whether the demand for ordering products via e-commerce is still increasing or not

Drawing upon the research background, the problem statement is defined as follows:

1. What is the extent of the influence of e-commerce platform usage on consumer preferences?
2. What factors play a significant role in influencing consumers' decisions to purchase products through e-commerce platforms?

The development of the questionnaire was guided by the background information and the formulated research problem. The data was collected through online questionnaires randomly distributed via social media using Google Forms. Before analysis, a questionnaire validation test was conducted to ensure the validity of respondents' answers to the survey questions

In this research, the independent t-test will be employed as a parametric test to assess differences between men and women. The data will be collected from multiple sources. Additionally, a two-way or two-tailed hypothesis test will be utilized, allowing for the evaluation of a hypothesis that has not been confirmed by previous research. The preliminary hypothesis, which is based on equations and inequalities, provides support for our research direction.

The questionnaire data were analyzed using the RStudio application for conducting statistical hypothesis testing and correlation analysis between variables.

II. METHOD

Based on the provided introduction and problem formulation, the following hypotheses can be proposed:

A. Major Hypothesis

H0: There is no significant effect of using e-commerce platforms on preferences for online purchase intentions after the pandemic is over

Ha: There is a significant effect of using the e-commerce platform on preferences for online purchase intentions after the pandemic is over

B. Minor Hypothesis :

B1.A correlation between price and interest preference variables

H0: There is no correlation between the price and interest preference variables.

Ha: There is a correlation between the price and interest preference variables

B2. A correlation between service and interest preference variables

H0: There is no correlation between the service and interest preference variables.

Ha: There is a correlation between the service and interest preference variables.

B3.A correlation between feature and interest preference variables

H0 = There is no correlation between the feature and interest preference variables.

Ha = There is a correlation between the feature and interest preference variables.

E-commerce, as defined by [8], refers to the digital exchange of goods, services, or information between two companies. It encompasses various activities such as buying and selling products, promoting them, facilitating transactions, and making payments through digital means

C.Preference & Interest

According to [9], states that preferences are tastes about an object. Usually, preferences are determined through various things, hobbies, social conditions, the economy, and the environment.

The concept of interest, as articulated by [10], encompasses a multifaceted spectrum of human engagement with an object. It is characterized by a

dynamic interplay of desire, preference, and willingness. In the realm of [10]'s research, interest is not a monolithic notion but rather a nuanced and evolving phenomenon that reflects the intricate ways in which individuals interact with and respond to a given object. This definition prompts a deeper exploration into the various dimensions of interest, inviting an examination of the psychological, emotional, and cognitive aspects that contribute to this complex and often subjective phenomenon. Understanding interest in such a comprehensive manner lays the groundwork for a more nuanced analysis and interpretation of human behavior and choices in diverse contexts

To reach a broader audience, the e-commerce platform employs a comprehensive marketing and promotion strategy that encompasses various aspects such as products, prices, advertisements, and promotions. A key element of this strategy involves conducting a detailed analysis of consumer behavior. The platform focuses on creating a matrix of consumer shopping psychology to effectively attract more consumers during their marketing and promotional efforts [11].

D. *Previous Studies*

D1. 1st Research

In a research titled " The Influence of Digital Marketing and Product Choices in Consumer Purchase Decision Interest on the Tokopedia Marketplace," published in 2022, [12]. highlighted that the business sector, including marketplaces, has shifted online due to technological advancements. Online marketplaces provide a vast array of options for both sellers and products, empowering customers to make their own decisions. As a marketing strategy for marketplaces, businesses strive to leverage the simplicity and convenience offered by online platforms, facilitating seamless trade and business transactions for both consumers and producers.

In this research, a non-experimental method was employed to collect data through questionnaires from Tokopedia marketplace users residing in Bandung. Due to the unknown population size, a sample of 100 individuals was selected. The research employed a correlational technique to investigate the relationship between the independent variables, specifically digital marketing and product preference, and the dependent variable, which is customer buying interest at the Tokopedia online store. Several analysis techniques were employed, including the Multicollinearity Test Technique, Heteroscedasticity Test, and Multiple Linear Regression Test, to assess consumer buying interest. The research focused on dimensions represented by variables, namely digital marketing, product selection, and consumer buying interest at the Tokopedia online store. The sub-dimensions comprised search engine optimization, social media/blog posting, search/social ads, personalization/content, emails/newsletters, videos/ motion graphics, product categories, and customer interest. Based on the findings of this research, a positive and significant relationship between the digital marketing variable and the purchase intention variable in the Tokopedia marketplace can be concluded. However, no significant or positive relationship was found between the product variable and the purchase intention variable on Tokopedia. The research suggests that companies and buyers can benefit from addressing digital marketing aspects before making a purchase. However, it is important to note that several other factors such as promotional campaigns, price lists, ease of payment, and product quality were not considered in this research. These factors may also play a crucial role in influencing purchase intentions and should be further explored in future research.

D.2 2nd Research

According to the research titled "Peran Ulasan Produk dan Foto Produk Yang Ditampilkan Penjual pada Marketplace Shopee Terhadap Minat Beli Pria dan Wanita" [13], it is evident that sellers are increasingly transitioning to conducting their businesses online through e-commerce platforms accessible via smartphones. This shift can be attributed to the continuous technological growth of the internet. E-commerce offers a simpler and more efficient way for vendors to showcase their products and connect with customers on a global scale. Businesses that embrace e-commerce find it considerably easier to sell their goods compared to those that do not utilize e-commerce platforms.

In this research, the research approach employed is associative quantitative research, utilizing a specific population or sample as the research tool. The sample is typically collected through random sampling methods to test the established hypotheses. The researchers utilized a variety of analytical methods, including multiple linear regression analysis, descriptive statistics, partial t-tests, validity tests, reliability tests, normality tests, heteroscedasticity tests, and multicollinearity tests. These analytical methods provide valuable insights and allow for a comprehensive examination of the research data.

The parameters or indicators in this research are based on the buying interest of both men and women. Buying interest refers to the process of consumer desires when considering purchasing a product or service, involving multiple factors that influence consumer decision-making. The research highlights that two factors, namely product reviews and product images presented by sellers, significantly impact customer interest in sellers. By examining customer data, product preferences, and consumer interests, this

research aims to further investigate the dimensions related to these factors.

Based on the results of testing the first hypothesis, it can be concluded that product reviews have a significant impact on consumer purchasing interest in the Shopee marketplace. The research found that more positive and comprehensive product reviews positively influence consumer interest in making a purchase.

Similarly, based on the results of testing the second hypothesis, it can be inferred that product photos displayed by sellers have a significant effect on consumer buying interest in the Shopee marketplace. The research revealed that better product photos presented by sellers lead to increased consumer interest in the products.

These findings emphasize the significance of product reviews and product photos in influencing consumer behavior and the decision-making process in the Shopee marketplace. Sellers must prioritize providing high-quality product reviews and visually appealing product images. These elements play a vital role in enhancing consumer interest, driving sales, and ultimately influencing purchasing decisions. By investing in compelling product reviews and visually appealing images, sellers can effectively engage and attract potential buyers, leading to increased sales and business success.

III. RESULT AND DISCUSSION

A. *Data Set Quantitative Research*

Quantitative research methods were utilized in this study. As stated by [14], quantitative research is a structured approach that involves the analysis of numerical data using statistical techniques. In this research, the focus was on examining the impact of independent variables, such as pricing (free shipping, vouchers), convenience of use (delivery, application services, payments), and features (live shopping, games, free shipping), on the dependent variable, which is the desire to make online purchases through e-commerce platforms. Through the utilization of quantitative research methods, the study aimed to quantify the relationships and effects of these variables, thereby gaining a more profound comprehension of consumer behavior within the realm of e-commerce.

B. *Sample Population*

The sample for this research consists of individuals within the community surrounding the researcher's environment. A total of 128 respondents completed the online questionnaires. After conducting a validity test, 105 respondents' answers were considered valid. The validity test was related to questions about respondents' usage of one or several online marketplaces and their interest in online shopping. Respondents who answered 'never' or indicated no interest in online shopping were excluded from the valid questionnaire set. Specifically, the research focuses on individuals who regularly use or have used e-commerce applications and are at least 18 years old. These criteria were established to ensure that the research focuses on individuals with relevant experience and knowledge in using e-commerce platforms. By targeting this specific group, the research aims to gather insights and data that are representative of the population segment most relevant to the research objectives

C. *Data Collection Techniques*

In this research, data collection was conducted using a Google form questionnaire to gather information on how online shopping preferences have evolved due to the utilization of e-commerce platforms. The questionnaires were distributed to the community residing in and around the research locations. The aim was to collect data on attitudes and behaviors related to the use of e-commerce for online purchases.

To ensure the reliability of the research findings, various tests were conducted, including normality tests, correlation tests, hypothesis tests, and other assessments. These tests were performed to evaluate the quality of the measurement instruments and to analyze the results obtained from the questionnaires filled out by the respondents. By conducting rigorous analyses and tests, the research aims to draw meaningful and accurate conclusions based on the collected data.

D. *Residual Analysis Test*

D1.Normality Test using Shapiro-Wilk Test

In this research, the normality test, specifically the Shapiro-Wilk test, was employed to assess the distribution of residuals for each variable. The significance level, represented as the p-value, was used to determine whether the data adhered to a normal distribution. A p-value greater than 0.05 suggested that the data were normally distributed, whereas a p-value less than or equal to 0.05 indicated non-normal distribution. By conducting the Shapiro-Wilk test, the study aimed to evaluate the normality of the data, an essential assumption for many statistical analyses.

The hypothesis for the normality test can be stated as follows:

H0: The data follows a normal distribution.

Ha: The data does not follow a normal distribution

Table 1 - Price Variable

W Value	P-Value	Criteria	Explanation
0.95919	0.2452	> 0.05	Accept H0

Table 2 - Service Variable

W Value	P-Value	Criteria	Explanation
0.86431	0.0007147	> 0.05	Reject H0

Table 3 - Feature Variable

W Value	P-Value	Criteria	Explanation
0.94053	0.07037	> 0.05	Accept H0

Table 4 - Interest Preference Variable

W Value	P-Value	Criteria	Explanation
0.91461	0.01303	> 0.05	Accept H0

Based on the results of the Shapiro-Wilk test, the price variable in this research has a p-value of 0.2452, suggesting that it follows a normal distribution. However, the service variable has a p-value of 0.0007147, indicating that it is not normally distributed. Similarly, the feature variable has a p-value of 0.07, indicating normal distribution, while the interest preference variable has a p-value of 0.01303, also suggesting normal distribution.

Since the significance level value is set at 0.05, variables with p-values greater than 0.05 (price, feature, and interest preference) are considered normally distributed. However, the service variable, with a p-value less than the significance level, does not meet the assumption of normal distribution.

D2. Autocorrelation test using Durbin-Watson Test

The Durbin-Watson (DW) test is a statistical tool used to examine the presence of autocorrelation in the residuals of a regression model. It is essential for determining the suitability of a linear regression model for the data. The DW test generates a test statistic value that ranges from 0 to 4. A value of 2 is considered the benchmark for the absence of significant autocorrelation. A value close to 0 indicates positive autocorrelation, whereas a value close to 4 suggests negative autocorrelation [15]

In this research, the model regression between the interest preference factor and the independent variables, namely price, service, and characteristics, was tested using the DW test. The aim was to evaluate whether autocorrelation exists in the residuals of the regression model. By examining the DW test statistic, researchers can determine the presence and nature of autocorrelation, which helps in assessing the validity of the regression model and drawing meaningful conclusions from the analysis.

The hypothesis for the autocorrelation test can be stated as follows:

H0: There is no autocorrelation in the residual model.

Ha: Autocorrelation occurs in the residual model.

Table 5 - Interest Preference vs Price Variables

DW Value	P-Value	Criteria	Explanation
2.4615	0.9134	> 0.05	Accept H0

Table 6 - Interest Preference vs Service Variables

DW Value	P-Value	Criteria	Explanation
2.3428	0.8465	> 0.05	Accept H0

Table 7 - Interest Preference vs Feature Variables

DW Value	P-Value	Criteria	Explanation
2.5259	0.9433	> 0.05	Accept H0

Based on the results of the interest preference regression model with price, the Durbin-Watson test statistic value is 2.4615 and the corresponding p-value is 0.9134. Since the p-value (0.9134) is greater than the significance level value of 0.05, we fail to reject the null hypothesis. Therefore, based on this analysis, it can be concluded that there is no evidence of positive autocorrelation in the residuals of the regression model.

For the interest preference regression model with services, the Durbin-Watson test statistic value is 2.3428 and the corresponding p-value is 0.8465. Since the p-value (0.8465) is greater than the significance level value of 0.05, we fail to reject the null hypothesis. Therefore, based on this analysis, it can be concluded that there is no evidence of positive autocorrelation in the residuals of the regression model.

Similarly, for the interest preference regression model with features, the Durbin-Watson test statistic value is 2.5259 and the corresponding p-value is 0.9433. Since the p-value (0.9433) is greater than the significance level value of 0.05, we fail to reject the null hypothesis. Therefore, based on this analysis, it can be concluded that there is no evidence of positive autocorrelation in the residuals of the regression model.

D3. Heteroscedasticity test using Breusch-Pagan Test

The Breusch-Pagan test is utilized to examine heteroscedasticity in the residual regression model. It assesses whether there is a significant relationship between the squared residuals and the independent

variables in the model. The p-value obtained from the Breusch-Pagan test is then compared to the significance level (usually 0.05) to determine whether there is evidence of heteroscedasticity.

If the p-value obtained from the Breusch-Pagan test is less than 0.05, there is evidence of heteroscedasticity, and the null hypothesis is rejected. Conversely, if the p-value is greater than 0.05, there is no significant evidence of heteroscedasticity, and the null hypothesis is accepted, indicating that the residuals exhibit homoscedasticity.

Given by the following hypothesis:

H0 = no heteroscedasticity occurs in the residual model, which is homoscedasticity.

Ha = Heteroscedasticity occurs in the residual model, which is not homoscedasticity.

Table 8. - Interest Preference vs Price Variables

BP Value	df	P-Value	Criteria	Explanation
0.099468	1	0.7525	> 0.05	Accept H0

Table 9 - Interest Preference vs Service Variables

BP Value	df	P-Value	Criteria	Explanation
1.3374	1	0.2475	> 0.05	Accept H0

Table 10 - Interest Preference vs Feature Variables

BP Value	df	P-Value	Criteria	Explanation
3.5215	1	0.06058	> 0.05	Accept H0

The results of the interest preference regression model with prices are obtained with BP values of 0.099468, df = 1, and p-value of 0.7525. Because the p-value is higher than the significant level value of 0.05, the regression model can be said to accept the null hypothesis which is homoscedasticity rather than heteroscedasticity.

The results of the interest preference regression model with services indicate a Breusch-Pagan test statistic (BP) of 1.3374, with degrees of freedom (df) equal to 1, and a corresponding p-value of 0.2475. Given that the p-value is higher than the significance level of 0.05, it suggests homoscedasticity rather than heteroscedasticity. As a result, it can be assumed that the regression model accepts the null hypothesis.

The results of the interest preference regression model with features show a Breusch-Pagan test statistic (BP) of 3.5215, with degrees of freedom (df) equal to 1, and a corresponding p-value of 0.06058. Since the p-value is less than the significance level of 0.05, which suggests homoscedasticity rather than heteroscedasticity, it can be concluded that this regression model accepts the null hypothesis

E. Strong Intercorrelation Test Between Variables using Multicollinearity Test

In this research, the multicollinearity test was performed to investigate the presence of multicollinearity among the independent variables in the regression model. Specifically, the Variance Inflation Factor (VIF) approach was utilized to assess the extent to which multicollinearity influenced the regression coefficients by quantifying the amount of variance inflation.

A high VIF score suggests the presence of significant multicollinearity, indicating that the independent variables are highly correlated with each other. This can pose challenges in interpreting the individual effects of the independent variables on the dependent variable. By performing the multicollinearity test and calculating the VIF scores for the independent variables, the research aimed to identify and address potential issues related to multicollinearity, ensuring the reliability and accuracy of the regression model's results.

It is possible to identify the Variance Inflation Factor (VIF) value to determine whether multicollinearity and/or a relationship between the independent variables exist. These values have the meaning as follows:

- A VIF value < 1 indicates that there is no multicollinearity, making the variables independent of one another.
- A VIF value of 1 means that there is no or very little multicollinearity, this indicates with no significant correlation occurs in the independent variable.
- A VIF value between 1 and 5 indicates that independent variables have a poor relationship with one another and that there is considerable slight multicollinearity.
- Significant multicollinearity is indicated by a VIF value above 5 or 10; this indicates that the independent variables are strongly correlated with one another.

Table 11 - Multicollinearity

Price Variable	Service Variable	Feature Variable
1.358873	1.101824	1.279636

Based on the VIF scores obtained for the independent variables in this research, namely the price variable (1.358873), the service variable (1.101824), and the feature variable (1.279636), Based on the results, it can be concluded that there is no significant correlation or multicollinearity among these variables. These VIF scores indicate that there is very little or almost no multicollinearity present.

When VIF scores are close to 1, it suggests that there is little correlation between the independent variables. In this case, the VIF scores for all three variables are below 5, which is a commonly used threshold for identifying significant multicollinearity. Therefore, it can be concluded that there is no significant multicollinearity among these variables. Therefore, it can be inferred that the independent variables (price, service, and feature) in this research are not highly correlated with each other, and multicollinearity is not a significant concern.

T Value	df	P-Value	Confidence Interval	Coefficient Correlation	Criteria	Explanation
1.4172	31	0.1664	-0.1055818 - 0.5439165	0.2466682	> 0.05	Accept H0

A. Regression Equation

The estimated coefficient for the price variable (price$avrg) in the regression model is 0.37585, and the associated level of significance is 0.03510.

Preferensi$avrg = 0.96758 + 0.37585 * harga$avrg + 0.07249 * layanan$avrg + 0.38941 * fitur$avrg (1)

This indicates that, when all other variables are held constant, a one-unit increase in the price variable leads to an average increase of 0.37585 units in the dependent variable (preferences$avrg).

The level of significance (0.03510) being less than the conventional threshold of 0.05 suggests that the coefficient is statistically significant. In conclusion, the evidence strongly supports the claim that the price variable has a meaningful and non-zero impact on the dependent variable. This suggests that changes in the price variable are associated with significant and systematic changes in the dependent variable, rather than being due to random chance.

The estimated coefficient for the service variable (service$avrg) is 0.07249, with a significance level of 0.54639. A high P value suggests that there are insufficient results to conclude that the service variable in this model significantly affects the dependent variable.

The estimated coefficient for the feature variable (features$avrg) is 0.38941, with a significance level of 0.00111 (**). This shows that, if the other variables are maintained constant, a one-unit change in the feature variable is correlated with an increase of roughly 0.38941 units in the dependent variable.

A combination of the price, service, and feature variables in this model may be accountable for around 53.67% of the variability in the dependent variable, given the Multiple R-squared value is 0.5367.

The F-statistic has a value of 11.2 with a p-value of 4.732e-05. This suggests that overall, the regression model is statistically significant in explaining variation in the dependent variable.

B. Pearson Correlation Test

A test used to measure the relationship between these two variables is the correlation test. The Pearson correlation test was used in this research to determine whether there is a relationship between the price and service variable, service and feature variable, feature and interest preference variable, and the interest preference and price variable.

The hypothesis for the correlation test can be stated as follows:

H0 = There is no correlation between the two variables.

Ha = Correlation occurs between the two variables.

Table 12 - Interest Preference vs Service Variables

T Value	df	P-Value	Confidence Interval	Coefficient Correlation	Criteria	Explanation
-0.28923	31	0.7743	-0.3882705 - 0.2967169	-0.0518765	> 0.05	Accept H0

Table 13 - Feature vs Service Variables

T Value	df	P-Value	Confidence Interval	Coefficient Correlation	Criteria	Explanation
4.8379	31	3.416e-05	0.4034338 - 0.8155629	0.6558991	> 0.05	Accept H0

Table 14 - Interest Preference vs Feature Variables

T Value	df	P-Value	Confidence Interval	Coefficient Correlation	Criteria	Explanation
0.75553	31	0.4556	-0.2189514 - 0.4566917	0.134465	> 0.05	Accept H0

Table 15 - Interest Preference vs Service Variables

T Value	df	P-Value	Confidence Interval	Coefficient Correlation	Criteria	Explanation

Table 16 - Price vs Interest Preference Variables

3.8838	31	0.000504	0.2847277 - 0.7651397	0.5721129	> 0.05	Reject H0

The evidence suggests that there is not enough support to establish a significant correlation between the price variable with service. This is indicated by the p-value of 0.1664 and the correlation coefficient of 0.2466682 at a significance level of 0.05, with a confidence interval ranging from -0.1055818 to 0.5439165. Therefore, based on this analysis, there is no strong evidence to conclude a significant correlation between the price variable and service.

Based on the results, there is not enough evidence to support a significant correlation between the service variable and features. The analysis yielded a p-value of 0.7743 and a correlation coefficient of -0.0518765 at a significance level of 0.05, with a confidence interval ranging from -0.3882705 to 0.2967169. Therefore, based on this information, there is no strong evidence to conclude a significant correlation between the service variable and features.

Sufficient evidence is supported by the f**eature variable with interest preferences** p-value of 3.416e-05 and correlation coefficient of 0.6558991 at a significant correlation of 0.05 with a confidence interval between 0.4034338 and 0.8155629.

With a p-value of 0.000504 and a correlation coefficient of 0.5721129 for the interest preference variable with price at a significance level of 0.05, and a confidence interval ranging from 0.2847277 to 0.7651397, there is sufficient evidence to support a correlation between the interest preference variable and price. The p-value indicates that the correlation is unlikely to be due to chance, and the correlation coefficient of 0.5721129 suggests a moderately strong positive relationship between the two variables. Therefore, based on this analysis, it can be concluded that there is a significant correlation between the interest preference variable and price.

There is sufficient evidence to support a correlation in the **interest preference variable with service**, with a p-value of 0.4556 and a correlation coefficient of 0.134465 at a significant level of 0.05 with a confidence range between -0.2189514 and 0.4566917.

With a significance level of 0.05 and looking at the direction of the correlation coefficient, it can be stated that the variables of interest vs. price preferences and interest vs. features preferences are positively correlated. There is no correlation between interest preferences with services, prices with services, or features with services.

IV. CONCLUSION

Based on the research findings, it can be concluded that the utilization of e-commerce platforms significantly influences online buying interest after the pandemic is over. The study thoroughly examined different aspects of purchasing products through well-known e-commerce platforms, including Tokopedia, Shopee, and Lazada, among others

The results of hypothesis testing indicate that there is insufficient evidence to support all the claims of significance in the correlation test. However, it's important to note that the regression model, which incorporates multiple tests involving variables such as price, service, features, and external factors, provides valuable insights. Despite the lack of significant correlations individually, the combination of these variables in the regression model allows for a more comprehensive understanding of their joint impact on the dependent variable. The regression analysis can reveal complex relationships and uncover hidden patterns that might not be evident in individual correlation tests. Thus, the regression model remains valuable for drawing meaningful conclusions and gaining insights into the overall relationships among the variables.

The preference regression model reveals linear relationships that align with the assumptions of interest and price preferences. Additionally, the linear assumptions of the interest and service preference regression model are satisfied. However, it is worth noting that the linear assumptions made by the model regarding interest preferences and feature regression are not met.

These conclusions shed light on the complex dynamics between e-commerce platforms and online buying interest. Further research is recommended to gather more comprehensive data and explore additional factors that may influence these relationships

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