

UTILIZATION OF USER GUIDE OF ONLINE SHOPPING APPLICATIONS BY CUSTOMERS IN MAKASSAR CITY

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Abstract— The rapid growth of e-commerce is accompanied by an increase in the number of customers of application-based online store. The use of online shopping applications that are not appropriate may cause problems that result in customer losses. This quantitative research is intended to describe the utilization of online shopping application's user guides by the customers in Makassar City. The research uses a descriptive statistic analysis. Data is displayed in the form of graphics and tables and interpreted descriptively. The results showed that the users of online shopping applications in Makassar City were less in using the user guide provided by the online shopping application provider. They preferred to do trial & error, even though they advised other users to read the tutorial. They were more concerned about convenience and simplicity than security issues. Besides, it was also found that those using the out-application-tutorials were more risked experienced problems than those did not use the tutorial at all and/or those used the in-application-tutorials.

Keywords: application; online security; online shopping; user guide; utilization.

I. INTRODUCTION

In this digital era, the online trading system has been adopted by the people of Indonesia [1], even from year to year, the number of e-commerce users is increasing. In 2006, the number of individual customers reached 19.5 million [2]–[4]. This phenomenon is also accompanied by the growth of online stores in various formats. These shops compete with each other to become the customer's top choice in shopping.

One healthy way to compete is to guarantee the quality of the website, which is attractive design, user-friendly, and information that is useful for educating customers. These things can also encourage customer loyalty [5]–[7] because customers will be happy if they can make transactions well, smoothly and safely [8]. From the customer side, they need the understanding to use these applications, because basically humans who interact with a system, both related to hardware and software, require adequate knowledge to operate it [9].

The interdependence relationship between online stores and consumers can be bridged through good communication between the two parties. Communication can be established by providing customer contact services. Through these services,

customers can communicate audio, audio-visual, or text, whether real-time or not. In such two-way communication practices, the discussion can be directly focused on the existing problems. Another method that can be applied is one-way communication, namely the presentation of user guides in the form of technical documents that aim to provide instructions for using the system to the user. These things are information obtained from the system. In addition, knowledge can also come from outside the system [10], [11], especially since the opening of the internet as a public facility, people are oriented towards the icon of information and communication technology advancements in terms of information search [12].

In Indonesia, specifically for electronic hardware, an obligation has been set for the industry to create a User Guide in Indonesian, in accordance with Decree of the Minister of Industry and Trade No. 547 / MPP / Kep / 7/2002. It is certainly intended that users can easily understand how to operate these products and to avoid errors in the procedure of using technical tools can cause losses, such as the non-operational use of the features provided [13], equipment damage, and/or users injured. Unlike software such as online applications, regulations have not yet been found to create User Guides, even though the use of non-physical applications can also cause material losses [14]. Fortunately, even if there is no regulation, every online application has been equipped with a help menu for users because it has become a habit of the application makers (see [15], [16]).

However, even if a User's Guide is available, with low interest in reading Indonesians [17], it is very likely that only a few people read it. The assumption was built from the conclusions, which stated that in terms of taking medication alone, people only skimmed about how to drink and the drug expiration date. Not all information presented is read and understood by consumers. Some people memorize and base their practice of taking medicine on certain tutorials, without always reading the instructions provided, so that if there are changes or corrections, they do not know [18].

Taking medicine that is related to life, people don't really care, especially just online transactions, of course, the risk is more neglected. This assumption has been supported by Hidayanto, et al. [1] which states that the trust of Indonesian

people to conduct online transactions is based on the desire to buy and mutual trust, not with consideration of risk. Another thing that makes it possible to not read the User's Guide online shopping application, is the character of internet users who prefer words of mouth [19]–[21].

To prove the truth of this assumption, this study will find out the selection of information sources that are used as references by online shopping customers in Indonesia. In addition, the discussion will be accompanied by a description of the availability, and the formats of the User's Guide.

This research has a link between what was done by Bota, Fourney, Dumais, Religa, & Rounthwaite [22] regarding scanning tutorial search behavior through Microsoft Office's In-application Search applications. They discussed the types of searches carried out, whether through Commands, Document Help or Web Results, while this study wanted to see the tendency of user choices in searching tutorials for using online shopping applications, whether in-application or out-application and seeing the variants.

This research was built in accordance with the assumptions of the Uses & Gratifications Theory, where each person has their own awareness, interests, and motives in choosing the media, so as to application users, they are active audiences [23, p. 104]. Based on its position, the source of information can be selected, classified into two groups, namely: inside and outside the system. Based on the type, sources of information can be grouped into sources in the form of humans, documents, and physical phenomena [10].

The construction of Information Search Theory proposed by Jansen and Rieh [24] also led this research. They argue that information retrieval can be seen from three points of view, namely: information (relating to multi-definitions, hierarchical relationships and relevance of information, as well as the principle of uncertainty), humans (relating to the benefits of information, the principle of least effort, and searching as a process iterative), and technology (relating to channel selection, information capabilities, queries, neutrality, and memex vision).

II. METHODS

To answer each of the problems in this study, a quantitative-descriptive method is used. Due to limited time and budget, this research was conducted from October to November 2019 in Makassar City. The city is considered representative to represent the life of e-commerce in Indonesia because the people's acceptance of the e-commerce system is at a 'high' level [25].

Analysis of the data used is descriptive statistics. Descriptive statistics are statistics used to analyze data by describing collected data as it is, without intending to make generalized conclusions. Variables are allowed to be interconnected in descriptive analysis to determine the existence of a relationship, although it does not need to be tested for significance as in inferential statistics [26, pp. 147–148]. In this study, several

variables will be calculated, then displayed in the form of graphs and/or tables, then interpreted according to the purpose of the study.

In the current research, what is meant by sources of information is everything that becomes a place to get the knowledge to run online shopping applications. An open questionnaire survey was conducted to collect data. Respondents were determined as many as 300 people by accidental sampling technique. The number of samples has made it possible for researchers to obtain data in accordance with the theorem [27]. Communication with respondents is done in person or online.

III. RESULT AND DISCUSSION

The survey respondents who successfully surveyed consisted of 60 men and 240 women. 67% of them have only used one online shopping application, while 25% use two applications, and 4% each use three or four applications, as shown in Fig 1. As shown in Fig 2, more users are running applications without a tutorial. As many as 154 (51%) respondents stated that without a tutorial, they immediately ran an online shopping application.

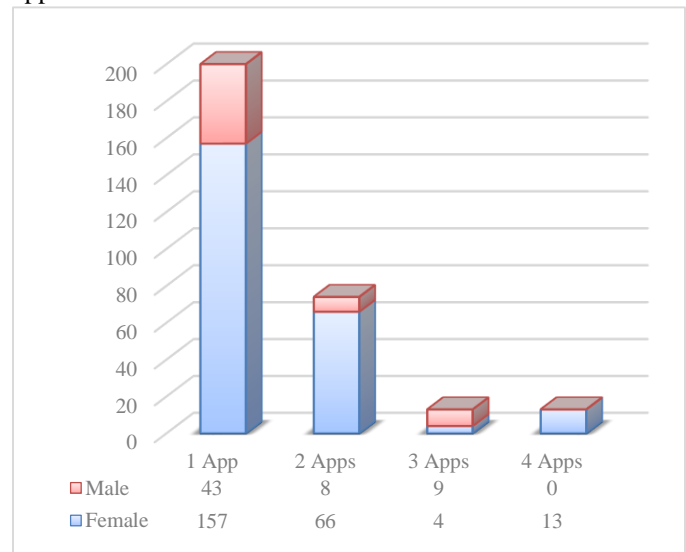


Fig 1. Gender and Amount of Online Shopping Applications Utilization

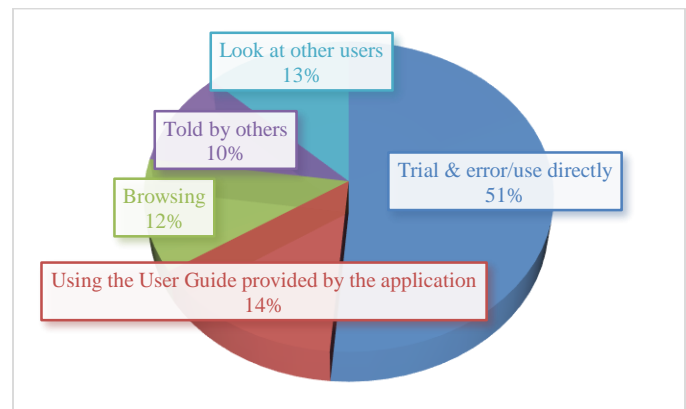


Fig 2. The first way users to find out how to run the online shopping application

In Fig 2 it also appears that for those who use tutorials, more choose out-application-tutorial than in-application-tutorial. Only 43 (14%) of the respondents used the in-application tutorial by reading the user guide provided by the provider. It seems that the character of Indonesian internet users who prefer words of mouth[19]–[21] is again proven. The rest, as many as 103 people (25%) use out-application tutorials by seeing and following or being taught by other users, as well as browsing on the internet.

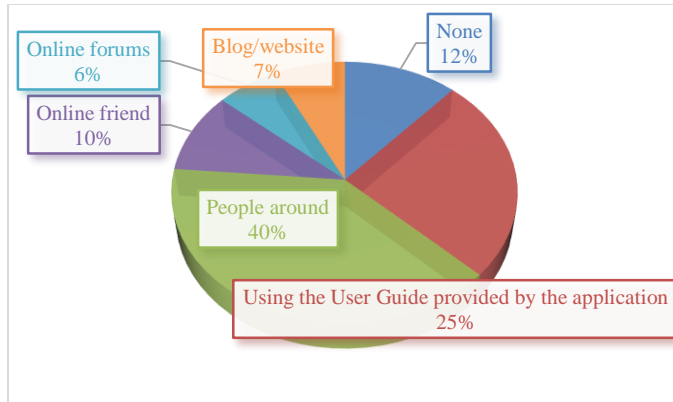


Fig 3. The recommended application's tutorial resource

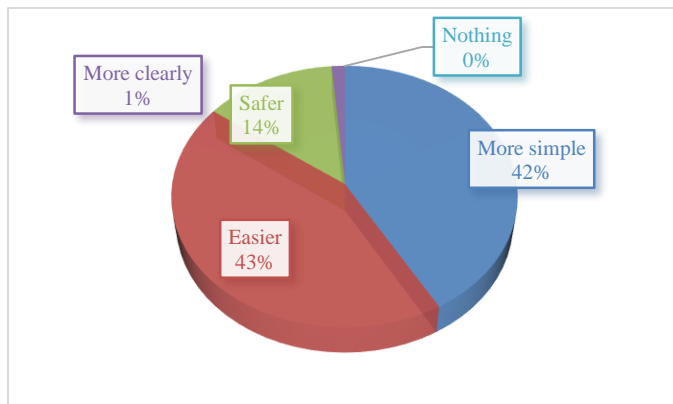


Fig 4. Reasons for recommending tutorial sources

Another spoken other was done. From Fig 3 it is known that although the user guide is only 14% of the total respondents, those who recommend other users to read the in-application tutorial are 25% of the total respondents. Those who suggested it said that in-application-tutorial was simpler (47%), easier (41%), and safer (12%).

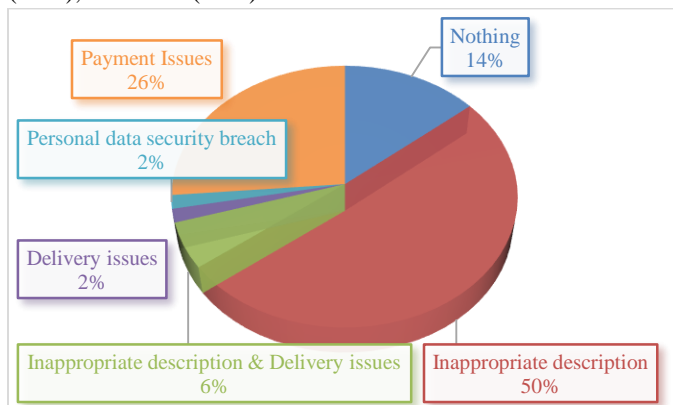


Fig 5. Problems that have occurred when shopping online

Meanwhile, 23% suggested finding out online. As many as 56% of them rated it easier and 32% thought it was simpler and not long-winded like in-application-tutorial. Another 12% say it is safer.

Which suggests asking people who are 50% known. Some of the reasons underlying their recommendations include: because it is easier (42%), simpler and not wordy (41%), safer (14%), and the information is clearer (3%).

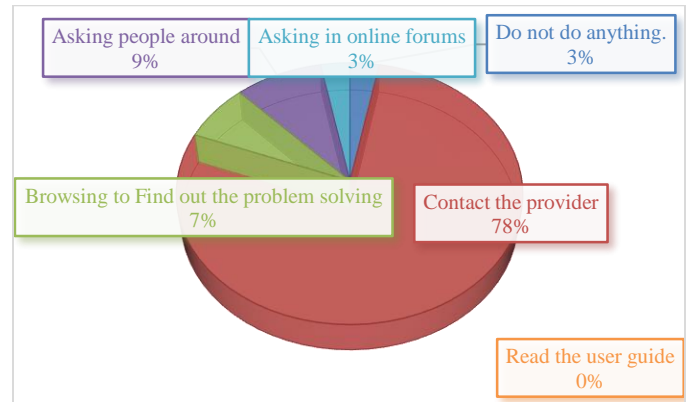


Fig 6. The first thing to do when a problem occurs when shopping online

From Fig 4 it is known that the recommendations submitted by users of online shopping applications to be used as a source of information on application usage guidelines are prioritized on the ease and simplicity factor. These two factors were chosen by 43% and 42% of users respectively. After that, then they consider the safety factor and information clarity.

TABLE 1

Cross Tabs of application usage basics and occurred problems

	Nothing	In-appropriate description	Delivery issues	Personal data security breach	Payment Issues
Trial & error/use directly	16,77%	50,90%	32,34%	0,00%	0,00%
Using the User Guide provided by the application	11,63%	48,84%	39,53%	0,00%	0,00%
Browsing	0,00%	74,29%	11,43%	14,29%	0,00%
Told by others	16,67%	40,00%	43,33%	0,00%	0,00%
Look at other users	9,52%	59,52%	19,05%	0,00%	11,90%

When asked about the experience of trouble when shopping online, as seen in Fig 5, 84% of respondents claimed to experience it. Most of the problems encountered are an inappropriate description (50%). A relative significant problem (26%) is related to payment problems. When problems occur, then users contact the provider for complaints, as shown in Fig 6.

Table 1 and Fig 7, which are descriptions of a cross between application usage (whether based on tutorials or not) and the problems that have occurred, show which the ways of

customers running applications causes which problems.

The results showed that only customers who made other users as tutorials had experienced problems related to payment issues, whereas other customers, never. Likewise, the only people who have experienced personal data security breach problems are those who use the application tutorial by browsing. From these results, it can be concluded that using an in-application tutorial or not using a tutorial at all (directly using the application) tends to be safer than using an out-application-tutorial.

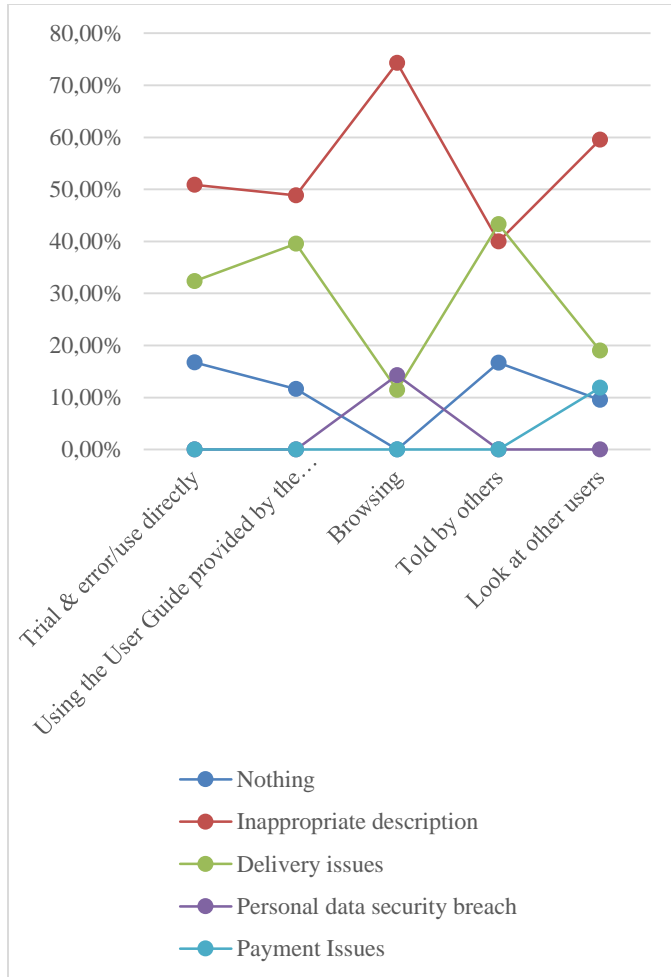


Fig 7. Occurred problems according to application usage basics

IV. CONCLUSION

Based on the results of this study, it can be concluded that most users of online shopping applications in Makassar City do not use the user guide provided by the application provider. In practice, they prefer to do trial & error, even though they advise other users to read the application usage tutorial, both in-application tutorial, and out-application tutorial. The reason for their choice of information sources is based more on convenience and simplicity than security. By the analysis of problems that occurred, it is also could be concluded that customers who used in-application tutorials or did not use a tutorial at all (directly using the application) tend to be safer than those who used an out-application-tutorial. They intended to contact the provider when then they get into trouble in a

transaction, but they still don't read the user guide.

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