

CHAPTER II GENERAL DESCRIPTION OF THE SHOPEE AND RESPONDENT PROFILE

2.1 Company Profile of Shopee

PT. Shopee International Indonesia is a company engaged in online product sales and is known for the Shopee app. Shopee is an e-commerce mobile application designed to make it easier for users to shop online without the need to access a website through a computer device.

Shopee entered the Indonesian market at the end of May 2015 and began operations in Indonesia at the end of June 2015. Shopee is a subsidiary of Garena, which is based in Singapore. Shopee is already available in several Southeast Asian countries, including Singapore, Thailand, Vietnam, Malaysia, the Philippines, and Indonesia. Shopee Indonesia's office is located at JL. Letjen. S. Parman, Palmerah Wisma 77 Tower 2, Special Capital Region of Jakarta 11410, Indonesia

Shopee entered Indonesia to offer a new shopping experience. Shopee facilitates sellers in easily selling their products while also providing buyers with secure payment processes and integrated logistics management. Shopee's primary users are young people who are accustomed to using gadgets for various activities, including shopping. To support this, Shopee is available as a mobile application, enabling fast, easy, and efficient shopping.

2.1.1. Shopee's Vision and Mission

Every company has goals or aspirations they aim to achieve in order to maintain their existence in the business world. The importance of having a vision and mission for an organization is to provide direction, ensuring that the company can survive in the long term, make progress, and continue to grow. Shopee is a large

company with a clear vision and mission.

Shopee's vision is:

"To become the number 1 mobile marketplace in Indonesia."

This vision reflects Shopee's goal of becoming the leading e-commerce platform in Indonesia, with a focus on enhancing technology and user experience through a mobile app.

Shopee's mission is as follows:

"To develop an entrepreneurial spirit among sellers in Indonesia."

This mission highlights Shopee's efforts to support local sellers by providing a platform that makes it easier for them to sell products, while also offering buyers a seamless experience with secure payment and integrated logistics.

2.1.2. Logo

A logo is an image or simple sketch with a specific meaning, representing the essence of a company, region, organization, product, country, institution, or anything else that requires something brief and easy to remember as a substitute for its actual name. Below is the logo of the Shopee marketplace:



Figure 2. 1 Shopee Marketplace Logo

Source: Shoope (2019)

2.2 Respondent Characteristic

In this research, the total number of respondents is 97, all of whom are Shopee e-commerce users from Semarang City. The respondents' identities include age, occupation, gender, and income.

2.2.1. Characteristic of Respondents by Age

A respondent's age can be used as a measuring tool or indicator to determine the level of a person's thinking, allowing for variations in age among the research respondents. In this research, the respondents' ages were classified from 17 to 50 years old. This target selection is based on research showing that the majority of customers who make purchases on Shopee e-commerce fall within this age range. Since the target group for this research is Shopee users in Semarang, the study focuses on people from Semarang. Data on the number of respondents by age are as follows:

Table 2. 1 Age of Respondents

No	Age	Frequency	Percentage
1	17 - 20 years	30	30%
2	21 - 25 years	45	45%
3	≥ 26 years	22	16%
Total		97	97%

Source: Primary data, processed (2024)

Based on Table 2.1, it can be seen that most of the respondents in this study were aged between 21 and 25 years, totaling 45 people (45%). According to the primary data presented in Table 2.1, it is known that most purchases on Shopee e-commerce are made by individuals aged 21-25. The author can conclude that the majority of customers who make purchases on Shopee e-commerce belong to Gen Z.

2.2.2. Characteristic of Respondents by Occupation

The type of work of the study participants is used to find out the main work and daily activities carried out by the respondents. Apart from that, work can influence earning income. The following is data on the types of work of Shopee users in Semarang:

Table 2. 2 Occupation of Respondents

No	Work	Frequency	Percentage
1	Student	75	75%
2	Employee	22	22%
	Total	97	97%

Source: Primary data, processed (2024)

Based on Table 2.2, it can be seen that most of the respondents in this study worked as students, with 75 respondents (75%). In Table 2.2, it is also shown that in Semarang, 22 respondents (22%) work as employees. Based on this data, it can be concluded that the majority of customers who make purchases on Shopee e-commerce in Semarang are students, indicating a high level of interest in shopping on the platform.

2.2.3. Characteristic of Respondents by Gender

Shopee consumers can be either male or female. Therefore, in this sampling process, samples from both male and female genders were selected to measure responses that align with and represent the population. Below is the data regarding the number of respondents based on their gender:

Table 2. 3 Gender of Respondents

No	Gender	Frequency	Percentage
1	Female	71	71%
2	Male	26	26%
	Total	97	97%

Source: Primary data, processed (2024)

Based on Table 2.3, it can be observed that the majority of respondents are female, with 71 people (71%), while the male respondents number 26 people (26%). The data indicates that there are more female respondents, as women generally tend to engage in shopping more than men.

2.2.4. Characteristic of Respondents by Income

Income, or the money a person receives to meet their needs, is often referred to as pocket money or income. The income level of each respondent in this study was influenced by their type of work. Below is the data regarding the number of respondents based on their income:

Table 2. 4 Respondents Income

No	Age	Frequency	Percentage
1	≤ Rp 1.500.000	20	20%
2	Rp 1.500.001 – Rp 3.000.000	45	45%
3	Rp 3.000.001 – Rp 4.500.000	26	26%
4	≥ Rp 4.500.001	6	6%
Total		97	97%

Source: Primary data, processed (2024)

Based on Table 2.4, it can be seen that the majority of respondents have an income of less than IDR 1,500,000 per month, with 20 people (20%), while 45 people (45%) have an income between IDR 1,500,001 and IDR 3,000,000, and 26 people (26%) have an income between IDR 3,000,001 and IDR 4,500,000. Additionally, 6 respondents have incomes of more than IDR 4,500,001. Based on this data, it can be concluded that the group with an income between IDR 1,500,001 and IDR 3,000,000 represents the largest group of Shopee buyers, as they are likely attracted to the more affordable prices on Shopee.

2.2.5. Respondents Characteristic Based on Shopping Frequency in the Shopee Marketplace

The data regarding the frequency of respondents' purchases on the Shopee marketplace aims to determine how often respondents make purchases through Shopee. Below is the data of respondents who have made purchases on Shopee, categorized by the number of purchases as follows:

Table 2. 5 Respondents Intensity of Shopping on Shopee Marketplace

No	Intensity	Frequency	Percentage
1	3 - 4 times	51 people	51%
2	5 - 6 times	20 people	20%
3	≥ 7 times	26 people	26%
Total		97 people	97%

Source: Primary data, processed (2024)

Based on Table 2.4, it can be observed that the majority of respondents made purchases on the Shopee marketplace 3 to 4 times, with a total of 51 respondents, or 51%.