

THE INFLUENCE OF USER INTERFACE ON SHOPEE BUYING INTEREST AND MODERATED BY GENDER DIFFERENTIATION

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Abstract: Shopee is one of the largest online marketplaces in Indonesia, making it possible for most people in Indonesia to be online marketplace Shopee users. In meeting user needs to obtain information, the ease of obtaining information is a component of the user interface as a series of website design displays. A supportive user interface can encourage users to make purchases online. Gender differences can also influence different perspectives on the user interface. Therefore, this research was conducted to analyze the influence of the user interface on purchase intention at the online marketplace Shopee, and to use gender differentiation as a moderating variable. Data collection was carried out by distributing questionnaires online via Google form to 250 respondents who are active students aged 16–37 years who live on the island of Java and use the online marketplace Shopee. Sampling was done by purposive sampling technique. The valid questionnaires to be analyzed were 250 questionnaires. The type of research used in this research is using descriptive quantitative methods with data processing using PLS (Partial Least Square) software. The data processing results show that the user interface has a positive and significant effect on purchase intention, gender differentiation has a positive and significant effect on purchase intention, and there is a moderating effect of gender differentiation on the user interface variable on purchase intention.

Keywords: user interface, gender differentiation, purchase intention, Partial Least Square (PLS)

Abstract: *Shopee merupakan salah satu online marketplace terbesar yang ada di Indonesia sehingga memungkinkan sebagian besar masyarakat di Indonesia adalah pengguna online marketplace Shopee. Dalam memenuhi kebutuhan pengguna untuk mendapatkan informasi, kemudahan dalam mendapatkan informasi merupakan komponen dari user interface sebagai serangkaian tampilan design website. User interface yang mendukung dapat mendorong pengguna melakukan pembelian online. Perbedaan gender juga dapat memengaruhi sudut pandang yang berbeda mengenai user interface. Maka dari itu, penelitian ini dilakukan untuk menganalisis pengaruh user interface terhadap minat beli di online marketplace Shopee, serta menggunakan diferensiasi gender sebagai variabel moderasi. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner secara online melalui Googleform kepada 250 responden yang merupakan mahasiswa-mahasiswi aktif berusia 16–37 tahun yang berdomisili di Pulau Jawa dan menggunakan online marketplace Shopee. Pengambilan sampel dilakukan dengan purposive sampling technique. Adapun kuesioner yang layak untuk*

dianalisis adalah sebanyak 250 kuesioner. Jenis penelitian yang digunakan dalam penelitian ini adalah menggunakan metode kuantitatif deskriptif dengan olah data menggunakan software PLS (Partial Least Square). Hasil olah data menunjukkan bahwa user interface berpengaruh secara positif dan signifikan terhadap minat beli, diferensiasi gender berpengaruh secara positif dan signifikan terhadap minat beli, dan terdapat pengaruh moderasi diferensiasi gender pada variabel user interface terhadap minat beli.

Keywords: user interface, gender differentiation, buying interest, Partial Least Square (PLS)

INTRODUCTION

In the current era of globalization, the rapid growth rate of technology has made it easy for social media users to access various fields. The rapid development of the world of technology and information also has a major influence on aspects of human life, making the internet one of the most popular communication tools by the people of Indonesia. Based on data from a survey conducted by the Indonesian Internet Service Providers Association (APJII), it is stated that internet user penetration in Indonesia has reached 204.7 million internet users or 77.02% as of January 2022. The increasing trend of internet user penetration in Indonesia is inseparable from the easier it is for people to access the internet anytime and anywhere using their respective tablets or smartphones. The use of technology and information has resulted in changes in people's consumption behavior, where the internet is not only a medium for exchanging information, but also penetrating into the field of commerce or buying and selling. This resulted in the growth rate of internet technology having a significant impact on the development of e-commerce (Zatonatska et al., 2019).

Online marketplace is a marketing media application by utilizing the world of technology, namely the internet, which is used as a platform to carry out all business activities or buying and selling online (Sulistiyawati & Widayani, 2020). Online marketplaces are born from technological developments that are increasingly moving fast combined with the development of economic progress. Due to the presence of online marketplaces in Indonesia, it has made buying and selling activities that were previously carried out offline, now begin to switch online. Therefore, the presence of the internet has had a strong influence in the world of technology, economics and business (Sulistiyawati & Widayani, 2020). Information can be conveyed clearly with a supportive user interface for its users. User interface is a bridge between system applications or websites with users, so that an attractive user interface and pleasant impression, and having good quality information will provide a pleasant specific experience to users when using applications or websites this will affect one's buying interest (A'yuni & Chusumastuti, 2021; Wirapraja & Aribowo, 2021).

The existence of a good user interface can build consumer trust or trust in e-commerce (A'yuni & Chusumastuti, 2021), so that the components or indicators in the user interface can help consumers increase their purchase interest (Saputra et al., 2023). Marketeers.com, stated that 56% of women in Indonesia choose Shopee as an online marketplace his main choice (Ermaningtiastuti, 2019). Data presented by dataindonesia.id, stating that the number of gender comparisons in online marketplace use in 2021 which is almost balanced at 53% in women, and 47% in men (Karnadi, 2022), has raised a new question about the different perceptions of each gender of the available information. Judging from the

existing reality, the process of absorbing and evaluating information in each individual is certainly different so that it will affect how to process and analyze information. Differences in the absorption and evaluation of information can also be caused by gender differences (Sun et al., 2019). Gender differences can also affect different viewpoints regarding the appearance of the user interface. Based on this, men will tend to prefer designs with standard shapes and white base colors, while women will prefer designs with unusual shapes and more color displays (Pujiyanti & Sartika, 2021). Based on the description above, this study aims to determine the influence of user interface on buying interest, the effect of gender differentiation on buying interest, and the effect of moderation of gender differentiation on user interface on buying interest.

LITERATURE REVIEW

Theoretical Foundation

Online Marketplace

Online marketplace can be interpreted as an activity of selling, purchasing goods or services, and marketing through electronic means such as the internet and the like that are technology-based and require databases, e-mail, and other forms of non-computer technology (Harmayani et al., 2020). According to Firmansyah (2020: 50-51), emphasized that there are several components that can support the operation of an online marketplace, namely products, containers or places to sell products, how to receive customer orders, payment methods offered, delivery methods offered, and customer service. These components are of course a benchmark for consumer consideration in

Choose which e-commerce to use for online shopping activities. Users or users tend to choose online marketplaces that provide ease of use so that online shopping activities can be easy and practical (A'yuni & Chusumastuti, 2021).

User Interface

User Interface in the online marketplace platform is one of the most important aspects for every online marketplace to be able to attract customers. User Interface is a mechanism between users and the system of a program in the form of mobile, website, or software where the mechanism can be adjusted to the needs of users or users (Mulyana et al., 2019: 103). Meanwhile, according to Permana & Alia (2019: 2), user interface is one of the processes in problem solving that can receive and provide information to users or users to help direct the flow of problems until a solution is found. Good user interface quality will affect customer satisfaction in making purchases in online marketplaces (A'yuni & Chusumastuti, 2021). In the context of online shopping, user interface design is the most important part of the program system that can be seen, heard, and also touched to be able to attract customers (Saputra et al., 2023). Zamri and Nasser (in Umar & Ganggi, 2019), there are ten important dimensions in user interface design on mobile devices, where these dimensions are generated from a study and adhere to several previous theories and have indicators also in it, namely Connectivity, Simplicity, Directional, Informative, Interactivity, User Friendliness, Comprehensiveness, Continuity, Personalization, and Internal.

Gender Differentiation

Gender differentiation between men and women in responding to online buying interest can refer to differences in perspectives, behaviors, and preferences in terms of purchasing products or services online (Nguyen et al., 2019). There are several factors that show that men and women have differences that affect online buying interest in terms of user interface, such as a more masculine designed user interface with darker colors is more attractive to men, while a more feminine user interface with lighter colors is more attractive to women (Aghazadeh & Jahanshahi, 2016). This proves that gender differentiation can influence a person in how to respond to online buying interest, especially in terms of user interface.

Buying Interest

Buying Interest is the possibility of someone who is interested in buying a product or service, or the behavior carried out by consumers after they receive pesa and advertising, as well as the commitment of consumer purchases to a particular brand (Xie et al., 2016). There are several indicators in buying interest, namely interest in finding information about products, interest in trying, considering buying, and wanting to know the product to the desire to be able to own the product (Saputra & Mahaputra, 2022). Ferdinand (2014) in A'yuni and Chusumastuti (2021) explained that buying interest can be classified into four indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest.

Previous Research

The first research was taken from a national journal by Herdioko and Widya (2019), with the title "Analysis of the Influence of Attitude, Display Design, and Site Image on Buying Interest on the Tokopedia Online Shopping Site in the Special Region of Yogyakarta" which became the researcher's reference. The sampling was carried out purposively with a target sample of 210 people who live in Yogyakarta and have seen the Tokopedia application. The results showed that there was a difference in results between men and women on the Tokopedia shopping site and there was an influence on online shopping interest. Therefore, this journal is related to research to be conducted by researchers because it proves that gender differentiation has a significant influence on consumer buying interest.

The second study was taken from a national journal by A'yuni and Chusumastuti (2021), with the title "The Effect of User Interface of Shopee Application to People's Buying Interest" which is a reference for researchers. The population in this study is an unknown number, with sampling techniques using purposive sampling (Cochran's formula), so that the number of samples obtained in this study is as many as 100 people with valid questionnaire analysts. Results of the study

shows that the user interface on the Shopee application has a significant effect on people's buying interest. Therefore, this journal is related to research that will be conducted by researchers because it proves that the user interface has a significant influence on people's buying interest.

The third study was taken from an international journal by Endah et al. (2019b), with the title "Buying Intention through User Interface Design" which became a reference for researchers. The population in this study is people who are accustomed to and have made purchases on the MAP EMALL website, with sampling techniques using purposive sampling (formula Hair et al. (2010)), so that the number of samples obtained in this study was as many as 145 respondents with valid questionnaire analysis. The results of this study show that e-impulse buying and user interface design have a significant influence on consumer buying interest on the MAP EMALL website. Therefore, this journal was chosen

because it is related to the research to be discussed, which is able to prove that there is an influence of user interface on consumer buying interest.

The fourth study was taken from an international journal by Yang et al. (2022), with the title "Effects of Interface Design and Live Atmosphere on Consumers' Impulse-Buying Behavior from the Perspective of Human-Computer Interaction" which is a reference for researchers. The sample taken in this study was 339 respondents with valid questionnaire analysis. The results of this study show that consumer visual appeal, excitement and engagement felt by consumers are influential in mediating the role of the relationship between user interface design, live atmosphere and impulse-buying behavior. Therefore, this journal was chosen because it is related to the research to be discussed, which is able to prove that there is an influence of user interface in terms of consumer online buying interest.

The fifth study was taken from an international journal by Sagandira and Berg (2020), with the title "User Interface Design in E-commerce and Its Impacts on Consumer Trust" which is a reference for researchers. The study took data by conducting interviews with 12 people, which was in accordance with a thematic analysis approach where transcripts were examined in detail and then transformed into a collection of interview excerpts. The results of this study show that the understanding and ease of use of e-commerce from the user interface affects consumer confidence in buying interest. Therefore, this journal was chosen because it can support research made by researchers in proving that the user interface has a significant influence on online buying interest.

Relationships Between Variables and Hypotheses

User interface is one of the processes in problem solving that can receive and provide information to users or users to help direct the flow of problems until a solution is found (Permana & Alia, 2019). User interface has a very important role in online shopping than the services provided by conventional stores to their customers (Endah et al., 2019a). With a good quality user interface, it will positively affect consumer buying interest (Yang et al., 2022). In the context of online shopping, user interface design is the most important part of the program system that can be seen, heard, and also touched to be able to attract customers (Saputra et al., 2023). This is also supported by several other studies that state that the quality of the user interface has a significant influence directly on online buying interest (A'yuni & Chusumastuti, 2021). Thus, the first hypothesis proposes about:

H1: User interface has a positive and significant effect on buying interest

The gender differentiation of men and women towards buying interest shows a significant difference between men and women in online shopping behavior and factors influencing their buying interest (Aghazadeh & Jahanshahi, 2016). Women tend to pay more attention to social aspects such as well-known brands, reviews from other users, and interpersonal relationships in choosing a product, while men tend to consider rational factors such as product quality and price (Nguyen et al., 2019). According to Nguyen et al. (2019), women are more likely to be interested in buying for products such as clothing, accessories, and cosmetics. While men are more likely to be interested in buying products such as sports, vehicle spare parts, and electronics. In addition, the study also mentioned that the factors that influence the buying interest of men and women have different preferences in terms of product, price, brand reputation, mode of purchase, and product quality. Therefore, the second hypothesis proposes:

H2: Gender differentiation has a positive and significant effect on buying interest

A study in Indonesia, states that a good and attractive user interface and easy for users to use, can influence women's buying interest more than men (Chandra & Dwivendi, 2019). This is because men look more at the security factor and speed of access that can affect their online buying interest. Another study conducted in South Korea, showed that there are quite significant differences in online shopping experience between men and women, which refers to differences in user interface preferences, where women tend to prefer a visually appealing and intuitive appearance, while men prefer a simple and functional appearance (Jeong & Park, 2019). Other studies also mention that there are differences in perception between men and women related to user interface variables on online buying interest (Herdioko & Widya, 2019). Even so, there are studies that state that there is no significant difference between men and women in user interface variables on online buying interest (Nissen & Krampe, 2021). Therefore, researchers will further examine the gender role between user interface variables and buying interest by proposing a third hypothesis, namely:

H3: Gender differentiation moderates the influence of user interfaces on buying interest

Conceptual Framework

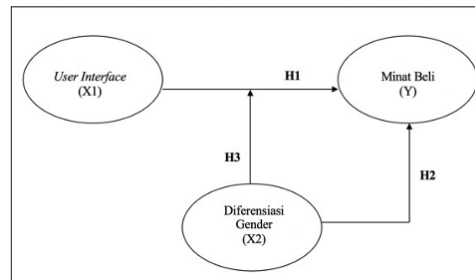


Figure 1. Research Model Source:
Data Processed by Researchers
(2023)

RESEARCH METHODOLOGY

The type of research applied in this study is a type of quantitative research. The population used is Shopee online marketplace users in Java. The sampling technique used is non-probability sampling with the purposive sampling method which determines the sample criteria in accordance with the research conducted. This sample determination refers to the formula Hair et al. (2017), where the number of samples is adjusted to the number of question indicators on the questions in the questionnaire, with the criterion of having 5 to 10 times the observed variables. This study has a number of indicators as many as 25 items in measuring all variables, then the formula used in the calculation is $25 \times 10 = 250$ samples. The data sources used in this study include primary data obtained directly from students aged 16 to 37 years who live in Java Island through the distribution of questionnaires distributed online using Googleform. The measurement of variables in this study is using an interval scale with the technique used in measuring data, namely the Likert scale. Using the Likert scale, respondents were asked to complete a questionnaire that could indicate

the level of approval of a series of questions (Taluke et al., 2019). The approval level of the Likert scale is: Score 1 = Strongly Disagree (STS), Score 2 = Disagree (TS), Score 3 = Agree Enough (CS), Score 4 = Agree (S) and Score 5 = Strongly Agree (SS).

Operational Variables and Definitions

Table 1. Operational Variables and Definitions

Research Variables	Variable Operational Definition	Indicator	Source
User Interface (X1)	User interface context refers to a system design or appearance on a website or application that acts as a liaison between the company and the user (Umar & Ganggi, 2019).	<ol style="list-style-type: none"> 1. Communication 2. Speed and recovery 3. Notification 4. Reduce memory load 5. Simply user input 6. Iconic design 7. Clearly interaction 8. Feedback 9. Simple and clear navigation 10. Easy reversal of action 11. Language required 12. Layout and User friendly 13. Dynamic context 14. Integration 15. Consistency 16. Similar action and position 17. User control 18. Prevent errors 19. Assistance and policy 	(Umar & Ganggi, 2019)
Gender Differentiation (X2)	Gender differentiation refers to men and women in addressing online buying interest can refer to differences in perspectives, behaviors, and preferences in terms of purchasing	<ol style="list-style-type: none"> 1. Man 2. Woman 	(Nguyen et al., 2019)

	products or services online (Nguyen et al., 2019).		
Minat Beli (Y)	Buying Interest is the possibility of someone who is interested in buying a product or service, or the behavior carried out by consumers after they receive pesa and advertising, as well as the commitment of consumer purchases to a brand tertentu (Xie et al., 2016).	<ol style="list-style-type: none"> 1. Transactional interest 2. Referential interests 3. Preferential interests 4. Exploratory interest 	(A'yuni & Chusumastuti, 2021)

Source : Data Processed by Researchers, 2023

Data Analysis Methods

This study applies the Partial Least Square (PLS) technique using SmartPLS software in its analysis method. According to Ghazali and Latan (2015), PLS-SEM is used to develop theories and build theories (predictive orientation). PLS is also used as a tool to explain whether there is a relationship between latent variables (prediction).

DATA ANALYSIS AND DISCUSSION

Data Analysis Measurement Model (Outer Model)

Outer model measurement is carried out using PLS Algorithm where this study evaluates through validity tests and reliability tests. The validity test in this study consists of convergent validity and discriminant validity.

Convergent Validity

Table 2. Convergent Validity

Variab le	Gender Differentiation	Buying Interest	User Interface	Knot
DG1	1,000			Valid
MB1		0,805		Valid
MB2		0,739		Valid
MB3		0,735		Valid
MB4		0,869		Valid
UI1			0,732	Valid
UI2			0,736	Valid

UI3			0,739	Valid
UI4			0,764	Valid
UI5			0,757	Valid
UI6			0,785	Valid
UI7			0,782	Valid
UI8			0,761	Valid
UI9			0,834	Valid
UI10			0,741	Valid
UI11			0,822	Valid
UI12			0,778	Valid
UI13			0,804	Valid
UI14			0,770	Valid
UI15			0,816	Valid
UI16			0,738	Valid
UI17			0,769	Valid
UI18			0,807	Valid
UI19			0,736	Valid

Source : Data Processed by Researchers (2023)

In Table 2. shows the value of loading factor in the three indicators used in this study shows the result of loading factor > 0.7. With these data, it can be stated that all indicators used in this study meet the criteria for convergent validity testing requirements.

Tabel 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Knot
User Interface (X1)	0,597	Valid
Gender Differentiation (X2)	1,000	Valid
Minat Beli (Y)	0,622	Valid
Moderating Effect 1	1,000	Valid

Source : Data Processed by Researchers (2023)

Next is to test convergent validity by looking at the AVE (Average Variance Extracted) value. Table 3. shows that the AVE (Average Variance Extracted) value of the three variables studied is > 0.5. So that with the acquisition of these results, it can be concluded that the three variables used in this study can be declared valid in convergent validity.

Discriminant Validity.

Tabel 4. Cross Loading

Variable	Gender Differentiation	Buying Interest	User Interface
DG1	1,000	0,309	0,215
MB1	0,171	0,805	0,395
MB2	0,269	0,739	0,278

MB3	0,215	0,735	0,351
MB4	0,315	0,869	0,395
UI1	0,193	0,286	0,732
UI2	0,170	0,333	0,736

UI3	0,150	0,235	0,739
UI4	0,197	0,339	0,764
UI5	0,095	0,420	0,757
UI6	0,257	0,483	0,785
UI7	0,161	0,393	0,782
UI8	0,182	0,393	0,761
UI9	0,140	0,333	0,834
UI10	0,138	0,263	0,741
UI11	0,255	0,413	0,822
UI12	0,219	0,347	0,778
UI13	0,081	0,340	0,804
UI14	0,107	0,272	0,770
UI15	0,234	0,404	0,816
UI16	0,060	0,248	0,738
UI17	0,137	0,369	0,769
UI18	0,142	0,313	0,807
UI19	0,132	0,215	0,736

Source : Data Processed by Researchers (2023), Appendix D

In Table 4. shows that the cross loading results of each indicator on the user interface variables, gender differentiation and buying interest obtained a cross loading value of >0.70 and the cross loading value of each variable obtained higher results than the value of other variables. So that with the results obtained, it can be said that each indicator in the variables of customer satisfaction, customer loyalty and store atmosphere is declared to meet the criteria of discriminant validity.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Knot
User Interface (X1)	$0,963 > 0,6$	$0,966 > 0,7$	Reliable
Gender Differentiation (X2)	$1,000 > 0,6$	$1,000 > 0,7$	Reliable
Minat Beli (Y)	$0,796 > 0,6$	$0,868 > 0,7$	Reliable
Moderating Effect 1	$1,000 > 0,6$	$1,000 > 0,7$	Reliable

Source : Data Processed by Researchers (2023)

Based on Table 5. shows that Cronbach's Alpha and Composite Reliability values on each variable used in this study have Cronbach's Alpha values > 0.6 and Composite Reliability > 0.7 . From the results obtained, it can be concluded that the three variables used in this study have been reliable and have a high level of reliability.

Struktural Model (Inner Model)

This study assesses the structural model of the R-Square value on the dependent variable as the predictive force of the structural model.

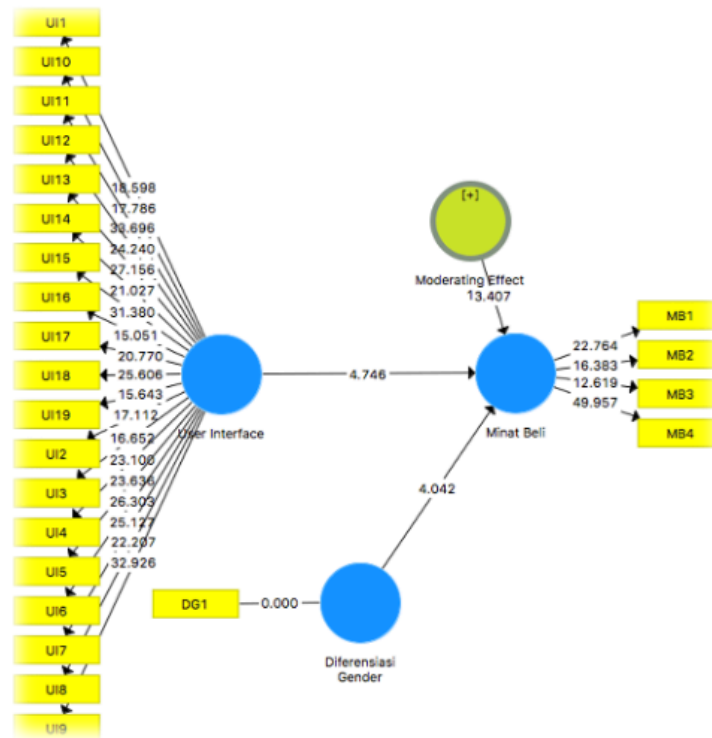


Figure 2. Construct Model Structure

In testing the inner model using R-Square (R²) to find out how much influence the independent variable has on the dependent latent variable.

Table 6. R-Square value

Variable	R-Square	Information
Minat Beli (Y)	0,291	Lemah

Source : Data Processed by Researchers (2023)

Table 6 shows that the R-Square (R²) value in the buying interest variable is 0.291 which means that the simultaneous purchase interest variable has an influence of 29.1% on the user interface variable and gender differentiation. However, the other 70.9% can be explained by other variables outside the study model. Therefore, it can be concluded that the R-Square (R²) value of the buying interest variable has a weak meaning.

Uji
Hypoplant

Table 7. Test the hypothesis

Relation ship betw een Vari ables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statist ics	P-Values	Knot
CALL - MB	0,276	0,290	0,058	4,746	0,000	H1 Influential
DG - MB	0,229	0,222	0,057	4,042	0,000	H2 Influential
Moderating Effect 1	-0,212	-0,209	0,062	3,407	0,001	H3 Influential

Source : Data Processed by Researchers (2023)

The results of hypothesis testing showed that the three hypotheses tested in this study had a positive and significant effect because they met the provisions of t-Statistics > 1.96 and p-values smaller than 0.05.

Moderation Effect Test

Table 8. Moderation Effect Test

Variable	Original Sample	T-Statisti cs	P-Values	Knot
Moderating Effect 1	-0,212	3,407	0,001	Accepted

Source : Data Processed by Researchers (2023)

Based on Table 8, it shows that the relationship path between moderating effect 1, namely gender differentiation, moderating the influence of user interface on buying interest, has a significant effect because it has a t-Statistics value of > 1.96, which is 3.407. The table above also shows that gender differentiation can weaken the influence of user interface on buying interest because it has a path coefficient value of -0.212.

DISCUSSION

The Effect of User Interface on Buying Interest

The user interface has a positive and significant effect on the variable of buying interest. This can be seen through the value of t-Statistics and p-values that have met the criteria in this study where the user interface on buying interest obtained a t-Statistics value of 4.746 and also a p-value of 0.000. These results

support H1 which is in line with research conducted by Endah et al. (2019b) and A'yuni and Chusumastuti (2021) where the user interface has a positive and significant effect on buying interest. This is because when the online marketplace platform has a user interface that is better known by the public than similar competitors, it will be able to influence consumer buying interest.

The Effect of Gender Differentiation on Buying Interest

Gender differentiation has a positive and significant effect on buying interest. This can be seen through the value of t-Statistics and p-values that have met the criteria in this study where gender differentiation on buying interest obtained a t-Statistics value of 4.042 and also p-values of 0.000. The results obtained support H2 which is in line with research conducted by Herdioko and Widya (2019) and Gotlieb et al. (2019) which obtained results that gender differentiation has a positive and significant effect on buying interest. This is because men tend to pay more attention to speed, efficiency and responsiveness of user interfaces in influencing their online buying interest, while women pay more attention to social aspects, aesthetic aspects and shopping experience to be able to grow their online buying interest.

The Effect of Gender Differentiation Moderation on User Interface Variables on Buying Interest

Gender differentiation can moderate user interface variables towards buying interest. This can be seen through the value of t-Statistics and p-values that have met the criteria in this study where gender differentiation on buying interest obtained a t-Statistics value of 3.407 and also p-values of 0.001. The results obtained support H3 which is in line with research conducted by Chandra & Dwivendi (2019) and Herdioko and Widya (2019) which obtained results that there is a moderating influence of gender differentiation on user interface variables on buying interest. This is because there are differences between men and women in online shopping which refers to differences in user interface preferences, where women tend to prefer a visually appealing and intuitive appearance, while men prefer a simple and functional appearance (Jeong & Park, 2019).

Research Implications

Based on the research that has been done, this research can provide insight and input for Shopee and other online marketplaces, or even Start-ups who are building similar businesses to be able to develop their business by knowing the factors that affect the perspective of men and women when shopping online. Especially in the visual display system as a liaison between the system and customers. So that Shopee and similar online marketplaces can implement user display strategies or user interfaces that are in accordance with the target market in order to increase consumer buying interest online. This research shows that there are differences between genders in addressing user interfaces on the online marketplace. This can provide input to Shopee or online

Similar marketplaces to be able to adjust the way of marketing to their target market is by providing gender choices when opening applications or websites. So that the user's appearance or user interface can match the gender they choose so that the information and display obtained by users can be maximized and in accordance with their online buying interests.

KNOTS AND SUGGESTIONS

Knot

Based on the results of this study, conclusions can be drawn as follows:

1. User interface has a significant effect on buying interest, which means that the appearance of the online marketplace that connects the system with users or users can influence people's buying interest to shop online.
2. Gender differentiation has a significant effect on buying interest, which means that perspectives between men and women can influence people's buying interest.
3. Gender differentiation is able to moderate between variables user interface against buying interest, which means that perspectives between men and women are able to influence or strengthen the relationship between user interface with people's buying interest.

Suggestions and Limitations

Based on the results of this study, there are suggestions that can be given to related parties, which are as follows:

1. For Shopee as an online marketplace owner to be able to pay more attention to the user interface of the Shopee platform, especially on differences in gender perspectives as users, in order to provide a display that matches the perspective of each gender.
2. For the next researcher, it must be even deeper to explore information related to what factors can affect user interface variables, gender differentiation, and buying interest. In addition, further researchers are also expected to accommodate more than one online marketplace in order to review more references related to online marketplaces other than Shopee so that the results of their research provide more extensive information.

Limitations

In conducting this study, there are still limitations experienced by researchers, which are as follows:

1. Researchers cannot distribute questionnaires face-to-face or directly with respondents due to time and distance constraints. This is because the majority of respondents are outside Surabaya, so there are difficulties in accessing respondents at universities other than those in the city of Surabaya. This problem allows for bias from respondents' answers.
2. This study only examines the influence of user interfaces, but does not examine user experience which actually cannot be separated from user interfaces because these two aspects are interrelated with each other, which we often call UI / UX.

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