



Consumer Behavior in Making Purchasing Decisions on the On-Time Guarantee Program

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ABSTRACT

The phenomenon of Indonesians doing online shopping activities in the marketplace has continued to increase in recent years, but it has not been directly proportional to consumer satisfaction. Consumers are disappointed that orders do not arrive on time. The study aims to determine consumer behavior when making purchasing decisions on Shopee's On-Time Guarantee. The research was conducted using a qualitative approach, namely interviews and Focus Group Discussions. The research findings explain that the On-Time Guarantee is closely related to the formation of consumer behavior in making purchasing decisions, such as recognizing problems, searching for information, evaluating alternatives, purchasing decisions and evaluating post-purchase behavior. Informants gather information from social media, Google, and brand ambassadors on television. In evaluating alternatives, informants compare Shopee's service quality with competitors and the efficiency of order delivery time. Positive feedback from friends, promotions, delivery speed, and ease of handling influence purchase decision-making. Innovative technologies such as real-time delivery and automatic notifications on the app affect consumer satisfaction. The conclusion is that informants will make repeat purchase decisions in the future and recommend Shopee to their social environment, which can increase Shopee's customer base. Informants' satisfaction with Shopee's 'On-Time Guarantee' has a positive impact on consumer loyalty.

Keywords: consumer behavior; purchasing decision making; shopee on-time guarantee



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INTRODUCTION

The advancement of digital communication technology that is fully supported by the internet network provides many conveniences for humans. It includes the ease of doing and completing daily work, the ease of establishing communication between friends and family, the ease of meeting the needs of insight and knowledge and even the ease of meeting the needs of daily life. Such as conducting online shopping activities and conducting digital transactions where in this provision between sellers and buyers are not required to meet directly in the buying and selling process and payment for the products or services offered. Online shopping is more beneficial than conventional shopping (Nainggolan et al., 2020). In the process of buying and selling that is carried out digitally, in addition to providing convenience for consumers, business people also find it easier to monitor and meet the various needs of potential consumers because consumers can easily find information and research about products by simply accessing the internet (Nufus, 2022).

In carrying out online shopping activities, consumers also experience changes in behavior when making purchases and payment transactions for products or services that are usually carried out conventionally have changed to product or service purchase transactions carried out digitally due to considerations of convenience and comfort in transactions felt by consumers. Research with the title Consumer Behavior Intentions to Purchase Daily Needs through Online Store Channel (Wahyudin et al., 2021) shows that the ease and convenience of consumer transactions, especially regarding payment and delivery services, have a positive and significant effect on consumer attitudes and behavioral intentions to buy household goods through online shopping channels. The ease and convenience of online shopping and the activities of purchasing transactions, payment, and delivery of products or services carried out digitally allow consumers to meet various needs. In an effort to meet needs, Kottler and Keller (2016) describe that consumers in the purchasing decision-making process can recognize problems, seek information, evaluate alternatives, buy and evaluate post-purchase products or services (Sugianto Putri, 2016). In addition to the consideration of convenience and comfort factors in shopping and transactions carried out online, product quality, services provided, attractive sales promotion strategies, and low and competitive prices also make it possible for consumers to make purchasing decisions immediately (Efawati et al. 2024).

Consumer behavior in the digital era underlies consumers' decision-making; for example, low-priced goods will make it easier for consumers to make decisions. Conversely, expensive goods will make consumers think more carefully in the decision-making process (Aryanto, 2022; Efawati, 2016). Regarding the convenience of online shopping, online shopping activities in Indonesia have continued to increase in recent years. This phenomenon is interesting for practical reasons, given the high consumer interest in online shopping (Hasibuan & Rambe, 2020; Thariq & Efawati, 2024). This phenomenon is supported by the results of a study entitled Analysis of Online Shopping Behavior During the COVID-19 Pandemic which shows that in 1-3 times / month there are 61.1% of Indonesian consumers who are active in online shopping activities at various online stores (Hardiyanto et al., 2020; Chaniago, 2023). In addition, based on data quoted from the I.Price group website regarding reports on consumer behavior towards online transactions in Indonesia in 2023, it was found that there were 178.9 million Indonesians who shopped online throughout 2022 to early 2023 and the millennial age group of 26 years to 36 years who actively shopped online by 48% and Indonesians who used smartphones to shop online by 80%. However, with the increasing number of Indonesians

who have an interest in shopping online in the marketplace, it is still inversely proportional to consumer comfort and satisfaction in shopping online. This is reinforced by the results of research with the title *Analysis of Customer Satisfaction Level with Gic Online Shop Services*, which shows that the overall perception of respondents regarding the quality of service from online stores is still very negative which includes the five aspects of the service quality dimension, namely physical evidence, reliability, responsiveness, assurance and attention (Hermansyah et al., 2020; Muharam, 2021).

Actually, in aspects of service quality such as physical evidence, reliability, responsiveness, assurance and attention are important aspects of customer satisfaction to determine future purchasing decisions. Study by Saefullah (2022) reveal that the quality of online shop services is very negative. In addition, consumer dissatisfaction in online shopping is also reinforced by the results of pre-research conducted by researchers through interviews and observations where there are still many consumers who feel disappointed and worried because they have to wait for orders that have not arrived or orders that have arrived that have exceeded the estimated time that has been determined. In addition, it was also found that several marketplaces have negative reviews related to the accuracy of order delivery. Shopee is one of the most popular marketplaces in Indonesia which has the Shopee 'On-Time Guarantee' program which is expected to provide comfort to consumers in the process of making purchasing decisions on services at Shopee by guaranteeing timeliness in the delivery process and delivery of orders for consumers. If the consumer's order has arrived past the limit of determining the warranty date of arrival (the stated delivery time), the consumer will immediately get a compensation voucher that can be claimed by the consumer before the order status changes to a completed order.

Consumers can enjoy compensation in the form of a voucher worth ten thousand rupiah, which is valid for the next purchase, and the voucher can be valid for five days. In consumer behavior, compensation in the form of vouchers, discounts and other attractive promotions makes it possible for consumers to make purchasing decisions immediately (Rachman et al., 2024; Nuraini et al., 2024; Chaniago, 2020). This is in line with research with the title *Consumer Behavior in the Use of Shopee Vouchers* explaining that Shopee vouchers have a significant impact on consumer purchasing choices and a large number of buyers are interested in utilizing these vouchers when shopping (Rahayu, 2022). The results of the same study with the title *Analysis of Purchasing Decisions and Customer Loyalty to Shopee Indonesia E-Commerce Free Shipping Vouchers* show that purchasing decisions are partially influenced by free shipping vouchers, customer loyalty is partially influenced by free shipping vouchers and purchasing decisions, and customer loyalty is influenced by free shipping vouchers simultaneously (Widjanarko & Saputra, 2023).

However, study by Surapati & Mahsyar (2020) shows a significant effect, while the relationship between discounts and purchasing decisions is positive but insignificant, as well as the consumer behavior variable on purchasing decisions also shows a positive but insignificant effect. Based on the two research results, it can be temporarily concluded that compensation in the form of discounts, vouchers, promotions and other attractive programs offered by the marketplace can make it possible for consumers to make purchasing decisions or not.

Based on the description above, research on consumer behavior is important to determine consumer behavior in making purchasing decisions on the Shopee 'On-Time Guarantee' program. In this study, we want to see how consumer behavior in making purchasing decisions on the Shopee 'On-Time Guarantee' program.

LITERATURE REVIEW

Purchase Decision Theory

This study uses the grand theory of purchasing decisions according to Kottler and Keller (2021) because this theory clearly outlines the steps in the purchasing decision-making process starting from problem recognition to post-purchase evaluation of products. In the theory of purchasing decisions, according to Kottler and Keller (2021), the purchasing decision process goes through five stages, namely problem recognition; the buying process begins when the buyer realizes a problem or need triggered by internal or external stimuli. Information search at this stage, consumers search and collect information about products and brands from various sources of information, and these sources of information influence purchasing decisions.

Evaluation of alternatives, several basic concepts for understanding the evaluation process. First, consumers try to satisfy a need. Second, consumers are looking for certain benefits from product solutions. Third, consumers see each product as a group of attributes with varying abilities to deliver the benefits needed to satisfy this need. Through experience and learning, people gain beliefs and attitudes. Furthermore, beliefs and attitudes influence purchasing behavior. In purchase decisions, consumers form an intention to buy the most preferred brand. Consumers can form several sub-decisions including brand, supplier, quantity, time and payment method. Post-purchase behavior, after purchase, consumers may experience conflict due to seeing certain worrying features or hearing pleasant things about other brands and are alert to information that supports their decisions (Qazzafi, 2020). In addition, according to Kotler and Armstrong (2021), purchasing decision theory is also a phase in the buyer's decision-making process, in which the consumer wishes to acquire a product or service. It also includes how products, services, ideas, or experiences can meet the needs and desires of individuals, groups, and organizations in making choices, making purchases, and using these products (Hadya Rizka, Sutardjo Agus, 2021).

This is in line with the research title The Effect of Consumer Behavior on Purchasing Decisions for Beauty Products Through E_Commerce Shopee explains that there is an influence on Consumer Behavior (X) on Purchasing Decisions (Y) as evidenced by the p-value <0.001 which is smaller than $\alpha 0.05$. With a t-statistic value of $10.109 > t\text{-table } 1.655$ which proves that the effect is positive. Coefficient β_x Consumer Behavior is 0.536, meaning that this Purchase Decision increases by 0.536 (Adriyanti & Abubakar, 2023). This research clearly indicates that there is an influence of consumer behavior on purchasing decisions on beauty products through e-commerce at Shopee. In addition, there is also related research with the title Analysis of Consumer Behavior towards Online Purchasing Decisions on the Shopee Application in Indonesia which explains that consumer behavior in online purchasing choices is shaped by four main influences: cultural factors, social factors, personal factors, and psychological factors (Umbara et al., 2023).

Consumer Behavior

According to Kottler and Keller (2021), consumer behavior is the study of how humans, groups, and organizations choose, buy, use, and place goods, services, ideas, or experiences to meet their needs and wants. In consumer behavior, according to Kotler and Keller (2021), there are a number of components that influence consumer behavior, namely the first cultural factor where culture, subculture, and social class have the greatest and deepest influence on consumer behavior. Consumer behavior consists of actions or

behaviors that are influenced by these factors, including efforts to obtain products that meet their needs (Putri et al., 2022). Marketers must be aware of the important role in culture and subculture. Second, social factors such as social status, roles, social groups, and consumer families will influence consumer behavior. Third, individual factors, namely individual characteristics such as age and stage of the buyer's life cycle, occupation, economic conditions, lifestyle, personality, and self-concept of the buyer in question will influence buyer decisions. Fourth, psychological factors including perception, learning, beliefs, motivation, and attitudes as an evaluation of emotional feelings that can influence consumer purchasing decisions.

According to Lamb Hair and Mc. Daniel in Firmansyah (2018) consumer behavior is how a person makes decisions to buy, use, and utilize the goods and services he buys. Other factors that influence their decision to buy and use products are also part of consumer behavior (Isnaini & Rahmawati, 2021) Consumer behavior also includes how customers make purchasing decisions and use and manage the purchase of these goods or services (Sardiyono, 2021).

Consumer behavior according to Schiffman and Kanuk in Firmansyah (2018), states that several indicators of consumer behavior in the first stage, searching, are influenced by stimuli from outside themselves and are consumer efforts to obtain information about the goods or services they want and need. The second stage, purchasing, is when consumers are in the decision-making stage. The third stage, using, is when consumers use the goods or services they want. Fourth, evaluation is the stage where customers determine how satisfied they are with the goods or services they buy (Isnaini & Rahmawati, 2021). This is in line with research with the title Consumer Purchasing Decision Process on Products which explains that consumers purchase products based on existing needs, and they go through five stages in the decision-making process when buying products that have a high level of involvement or a high price. On the other hand, the possibility of skipping one or more stages in the process is greater in products that have low involvement or products that are used daily (Qazzafi, 2019).

Shopee On Time Guarantee

Shopee has launched a new program called 'On-Time Guarantee' in mid-February 2024. This program aims to provide assurance to consumers regarding the delivery time of orders. If the order does not arrive according to the promised date, the consumer will automatically receive a compensation voucher that can be used before the order status changes to completed (Shopee, 2024). This compensation voucher is worth ten thousand rupiah and can be used for subsequent purchases, with a validity period of five days and predetermined product requirements.

RESEARCH METHOD

The study used qualitative research methods. Libarkin, et al in Fitrah (2017) and Chaniago et al. (2023) define qualitative research methods as a research procedure that uses descriptive data in the form of written or spoken words from people and actors that can be observed.

In this study, researchers conducted focus group discussions and interviews directly with informants using open-ended and structured questions to elicit several views from informants (Creswell, 2018: 254). Information submitted by informants is then collected. The information is usually in the form of words or text. The data in the form of

words or text is then analyzed. The results of the analysis can be in the form of a depiction or description which will then be explained in the research results.

The research subjects were selected based on the criteria of the informants needed using purposive sampling, namely informants were selected based on predetermined criteria. The characteristics of the informants that the researchers chose were informants who lived in Medan City, informants who subscribed to online shopping at the Shopee marketplace at least five times, informants who knew the Shopee 'On-Time Guarantee' marketplace program service, informants who had used the Shopee 'On-Time Guarantee' program service and key informants totaling five people and supporting informants totaling one person. This research uses data collection techniques in the form of in-depth interviews and focus group discussions. One of the main weaknesses in qualitative research is researcher bias. In this study, the researcher used triangulation of data sources as many as one person to get a broader perspective.

RESEARCH RESULTS

Purchasing Decision Making in Recognizing Problems

In making purchasing decisions in recognizing problems, it was found that knowing the needs and recognizing problems before buying goods will make informants feel comfortable and pleasant because the services needed are in accordance with solving the needs and fulfilling the wishes of informants in carrying out online shopping activities. In an effort to create a sense of comfort and a sense of fun in online shopping through the Shopee marketplace program service 'On-Time Guarantee' informants expect accuracy in the delivery of goods that have been determined when checking out orders, updated order tracking and sales promotion activities such as discounts when shopping on flash sale twin dates such as 8.8, 9.9 and others.

Purchase Decision Making in Information Search

Information search regarding Shopee's marketplace program service 'Timely Guarantee' is important before informants finally decide whether to choose or buy services and products from Shopee. Information searches must be carried out to match the wants and needs that informants have. Searching for sources of information from the Shopee 'On-Time Guarantee' marketplace program service can be done by utilizing various communication media sources such as smartphones by using digital search by Google information access with the official Shopee website or other social media such as Instagram or electronic media such as advertisements by utilizing brand ambassadors displayed on television. In addition, in seeking information on the advantages of the Shopee marketplace program service 'On-Time Guarantee' can also be obtained through recommendations from the closest social environment such as family and friends and the informant's personal experience through the application on the Shopee marketplace homepage.

Purchase Decision Making in Alternative Evaluation

After obtaining some information from various sources regarding the Shopee 'On-Time Guarantee' marketplace program services, it is important for informants to select and compare the advantages and disadvantages possessed by several Shopee marketplace competitors before deciding to use any services available in the Shopee 'On-Time Guarantee' marketplace program with the availability of program services from other marketplaces. Choosing and comparing the advantages and weaknesses of this service is

important to do to choose the best service and adjust to the needs and desires of the informant. In this case, the informant sees that Shopee has a commitment to the accuracy of delivery of goods in accordance with the estimated receipt of goods and is responsible for any delays in delivery by providing a shopping voucher of ten thousand rupiah to the informant, where the advantages of the Shopee 'On-Time Guarantee' marketplace program service are not owned by marketplace competitors other than Shopee.

Purchasing Decision Making in Purchasing Decisions

After comparing the advantages and disadvantages of the Shopee 'On-Time Guarantee' marketplace program service with marketplace competitors other than Shopee, then the informant will make a decision to use the Shopee 'On-Time Guarantee' marketplace program service based on recommendations from the social environment such as family and work friends. In addition, the personal experience that informants have previously had with Shopee's service satisfaction in the accuracy of delivery of goods and claims for late goods and reviews provided by other consumers who use Shopee services also greatly influences informants' purchasing decisions in using the Shopee 'On-Time Guarantee' marketplace program services. In addition, the informant's memory process of the brand ambassador of the 'Timely Guarantee' advertising actor also determines the informant's purchasing decision making.

Purchase Decision Making in Post-Purchase Behavior

After making a purchase decision, it is important for informants to review the Shopee 'On-Time Guarantee' marketplace program service which will have an impact on post-purchase actions by making a purchase decision on the Shopee 'On-Time Guarantee' marketplace program service or not repurchasing the service. The informant's repurchase action against the Shopee 'Timely Guarantee' marketplace program service occurs when the delay in delivery of goods is not in accordance with the estimate given by Shopee, so the claim process for the Shopee 'Timely Guarantee' marketplace program service is very easy and does not make it difficult for informants. The ease of procedures and services provided is in accordance with the needs of the informant. Informants can immediately use and enjoy shopping voucher compensation which is given one day after the delay in delivery of goods. With the Shopee marketplace program service 'On-Time Guarantee' provides optimal service commitment to customers by delivering goods in accordance with the estimated time that has been determined. Assessment of the ease of making a claim process in the event of a delay in delivery, the quality of the products traded at Shopee, competitive prices and delivery accuracy allow informants to make repeated decisions. The nominal amount of compensation for the Shopee marketplace program service voucher 'On-Time Guarantee' which is considered necessary to be increased again and the time period that is not limited in using shopping vouchers.

DISCUSSION

According to Kotler and Keller (2021) in the theory of purchasing decision making which explains how and why consumers make purchasing decisions on a product or service which involves several stages that describe how consumers think, feel, and ultimately act to buy a product or service including the stages of recognizing problems, seeking information, evaluating alternatives, purchasing decisions and post-purchase behavior. Academically, research is expected to be able to expand or add to communication

research, especially marketing communication research, especially regarding consumer behavior in making purchasing decisions on the Shopee on-time guarantee program. In addition, efforts to understand consumer behavior for marketers are also very important to design effective marketing communication strategies, create products that suit the needs and desires of consumers, and increase customer satisfaction through optimal service. Likewise with the Shopee marketplace which provides many attractive offers and programs such as its latest program service, namely the Shopee 'On-Time Guarantee' program which was launched in mid-February 2024.

The Shopee 'On-Time Guarantee' program is a program held by Shopee to guarantee the delivery time of orders for consumers. If a consumer's order arrives later than the guaranteed arrival date (delivery time listed), the consumer will get a compensation voucher of ten thousand rupiah which can be claimed to be used by consumers on the next shopping voucher before the order status changes to a completed order. Shopee's interesting program services such as the 'On-Time Guarantee' are expected to provide comfort to consumers in carrying out online shopping activities in the Shopee marketplace. The Shopee 'On-Time Guarantee' marketplace program service is closely related to the formation of consumer behavior in making purchasing decisions on the services of the program offered. This can happen because every consumer before deciding to make a purchase decision on a service or product from a particular brand, consumers will carry out several processes and actions related to purchasing decisions, namely recognizing problems, searching for information, evaluating alternatives, purchasing decisions, and evaluating post-purchase behavior towards services or products to meet and satisfy consumer needs and wants (Chaniago & Efawati, 2022).

In recognizing the problem, informants realize that they have a need or problem to be solved which then triggers the process of finding a solution through purchasing a service or product. The buying process begins when the informant realizes that there is a problem or need that arises due to stimuli either internally or externally. In this case, problem identification is based on the needs or problems faced by informants in their online shopping experience at previous online stores other than Shopee, such as tracking orders that are not updated, delays in order delivery, the need for quality products at low prices, the desire to fulfill the responsibility of the marketplace in the event of a delay in order delivery so that through problem identification it triggers the process of finding solutions through purchasing services on the Shopee 'On-Time Guarantee' program. Informants' emotions and psychology play a big role in informants' decisions to find solutions while solving the problems they face. Feeling worried about tracking orders that are not updated, delays in order delivery, the need for quality products at low prices, the desire to fulfill the responsibility of the marketplace in the event of a delay in order delivery motivates informants to prefer marketplaces with a guarantee of on-time delivery.

Furthermore, in the process and formation of consumer behavior in an effort to make purchasing decisions, after recognizing the problem, consumers will search for information. Every consumer before making a purchase decision on a service/product, consumers will first search for information from a service available from a service or product provider to gain a variety of knowledge, experience and information before finally making a purchase decision. Consumers will start looking for information to find the right solution related to the various satisfaction and fulfillment of their desired needs. The process of searching for information can involve various sources of information, including social media such as Instagram, the Google search engine by opening the official Shopee website, ad impressions by utilizing brand ambassadors displayed on

television, recommendations from coworkers regarding the services or products offered and the informant's personal experience through the application on the Shopee marketplace homepage. In searching for information about the Shopee 'On-Time Guarantee' marketplace program service, consumers will try to adjust the problems, needs, and desires that they want to fulfill through the information they get about the 'On-Time Guarantee' service that has been provided and presented in communication channel media both digitally and conventionally. Apart from utilizing digital and conventional technological advances, informants also get recommendations from their social environment, namely work colleagues in getting information about Shopee's 'On-Time Guarantee' program services. In this case, social factors, namely the influence of friends, can influence consumer purchasing decisions and determine consumer shopping preferences and habits.

Furthermore, in the process and formation of consumer behavior in an effort to make purchasing decisions, after searching and collecting information about the Shopee 'On-Time Guarantee' marketplace program service, consumers will compare several information from various available alternatives to determine the best choice of service/product to be selected by comparing it to other competitors from the Shopee marketplace. This evaluation is based on various criteria such as price, quality, features, positive reviews from colleagues who have used the Shopee 'On-Time Guarantee' program services and attractive promotions such as free shipping and other added values. In this case, informants compare the service features owned by Shopee with the Lazada and Tokopedia marketplaces where the two marketplaces do not offer the same warranty.

The feature comparison focused on the criteria for guaranteeing compensation for late delivery of consumer orders and other added values, namely Shopee's commitment to the accuracy of shipping goods based on a predetermined time estimate. The Shopee 'On-Time Guarantee' service feature provides comfort to consumers because of the informants' trust in the Shopee marketplace. Apart from that, other considerations from informants tend to feel safer, more confident and comfortable shopping when they know that there is a guarantee of on-time delivery. In addition, the 'On-Time Guarantee' service feature and other added value from Shopee in the form of a commitment to the accuracy of shipping goods based on a predetermined time estimate are determining factors in informants' purchasing decisions. Informants who prioritize speed and accuracy of delivery prefer to shop online at Shopee because of this program.

Furthermore, in the process and formation of consumer behavior in an effort to make purchasing decisions after consumers evaluate the various alternative choices available from services / products, consumers will then make a final decision about the product or service to be purchased and proceed to the purchase process. Factors such as ease of purchase, promotion, utilization of brand ambassadors and shopping experience can influence consumers' final decision to purchase the service/product offered. Informants who have already made a claim process and received a shopping voucher compensation of ten thousand rupiah from the 'On-Time Warranty' program service have directly created customer loyalty to the Shopee marketplace because informants are satisfied with the convenience and shopping experience they have so that they tend to make repeated purchasing decisions and make informants loyal customers from Shopee. The on-time delivery guarantee program can increase loyalty because informants feel that this program is really effective. In addition, digital consumer behavior in the form of providing reviews and feedback can also influence informants' purchasing decisions because it turns out that there are informants who also always check positive reviews and

high ratings about the on-time delivery guarantee from other consumers which can also influence these informants in making purchasing decisions at Shopee.

Furthermore, in the process and formation of consumer behavior in purchasing decision-making efforts, after using a service or product, consumers evaluate post-purchase behavior directly to what extent the service or product has met or exceeded their expectations. This evaluation will further affect consumer satisfaction and can have an impact on future purchasing decisions and consumer attitudes towards brands. The consumer's experience in this evaluation will further influence the consumer's perception of the product and their satisfaction with the service or product provided. The Shopee 'On-Time Guarantee' program service provides positive services and commitments regarding the accuracy and speed of order delivery and the ease of making claims on orders if the informant's order does not arrive according to the estimated time that has been determined, the informant can submit a complaint to Shopee through the submission of the 'On-Time Guarantee' service to get a voucher of ten thousand rupiah which can be used for the next shopping voucher. The speed of Shopee's 'On-Time Guarantee' action in handling customer complaints about delays in order delivery and the ease of filing informant complaints in the 'On-Time Guarantee' program service provide trust, satisfaction and comfort to informants when using the Shopee 'On-Time Guarantee' program service. This satisfaction can affect informants' perceptions and behavior in the future towards making repeated purchasing decisions in the Shopee marketplace.

In addition, Shopee's fast response and proper problem solving can influence consumer experience and future purchasing decisions. In addition, technological innovations owned by Shopee in the 'On-Time Guarantee' program service such as real time shipment tracking and automatic notifications that appear on the application platform also affect consumer satisfaction and convenience in using the shipping warranty program service. In evaluating the process of applying for a warranty against late delivery of orders on the 'Timely Guarantee' program service, based on the experience of using the service owned by the informant, the informant is satisfied with the ease and convenience provided by Shopee in the 'Timely Guarantee' service so that it tends to make the informant a loyal customer and make repeated purchasing decisions in the future because the informant believes that this service program is very effective in increasing brand loyalty and effective in overcoming informant disappointment with late delivery of orders. Although the 'Timely Guarantee' program service is considered effective in increasing brand loyalty and is able to increase informants' trust in Shopee, informants feel that the claim for the 'Timely Guarantee' shopping voucher of ten thousand rupiah provided by Shopee is still considered inappropriate by informants because the nominal voucher is still too low with the guarantee that the product will arrive on time according to the delivery promise. Informants also feel that the restrictions on the products offered in the 'just in time guarantee' platform and the time limit for using shopping vouchers are also considered ineffective because they seem to force informants to immediately make repeated purchasing decisions in a short time. Satisfaction and comfort of informants at the stage of evaluating the services of the 'Timely Guarantee' program have a positive impact on consumer loyalty. Informants who feel satisfied with the experience they have will make repeated purchasing decisions in the future and are likely to recommend Shopee to their social environment which can increase Shopee's customer base in Indonesia.

CONCLUSION

Consumer behavior in the decision-making process on the Shopee 'On-Time Guarantee' program service begins when consumers recognize problems based on emotions, psychology and various consumer complaints felt in previous online shopping experiences. Information about the 'On-Time Guarantee' is collected by consumers from various sources, such as social media, the Google website, and brand ambassador advertisements on television. On the evaluation of alternatives, consumers compared Shopee's service quality with Lazada and Tokopedia, assessing compensation, customer satisfaction, and time-saving measures. Positive feedback from colleagues who use Shopee's 'On-Time Guarantee' program and promotional offers such as free shipping also influence consumer decision-making.

Speed of service delivery and ease of complaint handling are also important factors. Innovative technologies such as real-time delivery and automated notifications on the app platform also influence consumer satisfaction with the program in post-purchase behavior. Customer make repurchase decisions in the future and recommend Shopee to their social environment which can increase Shopee's customer base. Customer satisfaction with Shopee's 'On-Time Guarantee' has a positive impact on consumer loyalty. Future research should focus on the implementation of consumer behavior in the use of marketplace voucher claims on time guarantee.

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