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ANALYSIS OF CONSUMER VALUE BEHAVIOR THROUGH CONSUMER ATTITUDE TOWARDS ONLINE BUYING BEHAVIOR OF SHOPEE E-COMMERCE PLATFORM CONSUMERS IN MANADO DURING THE COVID-19 PANDEMIC

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Abstract: The purpose of this research is to determine the influence of factors such as Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Choice, Price, and Health Aspects through Attitudes towards Online Purchasing Behavior from Shopee e-commerce application users during the covid-19 pandemic. The method used in the sampling is the non-probability sampling method, and snowball sampling, questionnaeres were also distributed to users of Shopee e-commerce application in Manado. The research currently being conducted is causal in nature using quantitative methods, which in data processing uses AMOS 22.0 software to assist in processing primary data. The benefit of this research is to add information and expand insight, especially in the field of management science regarding how these variables influence during the Covid-19 pandemic, and how they influence now or after the pandemic.

Index Terms - Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Choice, Price, Health Aspects, Attitudes, Online Buying Behavior.

I. INTRODUCTION

One area that has been greatly helped by the rapid development of technology is the economic sector. The rapid development of technology has greatly helped human business and economic activities throughout the world, one of which is the innovation of doing business via the internet. Business actors who use business via the internet are not only large companies with sophisticated technology, but it can also be done by small and medium businesses who can promote their business products via the internet. With the development of the digital world, now the buying and selling process which is usually done offline, can now be done via the internet without the need for a meeting between the seller and the buyer in person. (Hasmicro.com).

One of the positive impacts of technological developments is the presence of a digital-based business sector, namely, E-commerce. In E-commerce there is a process of promotion, purchasing and product marketing, but what differentiates E-commerce from the traditional buying and selling process is that the buying and selling system in E-commerce uses electronic media, namely the internet. The presence of E-commerce in the economic sector has helped people a lot in carrying out buying and selling transactions, where buying and selling activities through E-commerce can be done in just a matter of minutes. Not only for society, the presence of E-commerce means that companies in the economic sector are required to be more innovative in order to compete in the digital economy.

In 2019, the world was shaken by the Covid-19 pandemic which was caused by the spread of the virus which resulted in changes to the activities and lifestyles of people in the world, including in Indonesia. Not only lifestyles, the Covid-19 pandemic also affected the world economic situation, especially where economic actors are forced to adapt to carrying out economic activities with restrictions on people's movement space. To adapt to this situation, many business people are starting to use E-commerce as an online buying and selling platform.

One of the large E-commerce companies whose market is widely known is Shopee. Shopee is an application that operates in the online buying and selling sector which started operating in June 2015 and is based in Singapore and was founded by the Garena company. Shopee first appeared as a consumer to consumer (C2C) marketplace which was used as a place for buying and selling between consumers. But now, Shopee has used a hybrid C2C and Business to consumer (B2C) model which has been present since they launched Shopee Mall, which is an online shop platform for well-known brands on Shopee. At the time of its launch in Singapore, Shopee expanded its reach to other ASEAN countries such as Thailand, Vietnam, the Philippines, Indonesia, and also to other Asian countries such as Taiwan. Then since 2019, Shopee started entering Brazil, which was the first country in South America and outside Asia that Shopee visited.

II. REVIEW OF LITERATURE

2.1 Perceived Usefulness

Perceived usefulness is the consumer's perception of buying goods online because of the perceived benefits and because consumers want to save their time while shopping (Guritno & Siringoringo, 2013). Perceived usefulness is defined as the extent to which consumers believe that online shopping will improve their transaction performance (Chiu et al, 2009). Perceived usefulness is defined as the extent to which consumers feel an online website can add value and efficacy for them when shopping online (Lai & Wang, 2012).

2.2 Perceived Ease of Use

Perceived quality Ease of use is the extent to which users believe that the technology used is easy and not complicated (Park et al, 2019). Perceived ease of use according to Davis (1989) is a standard of the extent to which someone believes that using something or using a particular system will be free from excessive effort. Shafique et al (2019) define perceived ease of use as ease of use in terms of an easier process of searching for goods.

2.3 Perceived Enjoyment

According to Trisnawati and Wardana (2018) perceived enjoyment is a feeling of joy and enjoyment towards a product or service when used. Enjoyment refers to the extent to which the activity of using new technology is perceived as providing reinforcement in itself, regardless of anticipated performance consequences (Cho et al, 2015). Venkatesh (2000) defines perceived enjoyment as "the extent to which the activity of using a particular system is considered enjoyable in itself, apart from the performance consequences that result from using the system

2.4 Convenience

Convenience according to Benoit et al (2017) is a consumer's perception of comfort regarding the time and energy spent using services and services as minimally as possible. According to Wang et al (2005) Convenience or convenience is one of the factors that most influences the desire to shop online. Convenience is a savings effort in the sense of minimizing the physical, emotional and cognitive activity borne by customers to buy goods and services online (Berry et al, 2002). Pham et al (2018) define convenience as a feeling of comfort towards a product that is designed to minimize the time and effort required from customers to purchase and own the product.

2.5 Wider Selection

Wider Selection or Product Variety is a variety of products based on size, price, appearance or other characteristics as differentiating elements (Isfandi & Amin, 2019). Lian and Lin (2008) say that wider selection or product variety are different and varied types of products when sold online. To et al (2007) describe Wider selection as the main motivation for consumers to engage in online shopping. According to Haque et al (2006) product variety is the availability of good and varied product choices that encourage customers to buy products and services on the internet.

2.6 Price

Price according to Buchari Alma (2013) is the value of a good or service expressed in money. Price is another important purchasing factor that is strongly influenced by consumer behavior patterns and characteristics (Hunt, Lambe, and Wittmann, 2002). According to Kotler (2009) price is the main determinant of buyers' choices in deciding to continue purchasing.

2.7 Health Aspects

Health Aspects are feelings of safety and security that encourage people to shop online (Razia Mahjabeen, 2022). According to Coelho et al (2020) health aspects are consumers' awareness of safety issues and taking the best precautions to save themselves from infectious infections. Taylor (2003) defines health aspects in which health behavior is behavior carried out by people to improve or maintain their health.

2.8 Attitude

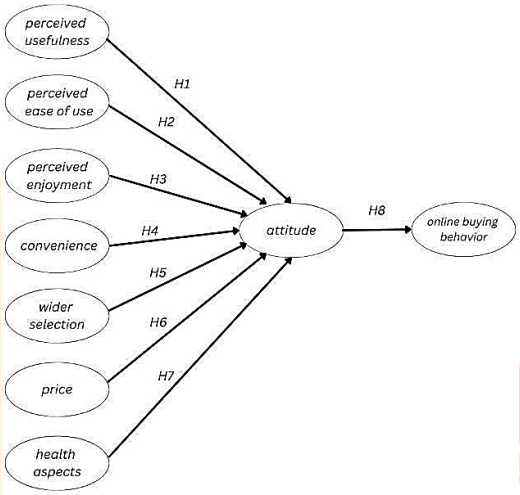
According to Grafiti (2014) Attitude is an evaluation of someone's positive or negative beliefs or feelings if they have to carry out the behavior that will be determined. According to Ajzen (2012) Attitude refers to the evaluation of a particular object which leads to the development of beliefs about the object's attributes. Attitude is a factor for buying which is influenced by other people's opinions, previous purchasing experience and loyalty (Ashraf Bany Mohammed and Mohammed Alkubise, 2012).

2.9 Online Buying Behavior

According to Razia and Mahjabeen (2022) Online Buying Behavior is a factor that influences consumer attitudes in making E-buying or online purchases. Online buying behavior is defined as the level of interest that consumers have when it comes to purchasing products or services (Ramo et al, 2012; Hawkins and Mothersbaugh, 2010). Buying behavior is the process used to select, secure, and dispose of products, services, experiences, or ideas to meet needs and the impact of this process on consumers and society" (Kuster, 2012).

III. RESEARCH METHODOLOGY

The current research is causal research, because this research is used to develop existing models carried out by previous researchers, to test research hypotheses that have been determined based on literature review to answer the problems that have been identified. The quantitative method was chosen as the method used in this research because the analysis results from this method can be obtained accurately when used in accordance with existing rules, can be used to measure the interaction of the relationship between two/more variables and can also simplify the reality of complex and complicated problems in a model (Syamrilaode, 2011). The method used in this research refers to a reference that can carry out a simultaneous analysis process related to a multi-variable research model, namely, Structural Equation Model (SEM) using AMOS 22.0 software as a tool for analyzing data. The sampling method used in this research is a non-probability sampling method, namely using a questionnaire as the main tool for data collection carried out in this research. In this research, the researcher will use a non-probability sampling technique with the Snowball sampling type, and in this research, the number of respondents was determined to be 135 respondents, which is the minimum sample size that has been determined. The characteristics of the respondents are men and women, domiciled in the city of Manado, aged 18-60 years, where this age is early adulthood (Kotler and Armstrong, 2010), are customers of the Shopee e-commerce application, and have made purchases via the Shopee application during the Covid-19 pandemic at least twice during the Covid-19 pandemic. The research model can be seen below :



IV. HYPOTHESIS

H1. Perceived usefulness has a significant influence on consumer attitudes
H2: Perceived ease of use has a significant influence on consumer attitudes
H3: Perceived enjoyment has a significant influence on consumer attitudes
H4: Convenience has a significant influence on consumer attitudes
H5: Wider Selection has a significant influence on consumer attitudes
H6: Price has a significant influence on consumer attitudes
H7: Health aspects have a significant influence on consumer attitudes
H8: Attitudes have a significant influence on consumer online buying behavior.

V. FINDINGS AND DISCUSIION

5.1 Respondents Characteristics

Table 1 Respondents Characteristics Based on Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	38.1	38.1	38.1
	Female	86	61.9	61.9	100.0
	Total	139	100.0	100.0	

Source : SPSS Output (2023)

Table 2 Respondents Characteristics Based on Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35 tahun	128	92.1	92.1	92.1
	36-50 tahun	10	7.2	7.2	99.3
	51-60 tahun	1	0.7	0.7	100.0
	Total	139	100.0	100.0	

Source: SPSS Output (2023)

Based on table 1, it can be seen that the majority of Shopee e-commerce users who have shopped on the Shopee application during the pandemic were users aged 18-35 years, with a total of 128 respondents with a percentage of 92.1%. Based on table 2, it can be seen that the majority of the gender of Shopee e-commerce users who have shopped on the Shopee application during the pandemic are women. The number of female users was 86 respondents or a percentage of 61.9%. Meanwhile, male users were 53 respondents or a percentage of 38.1%. With this, it can be concluded that the majority of Shopee e-commerce users in this research are women.

5.2 Normality Test

The maximum likelihood estimation technique has requirements so that the normality assumption can be met. This requirement can be fulfilled if the normality assumption at a significance level of 1% has a critical ratio (C.R) of ±2.58. In this case, shown in the normality assessment table, if the Critical ratio (C.R) is above ±2.58, then normality cannot be met (Ferdinand, 2002). Normality testing has a purpose, in this case the purpose of carrying out normality testing is to find out whether the data distribution meets the normality assumption. If the data in the research shows that the requirements for normality are met, then the data will be processed using Structural Equation Model (SEM).

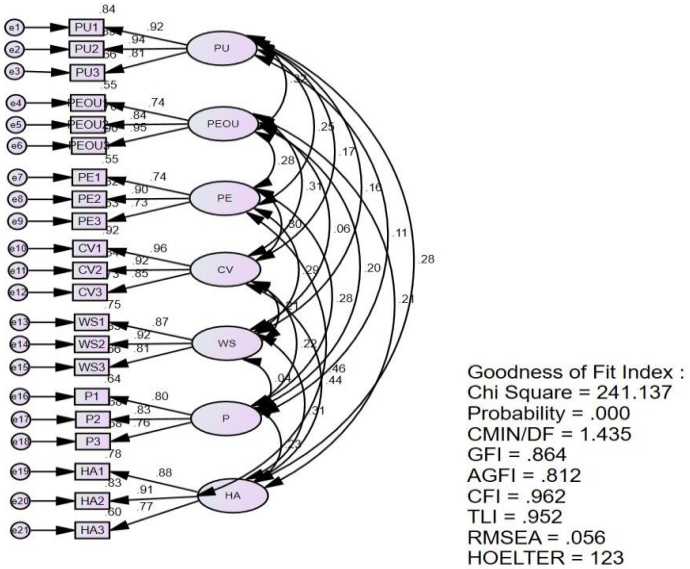
Table 3 Data Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
AT3	1.000	5.000	-2.066	-9.942	2.830	6.811
AT2	1.000	5.000	-2.328	-11.205	4.044	9.731
AT1	1.000	5.000	-2.505	-12.057	4.877	11.737
OBB3	1.000	5.000	-1.501	-7.227	.305	.734
OBB2	1.000	5.000	-1.245	-5.992	-.410	-.988
OBB1	1.000	5.000	-1.889	-9.093	1.644	3.955
HA1	1.000	5.000	-2.213	-10.653	3.268	7.864
HA2	1.000	5.000	-1.740	-8.373	1.273	3.063
HA3	1.000	5.000	-1.531	-7.369	.645	1.552
P1	1.000	5.000	-.828	-3.985	-1.259	-3.031
P2	1.000	5.000	-1.061	-5.108	-.833	-2.005
P3	1.000	5.000	-.606	-2.916	-1.578	-3.798
WS1	1.000	5.000	-1.167	-5.619	-.615	-1.481
WS2	1.000	5.000	-.772	-3.717	-1.376	-3.312
WS3	1.000	5.000	-.506	-2.434	-1.721	-4.142
CV1	1.000	5.000	-1.398	-6.729	.078	.189
CV2	1.000	5.000	-1.497	-7.204	.470	1.131
CV3	1.000	5.000	-1.066	-5.130	-.662	-1.593
PE1	1.000	5.000	-2.131	-10.257	3.015	7.255
PE2	1.000	5.000	-2.119	-10.199	3.071	7.390
PE3	1.000	5.000	-1.255	-6.041	-.227	-.547
PEOU1	1.000	5.000	-1.879	-9.043	1.875	4.513
PEOU2	1.000	5.000	-1.413	-6.800	.250	.603
PEOU3	1.000	5.000	-1.306	-6.288	-.053	-.127
PU1	1.000	5.000	-1.382	-6.649	-.091	-.220
PU2	1.000	5.000	-1.199	-5.769	-.525	-1.264
PU3	1.000	5.000	-1.300	-6.257	-.259	-.624
Multivariate					289.564	43.135

Source : Amos Output (2023)

5.3 Confirmatory Factor Analysis of Exogenous Variables

There are several objectives in carrying out confirmatory factor analysis, some of which are to test the unidimensionality of exogenous and endogenous constructs, as well as to estimate measurement models (Ferdinand, 2002). In this section it will be shown whether the model will provide confirmation regarding the variables studied in this research and are able to reflect each factor analyzed.



Source : Amos 22.0 Data processing

Table 4 factor weights and Factor Loading Values of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Selection, Price, and Health Aspects.

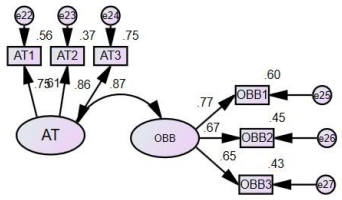
			Estimate	S.E.	C.R.	P	Std. Estimate
PU3	<---	Perceived_Usefulness	1.000				.810
PU2	<---	Perceived_Usefulness	1.195	.089	13.441	***	.941
PU1	<---	Perceived_Usefulness	1.130	.087	13.060	***	.915
PEOU3	<---	Perceived_Ease_of_use	1.000				.951
PEOU2	<---	Perceived_Ease_of_use	.863	.067	12.907	***	.839
PEOU1	<---	Perceived_Ease_of_use	.680	.065	10.404	***	.741
PE3	<---	Perceived_Enjoyment	1.000				.728
PE2	<---	Perceived_Enjoyment	.962	.104	9.219	***	.903
PE1	<---	Perceived_Enjoyment	.802	.100	7.987	***	.738
CV3	<---	Convenience	1.000				.854
CV2	<---	Convenience	.988	.066	15.011	***	.915
CV1	<---	Convenience	1.087	.069	15.849	***	.958
WS3	<---	Wider_Selection	1.000				.814
WS2	<---	Wider_Selection	1.092	.087	12.489	***	.925
WS1	<---	Wider_Selection	.951	.081	11.797	***	.865
P3	<---	Price	1.000				.763
P2	<---	Price	1.012	.115	8.826	***	.826
P1	<---	Price	1.014	.120	8.433	***	.798
HA3	<---	Health_Aspects	1.000				.774
HA2	<---	Health_Aspects	1.146	.099	11.540	***	.910
HA1	<---	Health_Aspects	.976	.092	10.669	***	.883

Source : Amos 22.0 Text Output (2023)

The results from testing Table 4 show the construct model for the variables Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Selection, Price, Health Aspects. It can be seen from table 4 that the C.R value for the variables Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Selection, Price, and Health Aspects is greater than 2.00. In this case, it can be said that all the indicators that are significantly owned are indicators that originate from the latent factors that are owned. Therefore, all indicators are acceptable. Table 4 also shows that the lambda factor value for each variable has a value greater than 0.40, and the existing indicators involve unidimensionality for latent variables simultaneously.

5.4 Confirmatory Factor Analysis of Endogenous Variables

In this case, an assessment of the endogenous construct will be carried out in the confirmatory analysis section, so that the suitability of the model is tested and the unidimensionality of the endogenous construct is tested. There are two dependent variables that will be used in this research as measurement models for confirmatory analysis of endogenous constructs, namely Attitude and Online Buying Behavior.



Goodness of Fit Index :
Chi Square = 6.873
Probability = .550
CMIN/DF = .859
GFI = .984
AGFI = .957
CFI = 1.000
TLI = 1.007
RMSEA = .000
HOELTER = 404

Source : Amos 22.0 Data Processing

Table 5 factor weights and Factor Loading Values of Attitude, and Online Buying Behavior

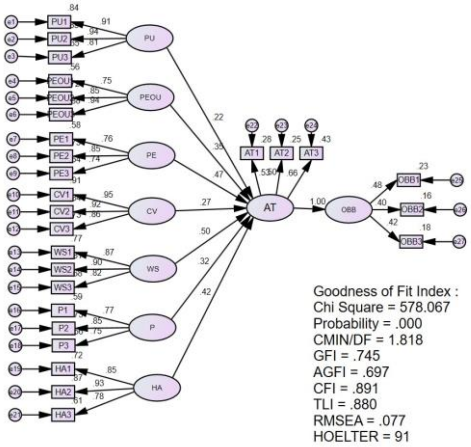
			Estimate	S.E.	C.R.	P	Std. Estimate
OBB1	<---	Online_buying_Behavior	1.000				.772
OBB2	<---	Online_buying_Behavior	1.022	.141	7.242	***	.674
OBB3	<---	Online_buying_Behavior	.931	.133	7.022	***	.652
AT1	<---	Attitude	1.000				.750
AT2	<---	Attitude	.842	.124	6.777	***	.612
AT3	<---	Attitude	1.261	.138	9.155	***	.864

Sumber : AMOS 22.0 Text Output (2023)

The test results shown in table 5 show the construct model for the Attitude and Online Buying Behavior variables. It can be seen in table 5 that the C.R value for these two variables is greater than 2.00. With this, it can be said that all the indicators that are owned are significantly indicators that come from the latent factors that are owned. Therefore, all indicators are acceptable. In table 5 it can also be seen that the lambda loading factor value for each variable has a value that is greater than 0.40, and these indicators show unidimensionality simultaneously for other variables.

5.5 Full Structural Equation Modeling Analysis

The next stage after carrying out the model analysis process with confirmatory factors, each indicator contained in the fit model can be used to interpret the latent construct. In this case, interpreting the full Structural Equation Model (SEM) model can be analyzed. After that, the model will be analyzed to evaluate the Goodness of Fit between the model and the processed data.



Source : Amos 22.0 Data Processing

Table 6 Goodness of Fit Index

Goodness of fit Index	*Cut-off Value*	Analysis Results	Model Evaluation
x² chi-square	Smaller, ≤793,966	578,067	Good
Significant Probability	≥0.05	.000	Marginal
RMSEA	≤0.08	0.077	Good
CMIN/DF	≤2.0	1.818	Good
TLI	≥0.95	0.880	Marginal
CFI	≥0.95	0.891	Marginal

Source : Developed from the Full Structural Equation Model

The results can be seen from the comparison of the Goodness of Fit criteria in the Full Structural Equation Model. Based on the existing results, it is known that RMSEA, CMIN/DF, and x² chi-square have been accepted, while Significant Probability, TLI, and CFI are marginal or not yet satisfactory but close. In this case it can be said that this research has a model that fits the data used. CMIN/DF is obtained from CMIN divided by DF (Degree of Freedom), which is an indicator used to calculate the level of fit of a model (Ferdinand, 2002).

Table 7 Regression Weight Full Structural Equation Model

			Estimate	S.E.	C.R.	P	Std. Estimates
Attitude	<---	Perceived_Usefulness	.088	.031	2.819	.005	.223
Attitude	<---	Perceived_Ease_of_use	.127	.033	3.860	***	.349
Attitude	<---	Perceived_Enjoyment	.212	.052	4.054	***	.472
Attitude	<---	Convenience	.102	.032	3.203	.001	.270
Attitude	<---	Wider_Selection	.166	.031	5.343	***	.499
Attitude	<---	Price	.122	.035	3.464	***	.322
Attitude	<---	Health_Aspects	.196	.045	4.380	***	.424
Online_buying_Behavior	<---	Attitude	1.166	.170	6.845	***	1.000

			Estimate	S.E.	C.R.	P	Std. Estimates
PU3	<---	Perceived_Usefulness	1.000				.809
PU2	<---	Perceived_Usefulness	1.199	.090	13.370	***	.943
PU1	<---	Perceived_Usefulness	1.131	.087	12.996	***	.914
PEOU3	<---	Perceived_Ease_of_use	1.000				.939
PEOU2	<---	Perceived_Ease_of_use	.882	.067	13.138	***	.846
PEOU1	<---	Perceived_Ease_of_use	.694	.065	10.607	***	.746
PE3	<---	Perceived_Enjoyment	1.000				.738
PE2	<---	Perceived_Enjoyment	.898	.097	9.230	***	.854
PE1	<---	Perceived_Enjoyment	.816	.105	7.740	***	.762
CV3	<---	Convenience	1.000				.856
CV2	<---	Convenience	.989	.066	15.093	***	.918
CV1	<---	Convenience	1.081	.068	15.881	***	.954
WS3	<---	Wider_Selection	1.000				.824
WS2	<---	Wider_Selection	1.052	.083	12.660	***	.901
WS1	<---	Wider_Selection	.951	.080	11.895	***	.875
P3	<---	Price	1.000				.747
P2	<---	Price	1.070	.126	8.489	***	.855
P1	<---	Price	1.001	.118	8.494	***	.771
HA3	<---	Health_Aspects	1.000				.782
HA2	<---	Health_Aspects	1.161	.100	11.560	***	.931
HA1	<---	Health_Aspects	.932	.085	10.902	***	.851
OBB1	<---	Online_buying_Behavior	1.000				.481
OBB2	<---	Online_buying_Behavior	1.009	.175	5.756	***	.401
OBB3	<---	Online_buying_Behavior	.986	.166	5.945	***	.419
AT1	<---	Attitude	1.000				.528
AT2	<---	Attitude	.993	.141	7.052	***	.502
AT3	<---	Attitude	1.280	.152	8.443	***	.656

Sumber : Text Output AMOS 22.0 (2023)

In table 7, the C.R value of each influence on the variables above is shown. The causal influence that exists between the variables Perceived Usefulness on Attitude, Perceived Ease of Use on Attitude, Perceived Enjoyment on Attitude, Convenience on Attitude, Wider Selection on Attitude, Price on Attitude, Health Aspects on Attitude, and Attitude on Online Buying Behavior, all have The C.R value is above 2.00, which means it has a significant influence in a positive direction.

5.6 Reliability Test

Variabel	Indikator	Faktor Loading (FL)	FL 2	Error	Construct Reliability
Perceived Usefulness	PU1	.914	0.835396	0.164604	0.919664
	PU2	.943	0.889249	0.110751	
	PU3	.809	0.654481	0.345519	
Perceived Ease of Use	PEOU1	.746	0.556516	0.443484	0.883336
	PEOU2	.846	0.715716	0.284284	
	PEOU3	.939	0.881721	0.118279	
Perceived Enjoyment	PE1	.762	0.580644	0.419356	0.828706
	PE2	.854	0.729316	0.270684	
	PE3	.738	0.544644	0.455356	
Convenience	CV1	.954	0.910116	0.089884	0.935345
	CV2	.918	0.842724	0.157276	
	CV3	.856	0.732736	0.267264	
Wider Selection	WS1	.875	0.765625	0.234375	0.900901
	WS2	.901	0.811801	0.188199	
	WS3	.824	0.678976	0.321024	
Price	P1	.771	0.594441	0.405559	0.834531
	P2	.855	0.731025	0.268975	
	P3	.747	0.558009	0.441991	
Health Aspects	HA1	.851	0.724201	0.275799	0.891813

	HA2	.931	0.866761	0.133239	
	HA3	.782	0.611524	0.388476	
Attitude	AT1	.528	0.278784	0.721216	0.782324
	AT2	.502	0.252004	0.747996	
	AT3	.656	0.430336	0.569664	
Online Buying Behavior	OBB1	.481	0.231361	0.768639	0.741034
	OBB2	.401	0.160801	0.839199	
	OBB3	.419	0.175561	0.824439	

5.7 Hypothesis Testing Results

Based on the results of calculations through confirmatory factor analysis and SEM (Structural Equation Model), the results of this research are that the model is acceptable. The measurement results for CMIN/DF, RMSEA, and x^2 chi-square have been met, while for the others they have not been met. but close. After that, a testing process will be carried out on 8 hypotheses based on the fit model proposed in this research, as in the table below.

Hypothesis	**Analysis**
H1: Perceived usefulness has a significant influence on consumer attitude	Accepted
H2: Perceived ease of use has a significant influence on consumer attitude	Accepted
H3: Perceived enjoyment has a significant influence on consumer attitude	Accepted
H4: Convenience has a significant influence on consumer attitude	Accepted
H5: Wider Selection has a significant influence on consumer Attitude	Accepted
H6: Price has a significant influence on consumer attitude	Accepted
H7: Health aspects have a significant influence on consumer attitude	Accepted
H8: Attitude has a significant influence on consumers online buying behavior	Accepted

5.7 Discussion

The variables between Perceived Usefulness and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 2.819 and a regression coefficient of 0.233. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 1 (H1) is accepted. The variables between Perceived Ease of Use and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 3.860 and a regression coefficient of 0.349. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 2 (H2) is accepted.

The variables between Perceived Enjoyment and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 4.054 and a regression coefficient of 0.472. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 3 (H3) is accepted. The variables between Convenience and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 3.203 and a regression coefficient of 0.270. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 4 (H4) is accepted. The variables between Wider Selection and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 5.343 and a regression coefficient of 0.499. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 5 (H5) is accepted.

The variables between Price and Attitude have estimated parameters with significant results in the positive direction, namely with a value of C.R = 3.464 and a regression coefficient of 0.322. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 6 (H6) is accepted. The variables between Perceived Ease of Use and Attitude have estimated parameters with significant results in the positive direction, namely with a C.R value = 4.380 and a regression coefficient of 0.424. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 7 (H7) is accepted. The variables between Attitude and Online Buying Behavior have estimated parameters with significant results in the positive direction, namely with a value of C.R = 6.845 and a regression coefficient of 1.000. In this case, this value is in accordance with the standard hypothesis where C.R $\geq \pm 2.00$ with P < 0.05 or a significance level of <5%. So, it can be proven that Hypothesis 8 (H8) is accepted.

VI. CONCLUSION

In this research, the largest relationship between variables is the Online Buying Behavior relationship which is influenced by the Attitude variable with a C.R value of 6,845 and a regression coefficient of 1,000. This shows that the attitude or desire to shop online at Shopee is influenced by the user's attitude towards shopping online using Shopee. The attitude of customers can be seen from the feeling that online shopping saves time, the feeling that online shopping saves search costs, the feeling that online shopping is a good decision. To increase customers' intentions to shop online at Shopee, Shopee must be able to generate these feelings in Shopee users. That way, the user's attitude towards Shopee will be positive, and will increase their desire and intention to shop online at Shopee. Some of the managerial implications that Shopee can make to maintain the attitude of its users is to pay attention to maintaining the application and website so that there are no obstacles that can slow down the online buying and selling process in the Shopee application, this way there will be an increase in the desire or Online Buying Behavior to use Shopee when shopping online.

From the model that has been processed, an explanation of Path analysis can be provided. It is known that the Attitude variable is influenced by seven variables, namely Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Selection, Price, and Health Aspects. These seven variables have a significant effect on Attitude so these variables must be paid attention to. The most influential variable is Wider Selection. This happened because it was found that during the covid-19 pandemic the large number of options and product variations provided by an e-commerce application such as Shopee actually influenced how consumers attitudes became good and positive towards the e-commerce application. With a good attitude, online buying behavior from consumers or users will also increase.

From the research that has been carried out, there are several suggestions from the author that Shopee can use to increase the value of the most important indicators for optimizing Online Buying Behavior from Shopee users. One suggestion that can be given is that Shopee can expand cooperation with exclusive brands, so that brands that are difficult for consumers to find can be purchased through the Shopee application.

VII. RESEARCH LIMITATION

Due to limitations regarding the research object used by only taking respondents from Shopee users in Manado, it is hoped that in future research the same model can be used or modified to get more general results regarding the factors that influence Online Buying Behavior with different objects.

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