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## From Interface to Intention: The Convergence of UI, UX, and Brand Awareness in Online Food Delivery



**Abstract:** - This research aims to determine the influence of user interface, user experience, and brand awareness on shopeefood purchase decisions with purchase intention as mediation. This study uses a quantitative approach. The population in this study are Shopee application users whose total cannot be estimated. The number of samples is 142. Data collection techniques are questionnaires and documentation. Data processing in this research uses smartPLS SEM (Partial Least Square - Structural Equation Modeling) software. The research results show that User Interface, User Experience, and Brand Awareness influence Shopeeefood Purchase Intention. User Interface and Brand Awareness influence Shopeeefood's Purchase Decision. User Experience has no influence on Shopeeefood's Purchase Decision. Purchase Intention influences Shopeeefood's Purchase Decision. There is no influence of the User Interface on Shopeeefood's Purchase Decision which is mediated by Purchase Intention. But Purchase Intention Mediates the influence of User Experience on Shopeeefood's Purchase Decision. Likewise, Purchase Intention mediates the influence of Brand Awareness on Shopeeefood's Purchase Decision.

**Keywords:** Brand Awareness, Purchase Decision, Purchase Intention, Shopeeefood, User Experience, User Interface.

### I. INTRODUCTION

The e-commerce market has experienced rapid growth over the past decade, as more and more customers move online. These shifts in the way consumers shop are driven by a variety of factors, some depending on the market or country, and others caused by changes around the world. [1] Innovations in the field of e-commerce have fundamentally changed the way humans interact with their surroundings, including shopping habits and ordering food.

Based on data released by Katadata from the three most popular food delivery services in Indonesia, Shopee Food had the lowest total transactions during its release. In 2022 Grabfood will reach 34.4 T, Gofood 31 T and Shopeeefood only 4.9 T. This is interesting considering that Shopee is a shopping application that dominates the Indonesian e-commerce market. This is evident from the higher number of visitors to Shopee compared to other e-commerce platforms, as can be seen from SimilarWeb data in May 2023. In that month, Shopee had 161 million visitors, while Tokopedia was accessed by 106 million people, and Lazada by 70 million. This data implies that although Shopee has very strong popularity in the e-commerce market, Shopee Food's popularity as part of the Shopee ecosystem does not seem to be able to outperform its competitors.

Even though it has solid infrastructure and support from Shopee and offers promotions most frequently, Gofood's popularity still provides a challenge for Shopee Food to dominate the market. So it can be concluded that even though it has a large user base, this is not enough to make consumers make purchasing *decisions*. The decision-making process is an action that involves analysis of the results in selecting an action among several alternatives [2].

*Shopeefood*'s still less popularity than its two main competitors cannot be separated from various factors. The factors that determine user comfort in using mobile applications are the user interface (UI) and user experience (UX). UI is the interaction between the user and the system that occurs through an intermediary called the user interface. Meanwhile, UX is the experience or perception that a person feels regarding the use of the product that the user feels after interacting with an application product. User experience (UX) regarding the design of an application or product influences the way the user receives the product. UX is also becoming increasingly important as users rank the experience of downloaded apps. [3] User comfort using the application because the UI and UX can trigger purchasing decisions.

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Brand awareness is a factor that makes someone make a purchasing decision [4]. Based on the latest survey, ShopeeFood is in second place as Top Of Mind for consumers (28%), and first is Go-Food at 76% and lastly Grab-Food at 22%. Even though it beats GrabFood, in terms of revenue Grabfood is still superior compared to it, there is also a significant difference with Go-Food reaching 76%.

UI, UX and *brand awareness* do not always directly influence purchasing decisions, purchase intention can mediate this variable relationship. Before actually making a purchase, consumers often go through a series of stages in the decision-making process. These stages include realizing a need, researching a product or service, considering alternatives, and ultimately making a purchasing decision. During these stages, *Purchase Intention* can act as an important indicator of actual purchase likelihood. Trust in relation to an online retailer, privacy, emotional state, and experience combine to predict shoppers' purchase intentions. [5]

Trust is an important concern in the setting of online shopping and social commerce platforms because of the primary function of peer-generated content.[6] Trust in internet retailers strengthens information search which further increases awareness of the platform and perceived social presence, while awareness and social presence optimize purchase intent. Psychological determinants of consumer engagement on social media, decision-making mechanisms behind price evaluation, types of perceived risk, and online repurchase behavior and intentions on social commerce platforms [7].

"Seeing the phenomenon described above, this research aims to determine the influence of user interface, user experience, and brand awareness on shopeefood purchase decisions with purchase intention as mediation."

## II. LITERATURE REVIEW

### A. *Purchase Decisions*

A purchase decision is a mental process experienced by consumers when they choose a particular product or service from various available options. [8]. The purchasing decision is a crucial stage in the purchasing process which involves evaluation, comparison, and finally making a decision to buy or not to buy [9].

### B. *Purchase Intention*

Purchase intention or purchase intention, is a critical phase in the consumer's journey towards actual purchasing decisions. This concept refers to the level of a person's desire or willingness to buy a product or service at a certain time in the future [9]. Consumer trust in brands and perceived product value also play an important role in forming purchase intention [10].

### C. *User Interface*

The User Interface (UI) will be the first thing the user encounters. UI can also be defined as the first impression a user encounters [11]. Individuals always so speculate that good design can trigger their Purchase Intention, to make Purchasing Intent depends on a good User Interface, which includes Visual Design, Micro-interaction, Layout Design and [11]

### D. *User Experience*

User Experience (UX) is an abbreviation of usability and other components related to the experience of using a product (Wawolumaja, 2021). In other words, if a website or app has a good product experience itself can stand out so that users will consider exploring rather than increasing purchase intent [12]

### E. *Brand Awareness*

Brand awareness is the level of understanding and knowledge that consumers have regarding a brand. This includes an understanding of brand identity, brand values, the products or services offered by the brand, as well as perceptions of brand quality and reputation[13]. Brand awareness is the level of awareness at which consumers recognize or remember a brand when they are given certain cues or triggers. For example, if someone is given a list of car brands and asked to select brands they are familiar with, they may be able to identify certain brands [14].

### F. *Hypothesis*

Based on several previous studies, it can be said that UI has a significant effect on consumer Purchase Intention [15]. A good, intuitive and attractive user interface can create a positive experience for consumers, increasing positive attitudes towards the product or service, and in turn, increasing desire or intent to purchase.

In a study that included an analysis of the factors that influence consumer behavior, findings showed that a UI that is user-friendly, easy to use, and provides added value can be a key factor that motivates consumers to make

purchases [16]. A positive association between UI quality and Purchase Intention may have been discovered through measuring positive attitudes, subjective norms, and perceived behavioral control toward the user interface.

*H1: User Interface influences consumer Purchase Intention*

Based on previous research in the literature, it was found that User Experience (UX) plays a significant role in shaping consumer Purchase Intention [17]. A positive user experience, involving elements such as comfort, efficiency, and enjoyment during interactions with a product or service, can increase positive attitudes toward a brand and increase a consumer's desire to make a purchase. Consumer perceptions of ease of use, attractive design, and fast response of a product or service can strengthen subjective norms and increase intentions to involve themselves in purchasing activities [18].

*H2: User Experience influences consumer Purchase Intention*

Based on research from previous literature, it was revealed that Brand Awareness has a significant influence on consumer Purchase Intention [19]. The level of consumer knowledge and awareness of a brand can influence positive attitudes towards a product or service, confirm subjective norms, and ultimately, increase consumer intentions to make a purchase.

The research results also show that consumers who have a high level of Brand Awareness tend to be more inclined to choose products or services from that brand when faced with purchasing choices. Brand Awareness can create consumer trust, familiarity and preference, which together contribute to the formation of a desire or intention to choose and purchase products or services related to the brand [20].

*H3: Brand Awareness influences consumer Purchase Intention*

Based on research conducted in previous literature, it was found that User Interface (UI) plays an important role in forming consumer Purchase Decisions. UI quality, which includes aspects of usability, aesthetics, and overall user experience, can have a significant impact on a consumer's decision to purchase a product or service [21]. Findings show that a good UI can increase consumers' perceptions of the reliability and credibility of a product or brand, which in turn can form a positive attitude towards purchasing [22].

*H5: User Experience influences consumers' Purchase Decisions*

Based on research in previous literature, there is a consensus that User Experience (UX) has a significant impact on consumer Purchase Decisions. A positive user experience, including aspects of usability, aesthetics, and overall interaction with a product or service, can contribute positively to a consumer's decision to make a purchase [23]. Satisfactory UX can improve consumers' perceptions of product or service quality, reduce uncertainty, and trigger positive feelings that drive purchasing decisions [24].

*H4: User Interface influences consumer Purchase Decisions*

Brand Awareness has a significant impact on consumers' Purchase Decisions [25]. The level of consumer knowledge and awareness of a brand can act as an important factor in forming preferences and purchasing decisions. Awareness of a brand can create consumer trust, familiarity and preference, which together contribute to the formation of a desire or intention to choose and purchase products or services related to that brand [26].

*H6: Brand Awareness influences consumer Purchase Decisions*

Based on research conducted in previous literature, it was found that Purchase Intention has a significant influence on consumer Purchase Decisions [27] [28]. The intention to purchase a product or service, as reflected in Purchase Intention, has a positive correlation with the actual act of purchasing.

*H7: Purchase Intention influences consumer Purchase Decisions*

Quality can positively influence consumer Purchase Intention, which in turn influences purchasing decisions [29]. Users who have this positive experience are likely to develop strong Purchase Intention towards the product or service [30].

*H8: User Interface influences consumer Purchase Decisions through Purchase Intention*

User Experience (UX) influences consumers' Purchase Decisions through a positive influence on Purchase Intention [31]. Adequate UX quality, which includes aspects of usability, aesthetics, and pleasant interactions with products or services, can make a significant contribution to the formation of strong Purchase Intention [32].

*H9: User Experience influences consumer Purchase Decisions through Purchase Intention*

Brand Awareness influences consumer Purchase Decisions through a positive influence on Purchase Intention. The level of consumer awareness and knowledge of a brand can form positive attitudes and intention to purchase, which in turn influences purchasing decisions [33] [33].

*H10: Brand Awareness influences consumer Purchase Decisions through Purchase Intention*

III. METHODS

A. Types of Research

The research method chosen for this study is a quantitative approach. This decision was based on the fact that research data is primarily in the form of numbers and data analysis utilizes statistical techniques.

B. Population and Sample

The population in this study consists of Shopee application users, the number of which cannot be predicted with certainty. Determination of sample size was carried out using the formula proposed by Hair et al., (2013), namely that the ideal sample size is in the range of 100-200 respondents, which can be adjusted to the number of indicators contained in the questionnaire with the assumption of 5-10 times the number of indicators. which exists. In this research, 20 indicators were used. Therefore, based on the hair formula calculation:

$$5 \times 20 \text{ to } 10 \times 20 \text{ samples}$$

$$5 \times 20 = 100 \text{ to } 10 \times 20 = 200 \text{ samples}$$

Based on the calculation above, the minimum sample limit is 100 to maximum 200 samples, then researchers can adjust to conditions research using the assumption of 7 times the number of indicators (7 x 20) or around 142 respondents who are felt to represent the population.

In this research, the sample size was determined using the Convenience Sampling (*Accidental Sampling*) approach. This type of sampling is sampling based on convenience or chance in finding population groups who are ready to become respondents (Siregar, 2014: 33). In this technique, researchers select respondents by chance who meet predetermined sample criteria.

Table 1. Research Instruments

Variable	No	Indicator	Source	Scale Variable	Scale Measurement
Purchase Decision (Y)	1.	In accordance Need	Thomson, 2013) in Yunita et al, (2019)	Intervals	Likert
	2.	Have Benefit			
	3.	Accuracy In Buy Product			
	4.	Purchase Repeated			
Purchase Intention (Z)	1.	Interest Transactional	Kotler in Abzari, et al (2014)	Intervals	Likert
	2.	Interest Referential			
	3.	Interest Preferential			
	4.	Interest Explorative			
Users interface (X1)	1.	Users Friendliness	Syarif, & Roro (2019)	Intervals	Likert
	2.	Simplicity			
	3.	Directional			
	4.	Continuity			
Users Experience (X2)	1.	Happiness	Rodden, Hutchinson and Xin Fu (2010) in (Dharmawan and Sitorus, 2019)	Intervals	Likert
	2.	Tasks Success			
	3.	Earnings			
	4.	Uptime			
Brand Awareness (X3)	1.	Recall	Keller (in Syahriah, et al 2021)	Intervals	Likert
	2.	Recognition			
	3.	Purchase			
	4.	Consumption			

C. Data Analysis

The research uses Structural Equation Modeling (PLS) analysis with the help of the Smart PLS application. PLS aims to analyze the relationship between the variables used. This analysis uses the help of smartPLS SEM software [34]

PLS testing consists of two models, namely the outer model and the inner model. The outer model stage aims to evaluate the validity of the instruments used to measure the construct under study. The validity of this instrument involves several important aspects such as reliability, convergent constructs and discriminant constructs. Meanwhile, in the inner model stage of Partial Least Squares (PLS) analysis, the main focus is on understanding the causal relationships between constructs that have been identified in the model through path coefficients which indicate the strength and direction of the relationship between these variables.

IV. RESEARCH RESULTS

The following are the results of this research consisting of 142 respondents:

**Table 2.** Respondent Profile.

Sample Characteristics	Categories	Frequency	Percentage of respondents
Gender	Woman	90	63.4%
	Man	52	36.6%
Age	12 Years – 27 Years	78	55%
	28 Years – 43 Years	52	36.6%
	44 Years – 59 Years	12	8.4%
	> 60 Years	-	-
Occupation	Student/Students	43	30.3%
	Employee	65	46%
	Housewife	8	5.6%
	Self-employed	19	13.4%
	Other	7	5%

Based on the table above, it shows that there are 90 (63.4%) women, 52 (36.6%) men, in terms of age the majority are 12-27 years old, 78 (55%), and 28-43 years old. as many as 52 (36.6%) were at least aged 44-59, namely 12 (8.4%). In terms of work, the most people work as employees, 63 (46%) and the least people work as others, 7 (5%).

**Table 3.** Measures of Constructs.

Construct	Description	Factor Loading	AVE	CR	C.A
<b>Purchase Decision</b>	1. I made a purchase on the Shopeefood application because it suited my needs	0.795	0.622	0.796	0.796
	2. I ordered food on the Shopeefood application because the Shopeefood application was able to provide the food I was looking for	0.762			
	3. I order food on the Shopeefood application because the food products offered are many and suit my needs	0.763			
	4. I reordered on the Shopeefood application, because the service and delivery quality were satisfactory	0.832			
<b>Purchase Intention</b>	1. I am interested in making purchases on the Shopeefood application because there are many choices of food and drink merchants available	0.795	0.608	0.784	0.784
	2. I got recommendations from other people to make purchases on the Shopeeood application	0.716			
	3. I prefer to make purchases on the Shopeefood application compared to other online food delivery to meet my needs	0.794			
	4. I always look for merchants who have high ratings	0.810			

Construct	Description	Factor Loading	AVE	CR	C.A
<b>User Interface</b>	1. I can understand the function of each icon and image in the Shopeefood application	0.812	0.630	0.802	0.803
	2. I can easily understand and use the menus available on the Shopeefood application	0.749			
	3. I find the design, size and colors of the Shopeefood application attractive	0.775			
	4. I didn't experience any difficulties the first time I used the Shopeefood application	0.836			
<b>User Experience</b>	1. I feel satisfied after using the Shopeefood application	0.828	0.635	0.809	0.807
	2. I will continue to use the Shopeefood application when using online food delivery	0.712			
	3. I feel that all the features in the Shopeefood application function well	0.804			
	4. I can access the Shopeefood application at any time	0.837			
<b>Brand Awareness</b>	1. I will mention the Shopeefood brand when asked to name the online food delivery brand	0.831	0.626	0.800	0.799
	2. I know Shopeefood as online food delivery	0.725			
	3. I make the Shopeefood application my main choice when I want to use online food delivery	0.781			
	4. I can recognize the Shopeefood brand	0.823			

Note:  
 AVE: Average Variance Extracted  
 CR: Composite Reliability  
 CA : Cronbach's Alpha

Based on the table above, each indicator in each variable shows a factor loading value of > 0.7, which means that each question item is declared valid. The AVE value for each item is > 0.5, which means that the results of data processing for all variables have good construct validity. Meanwhile, the Cronbach's Alpha and Composite Reliability values are >0.7 each. This means that all research constructs have become suitable measuring tools and have good reliability.

**Table 4.** Discriminant Validity for FORNELL-Larcker Procedure.

Constructs	X1_UI	X2_UX	X3_BA	Y_PD	Z_PI
X1_UI	0.994				
X2_UX	0.947	0.997			
X3_BA	0.941	0.941	0.991		
Y_PD	0.949	0.943	0.947	0.988	
Z_PI	0.952	0.940	0.934	0.951	0.979

Note. The off-diagonal values are the correlations between latent variables, and the diagonal is the square root of AVE. PD = Purchase Decision, PI = Purchase Intention, UI = User Interface, UX = User Experience, BA = Brand Awareness.

Based on the table above, it shows that the square root of each AVE construct must be more large compared to its correlation with other constructs. So it can be said to meet valid standards.

**Table 5.** Discriminant Validity for Heterotrait-Monotrait Ratio (HTMT) Procedure.

Constructs	X1_UI	X2_UX	X3_BA	Y_PD	Z_PI
X1_UI	<b>0.874</b>				
X2_UX	0.874	<b>0.772</b>			
X3_BA	0.873	0.772	<b>0.786</b>		
Y_PD	0.883	0.776	0.786	<b>0.701</b>	
Z_PI	0.797	0.780	0.780	0.701	<b>0.701</b>

Note. The value on the diagonal (bolded) is the square root of the AVE while the off diagonal is a correlation PD = Purchase Decision, PI = Purchase Intention, UI = User Interface, UX = User Experience, BA = Brand Awareness.

Based on the table above, it shows that the Heterotrait - Monotrait Ratio of Correlation (HTMT) value is <0.90, so the variable has good discriminant validity (Hair, Hult, Ringle, & Sarstedt, 2014).

**Table 6.** Assessment of the Structural Model.

<b>R2</b>	<b>Endogenous variables</b>	<b>R2</b>	<b>R2 Adjusted</b>
	- Purchase Decision	<b>0.939</b>	<b>0.937</b>
	- Purchase Intention	<b>0.925</b>	<b>0.923</b>
<b>Effect size (F2)</b>	<b>Exogenous variables</b>	<b>PI</b>	<b>PD</b>
	- User Interface	0.271	0.052
	- User Experience	0.073	0.037
	- Brand Awareness	0.061	0.114
<b>Collinearity (Inner VIF)</b>	<b>Exogenous variables</b>	<b>PI</b>	<b>PD</b>
	- User Interface	2,152	1,447
	- User Experience	2,298	1,191
	- Brand Awareness	1,054	1,723
<b>Predictive Relevance (Q-Square)</b>	<b>Endogenous variables</b>		
	- Purchase Decision		
	- Purchase Intention		

The high R2 value (0.939 for Purchase Decision and 0.925 for Purchase Intention) indicates that the regression model is able to explain most of the variation in purchasing decisions and purchase intentions. Adjusted R2 is an adjusted version of R2 that takes into account the number of independent variables in the model and size sample. An Adjusted R2 value that is almost the same as R2 indicates that the model has a good fit. F2 is an effect size that shows how much influence the independent variable has on the dependent variable. A larger F2 value indicates a greater effect of the independent variable on the dependent variable.

VIF (Variance Inflation Factor) is used to measure the level of multicollinearity between independent variables. VIF values above 10 indicate significant multicollinearity. The results show that all independent variables (User Interface, User Experience, and Brand Awareness) have a VIF below 10, which indicates the absence of significant multicollinearity

**Table 7.** Path Coefficient (Direct Effect) and (Indirect Effect) Results.

Hypotheses	Beta/OS	LL	UL	Q	P	Decision
<b>H 1: UI →PI</b>	0.497	0.332	0.650	6,076	0,000	Supported
<b>H 2 : UX →PI</b>	0.259	0.075	0.432	2,849	0.004	Supported
<b>H 3: BA →PI</b>	0.224	0.015	0.398	2,285	0.022	Supported
<b>H 4: UI →PD</b>	0.221	0.051	0.393	2,516	0.012	Supported
<b>H 5: UX →PD</b>	0.172	- 0.026	0.339	1,851	0.064	Rejected
<b>H 6: BA →PD</b>	0.286	0.139	0.414	4,040	0,000	Supported
<b>H 7: PI →PD</b>	0.311	0.105	0.506	2,999	0.003	Supported

Hypotheses	Beta/OS	LL	UL	Q	P	Decision
H 8: UI →PI →PD	0.154	0.047	0.276	2,642	0.118	Supported
H 9: UX →PI →PD	0.080	0.019	0.142	2,519	0.008	Supported
H 10: BA →PI →PD	0.070	0.004	0.173	1,563	0.012	Supported

Note. OS = original sample; LL = lower limit; UL = upper limit; significant; \*p<.05  
 Note. PD = Purchase Decision, PI = Purchase Intention, UI = User Interface, UX = User Experience, BA = Brand Awareness.

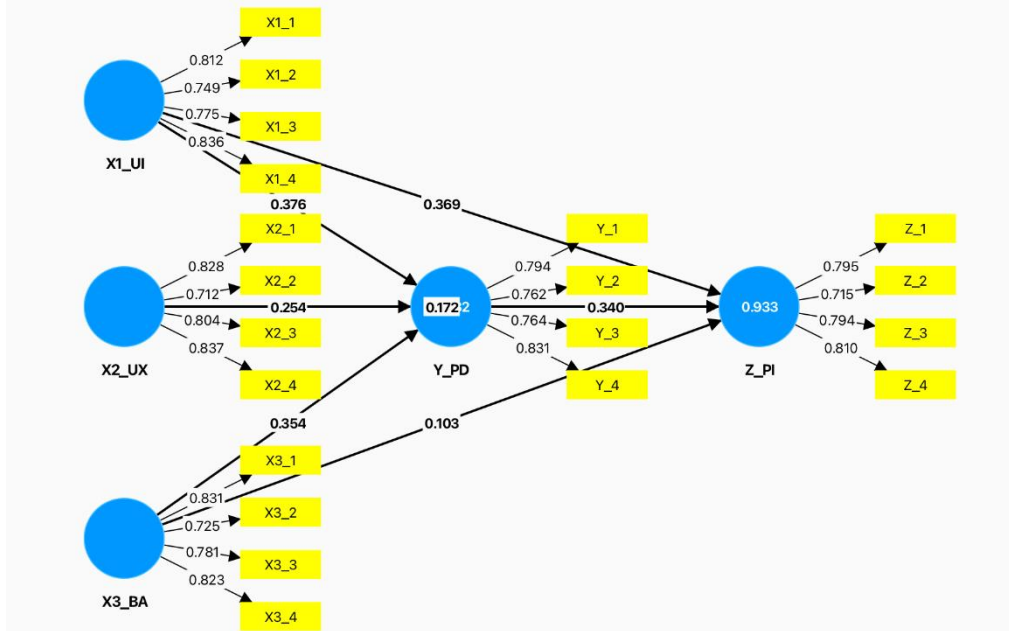


Figure 1. Measurement model with outer loadings and AVE values from PLS-Algorithm.

Note : that is, \*p<.1. \*\*p<.05. \*\*\*p<.01.

Based on the table above, it shows that User Interface, User Experience, and Brand Awareness have an influence on Shopeefood Purchase Intention, where each has a P value (0.000, 0.004, 0.022) <0.05. Furthermore, User Interface and Brand Awareness have an influence on Shopeefood's Purchase Decision, where each has a P value (0.012, 0.000) <0.05. Meanwhile, User Experience has no influence on Shopeefood's Purchase Decision where the P value is 0.064>0.05. Purchase Intention influences Shopeefood's Purchase Decision (P value 0.003<0.05). There is no influence of the User Interface on Shopeefood's Purchase Decision which is mediated by Purchase Intention (P value 0.118>0.05). However, Purchase Intention mediates the influence of User Experience on Shopeefood Purchase Decision (P value 0.008<0.05). Likewise, Purchase Intention mediates the influence of Brand Awareness on Shopeefood's Purchase Decision (P Value 0.012 < 0.05).

## V. DISCUSSION

### 1. The Influence of User Interface on Shopeefood Purchase Intention

Based on the research results, it shows that the User Interface has an influence on Shopeefood Purchase Intention. This is because the mobile shopping application interface is an information system that represents the store to online customers. This interface acts as a stimulus for customers to find their target information quickly and facilitates decision making. Therefore, the interface quality of a mobile shopping app is an important factor influencing customer response. Previous research on shopping sites found that interface quality plays an important role in driving customers' intention to purchase [35]

This finding is in line with research by Saputra (2023) that UI has a significant effect on consumer Purchase Intention [15]. A UI that is user friendly, easy to use, and provides added value can be a key factor that motivates consumers to make purchases [16].

### 2. The Influence of User Experience on Shopeefood Purchase Intention

Based on the research results, it shows that User Experience has an influence on Shopeefood Purchase Intention. This is because the quality of the user experience directly influences consumers' perceptions of the platform and the products offered. The UX concept includes comfort, efficiency, and enjoyment during interaction with a product or service, can increase positive attitudes towards the brand and increase desirability [18].



A satisfactory user experience has a significant impact on purchasing decisions. According to research findings conducted by Maghfira (2018), only the desirability factor of user experience has a positive and significant influence on the intention to make a repeat purchase. [36]. This finding is in line with research. Based on previous research in the literature, it was found that User Experience (UX) plays a significant role in shaping consumer Purchase Intention [17]. Consumer perceptions of ease of use, attractive design, and fast response of a product or service can strengthen subjective norms and increase intentions to involve themselves in purchasing activities [18].

### 3. *The Influence of Brand Awareness on Shopeefood Purchase Intention*

Based on the research results, it shows that Brand Awareness has an influence on Shopeefood Purchase Intention. When consumers are more aware of a brand, they will be more confident and able to become loyal to that brand, whereas brands with a low level of awareness may have more difficulty penetrating the market. Brand recognition is seen as an antecedent to brand loyalty [37].

This finding is in line with previous research that Brand Awareness has a significant influence on consumer Purchase Intention [19], [20], [36]. The level of consumer knowledge and awareness of a brand can influence positive attitudes towards a product or service, confirm subjective norms, and ultimately, increase consumer intentions to make a purchase.

### 4. *The Influence of User Interface on Shopeefood Purchase Decisions*

The research results show the User Interface for Shopeefood's Purchase Decision. This is because the user interface is the first point where users interact with a company or brand through their website. When a user visits a website, the UI becomes a visual and interactive representation of the brand or service being offered.

This finding is in line with previous research which found UI quality had a significant impact on consumers' decisions to purchase a product or service [21], [22], [37].

### 5. *The Influence of User Experience on Shopeefood Purchase Decisions*

User Experience has no influence on Shopeefood's Purchase Decision. This is because some users may pay more attention to factors such as price, promotions, or menu availability rather than user experience when deciding to make a purchase on Shopeefood. While UX can influence purchase intent, these other factors can also be important considerations for consumers. Shopeefood consumers often consider the restaurants available on Shopeefood more often than the application itself.

This finding is not inconsistent with previous research which found positive user experiences contributed positively to consumer decisions [23]. This difference is due to the different objects studied.

### 6. *The Influence of Brand Awareness on Shopeefood Purchase Decisions*

The research results show that Brand Awareness influences Shopeefood's Purchase Decision. This is because consumers know and trust the brand, they tend to feel more comfortable and confident in making purchases. Brand awareness allows consumers to have confidence that the products or services offered by the brand are of consistent and reliable quality

Based on research conducted in previous literature, it was found that Purchase Intention has a significant influence on consumer Purchase Decisions [27] [28], [38].

### 7. *The Influence of Purchase Intention on Shopeefood Purchase Decision*

Purchase Intention influences Shopeefood's Purchase Decision. Purchase intention is a strong indicator of actual purchasing behavior. When consumers have a strong intention to buy something, they tend to take steps to realize that intention, including making purchases on Shopeefood.

This finding is in line with previous research that UI quality can positively influence consumer Purchase Intention, which in turn influences purchasing decisions [29]. Users who have this positive experience are likely to develop strong Purchase Intention towards the product or service [30].

### 8. *The Influence of User Interface on Shopeefood's Purchase Decision mediated by Purchase Intention.*

The research results show that there is no influence of the User Interface on Shopeefood's Purchase Decision which is mediated by Purchase Intention. This is because in the context of shopee food services, it has a direct influence on purchase decisions, so that without purchase intention, it does not influence consumer decisions, in the sense that whether or not there is a purchase intention, does not influence consumers to order food at shopee food services.

So this finding is different from previous research which found that UI quality can positively influence consumer Purchase Intention, which in turn influences purchasing decisions [29]. Users who have this positive experience are

likely to develop strong Purchase Intention towards the product or service [30]. This difference is due to the different research contexts. However, this finding is slightly relevant to the findings of Bakhtiar (2023), which shows that purchasing interest is unable to act as a mediator between the influence of beauty vloggers, product variety, halal labels, and brand awareness on purchasing decisions [39].

#### 9. *The Influence of Purchase Intention Mediates User Experience on Shopeefood's Purchase Decision*

The research results show that Purchase Intention Mediates the influence of User Experience on Shopeefood's Purchase Decision. This is because the positive experience that consumers get at Shopeefood, creates a desire to make repeat purchases and is realized in a purchasing decision.

This finding is in line with previous research that User Experience (UX) influences consumers' Purchase Decisions through a positive influence on Purchase Intention [31]. Adequate UX quality, which includes aspects of usability, aesthetics, and pleasant interactions with products or services, can make a significant contribution to the formation of strong Purchase Intention [32]

#### 10. *The Influence of Purchase Intention Mediates Brand Awareness on Shopeefood's Purchase Decision*

The research results show that Purchase Intention mediates the influence of Brand Awareness on Shopeefood's Purchase Decision. This is because brand awareness can build a positive perception of the brand in the minds of consumers. When consumers have a strong awareness of a brand ( *brand awareness* ), they tend to form an intention ( *purchase intention* ) to buy products or services from that brand. This can be due to positive associations formed with the brand, such as quality, reliability, or a desirable brand image.

This finding is in line with previous research that Brand Awareness influences consumers' Purchase Decisions through a positive influence on Purchase Intention. The level of consumer awareness and knowledge of a brand can form positive attitudes and intention to purchase, which in turn influences purchasing decisions [33] [33]

## VI. CONCLUSION

Based on the results and discussion it can be concluded:

1. User Interface influences Shopeefood Purchase Intention
2. User Experience influences Shopeefood Purchase Intention
3. Brand Awareness influences Shopeefood Purchase Intention
4. The User Interface has an influence on Shopeefood's Purchase Decision
5. User Experience has no influence on Shopeefood's Purchase Decision
6. Brand Awareness influences Shopeefood's Purchase Decision
7. Purchase Intention influences Shopeefood's Purchase Decision
8. There is no influence of the User Interface on Shopeefood's Purchase Decision which is mediated by Purchase Intention.
9. Purchase Intention Mediates the influence of User Experience on Shopeefood's Purchase Decision
10. Purchase Intention Mediates the influence of Brand Awareness on Shopeefood's Purchase Decision

## VII. SUGGESTIONS

1. Future researchers can explore more deeply these variables and how the interactions between them influence consumer purchase intentions.
2. Shopee management can develop an intuitive and attractive user interface to enhance the user's shopping experience. Design views that are easy to navigate and responsive across devices.

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