The Moslem Community's Perceptions in Using ShopeePay: Fintech as a Mediator for Purchasing MSME's Products

Asep Maulana Rohimat
UIN Raden Mas Said Surakarta, Surakarta, Indonesia
asepmaulanarohimat@iain-surakarta.ac.id

Helti Nur Aisyiah
UIN Raden Mas Said Surakarta, Surakarta, Indonesia
aisyah76@gmail.com

Septi Kurnia Prastiwi
UIN Raden Mas Said Surakarta, Surakarta, Indonesia
septikurnia.prastiwi@iain-surakata.ac.id

Abstract

The economic activity carried out by the Moslem community is an interesting thing. Moreover, it is carried out in Indonesia, which is predominantly inhabited by the Moslem population. With these conditions, the Moslem community is considered as one of the most potential market layers, especially in the development of the online MSME business. Moreover, it is supported by growing financial technology (fintech). The purpose of this study was to determine the effect of perceived benefits on purchasing MSME products online with fintech as a mediating variable. This study uses a quantitative approach with the Moslem community in Central Java and Yogyakarta as the object of research. The quantitative approach is used to determine the effect between variables with the help of the SPSS program. The results of this study indicate that the fintech variable has a significant effect on fintech and online purchases, fintech has a significant effect on online purchases, and fintech can mediate the relationship between fintech and online purchases.

Keywords: The Moslem community, perceived usefulness, financial technology, online purchasing

Introduction

The Covid-19 pandemic, which has lasted almost two years, has changed the pattern of human life, including in carrying out economic activities (Supriadi, Mauluddin, and Imam, 2020). Economic activities are now as easy as opening the palm. This is because these activities can be done simply by moving your finger over the smartphone screen. In smartphones, various applications can be used. One of them is what is often referred to as financial technology (fintech), namely applications related to financial transactions. With the existence of fintech in smartphones, financial transactions become easier and faster. Users can use this fintech to shop for necessities, buy credit, pay bills, even to give charity through trusted institutions such as during this Covid-19 period(Rohimat, 2020).

Fintech is experiencing rapid development in offering products and services (Gomber et al., 2017). Micro, Small and Medium Enterprises (MSMEs) are one of the potential finttech users. Data from the Ministry of Cooperatives and SMEs, in 2021

recorded 12 million MSME players have used fintech, namely to fulfill MSME capital through services provided by fintech(Rahardyan, 2021). According to Candraningrat et al., (2021), financial technology has a positive and significant influence on capital development. For MSMEs, it is easy to get capital with an online process without collateral. As for fintech managers, they get alternative investments.

Fintech users in Indonesia are the majority of the Moslem community who find it easier to shop online. Especially the use of sharia fintech which has the potential to be used by the Muslim community(Hiyanti et al., 2020). Now, people can quickly do shopping activities. Again, just armed with a smartphone, everyone can go to various online stores and compare the prices and quality of the goods they want to buy. One of the online stores that can be easily found is Shopee, which is a marketplace that supports MSMEs to go digital(Prastiwi & Rohimat, 2020).

To expedite the transaction process, Shopee provides a fintech feature called ShopeePay. Shopee users use ShopeePay to increase their balance, pay for online transactions on the Shopee platform, pay for offline transactions at ShopeePay merchants, transfer ShopeePay balances to friends, and withdraw funds from ShopeePay ((Alpa, 2021)Indonesian Fintech Association, 2020). Easily when making transactions on the Shopee platform, prospective buyers place or add a certain amount of funds (top-up) into their Shopeepay. Once filled, the purchased item will be paid for using the money that has been entered into Shopeepay. However, not all buyers can pay immediately. Shopee also provides payment allowances for buyers who have not been able to pay by utilizing the Shopee Pay Later (SPayLater) feature.

SPayLater is a buy now pay later payment method provided by Shopee. With SPayLater, buyers can make purchases in advance and pay them in the following month or by installment method for several months. Thus, prospective buyers at Shopee will choose to use the Shopeepay fintech or SPayLater using the consideration of the availability of funds. If the funds are ready, then immediately send the funds that are already in Shopeepay. On the other hand, if the funds are not ready, the buyer can choose the SPayLater feature in ShopeePay(Alpa, 2021).

The existence of Shopeepay indirectly provides convenience for Shopee users both from sellers and buyers. First, it feels practical because when making a transaction there is no need to transfer money to the seller's account which incidentally takes a long time. Second, it is economical because it does not require bank administration fees if it is done using interbank transfers. However, some Moslem communities still question this convenience from the legal perspective of Islamic economic principles.

Generally one of the factors that can influence purchases is motivation based on a sense of comfort (Dewantara, 2015). The sense of comfort that is felt is in the form of positive beliefs to use information technology which is considered to be beneficial. This condition is called perceived usefulness. According to Aparicio et al (2021), perceived usefulness is the belief that a person has that using a certain system will facilitate the buying process as well as a determinant of intention to use an e-commerce platform. Perceived usefulness can significantly influence the decision to

shop online (Iriani & Andjarwati, 2020). Moslehpour et al (2018), Ventre & Kolbe, (2020), and Yusuf & Sunarsi, (2020) also say the same thing, namely perceived usefulness affects online purchases.

Perceived usefulness will not be separated from the factors that make these conditions, a sense of comfort. One of the factors is the existence of fintech. At Shopee there is a fintech feature to facilitate buying and selling transactions called ShopeePay. The results of the previously mentioned research stating that perceived usefulness can affect online purchases. This statement will raise the question of whether fintech can be a mediating variable between the two.

To the general public, fintech is a gift because it can provide convenience for economic actors. However, not for society in particular, namely the Moslem community. For the Moslem community, some immediately want to use it, some are first considering the laws of using fintech. Although fintech - in this case, ShopeePay - has obtained permission from Bank Indonesia and is supervised by the Financial Services Authority (OJK), there are still those who are hesitant to use it because it is halal to use in an Islamic context. With this phenomenon, the researcher will also analyze fintech from an Islamic perspective(Arif Pujiyono et al., 2018).

Financial technology is starting to be widely used referring to the increasing technology platforms and ecosystems that make financial services and products more accessible, efficient, and affordable (Amuna et al., 2019). The higher the use of fintech transactions will increase the competitiveness of the small and medium clothing industry in Denpasar City(Sudiatmika & Purwanti, 2020). Fintech payment facilities through Shopee pay in the Shopee marketplace are expected to increase the purchase of MSME products and services on the Shopee marketplace, because 97% of sellers in the shopee marketplace are MSMEs(Sukarno, 2021). In addition, Shopee is an e-commerce platform that contributes the largest turnover to help MSMEs survive during the COVID-19 pandemic (Yolanda, 2018).

There is an influence of financial literacy, financial technology, and digital promotion on online purchasing decisions during the covid-19 pandemic. The fintech feature can support online purchases more easily and quickly compared to having to leave the house which can take time and costs and the risk of contracting the covid-19 (Hardini & Bahtiar, 2020).

Perceived usefulness reflects the usefulness of information systems to improve performance and user confidence that using the system will reduce effort, easing the use process(Moslehpour et al., 2018). Perceived usefulness has a significant positive effect on attitudes towards the use of fintech(Chuang et al., 2016). However, the research results are contradictory, perceived usefulness has no significant effect on purchasing decisions(F. Gunawan et al., 2019). The presence of e-wallet in various industrial sectors is a breakthrough in financial technology innovation that allows people to transact, buy and sell goods and services more easily, fintech technology provides a more transparent appearance on electronic payment systems (Gora, 2020).

Fintech companies should focus on improving their services to comply with Islamic Sharia principles rather than using the social environment to attract Moslem consumers to use fintech services (Marzuki & Nurdin, 2020). If Moslem consumers feel that the application is easy to use, it does not take long to learn how to use it so that they feel the benefits of the marketplace and the use of fintech features on the application, so that it is suspected that they can support online shopping on the marketplace.

Based on the description above, the author will examine the role of Perceived usefulness, with fintech mediation on the purchase of MSMEs products at Shopee with the object of research being Moslem communities in Central Java and the Special Region of Yogyakarta. The choice of location is because Central Java and the Special Region of Yogyakarta are ranked 2nd and 3rd nationally according to the OJK in the development of using fintech borrower accounts(Stefanny & Tiara, 2021).

REVIEW OF LITERATURE

Perceived Usefulness

Perceived usefulness is a consumer's belief about the level of benefits of using fintech services. Perceived usefulness is a condition in which potential users perceive the new technology as beneficial for performance and can benefit in the future (Grover et al., 2019)(Chuang et al., 2016). Perceived usefulness reflects the usefulness of information systems to improve performance and user confidence that using the system will reduce effort, easing the process of using it(Grover et al., 2019).

Perceived usefulness has a positive influence on the attitude of using fintech if the fintech service provides efficient, easy, and fast services (Chuang et al., 2016). The same thing was also conveyed by Shiau et al., (2020) and Breidbach et al., (2019). From the three research results, it is possible that if buyers feel the benefits of using an application, they will be encouraged to use it. Thus, the hypothesis is.

H1: Perceived Usefulness has a significant effect on the use of ShopeePay fintech.

The increasing use of fintech, especially during the pandemic, is the role of the social environment in directing the intention to use it sustainably (Grover & Kar, 2018). This is because the public already understands the benefits of fintech, whose process is more efficient and effective compared to other financial services(Rahma, 2018). Perceived usefulness and perceived ease of use affect individual attitudes towards technology use, but the results of the study found that perceived usefulness had no significant effect on purchasing decisions (F. Gunawan et al., 2019). Perceived usefulness has a positive and significant effect on online shopping decisions during the covid 19 pandemic, where respondents feel the many benefits of online shopping, are comfortable shopping without leaving the house (Iriani & Andjarwati, 2020). Thus, the hypothesis found is:

H3: Perceived Usefulness has a significant effect on online purchases.

Financial Technology

Financial technology or often referred to as financial technology (fintech) is an innovation that combines modern technology and financial features of innovation in the financial sector (Pribadiono, 2016). This is in line with the statement of Hsueh and Kuo (2017) who say that fintech is a new financial service model developed through information technology innovation.

Fintech is a company in the economic industry that uses technology to make financial services more efficient (Chuang et al., 2016). Fintech is increasingly being intensified by banking companies and independent startups to produce innovative electronic financial products and online digital transaction systems so that they can be adapted by the community and adopted by users, especially for those who frequently transact online(Gora, 2020).

Fintech is defined as technology-based products and services to improve the quality of traditional financial services and to provide new financial solutions that are faster, cheaper, easier, and more accessible (Amuna et al., 2019). emerging information technologies such as big data, the internet of things, cloud computing to expand the area of financial services(Hu et al., 2019).

Nurrohyani and Sihaloho (2020) say that fintech affects spending (online shopping on the marketplace in question). Adaptation to the use of fintech e-wallet has a strong influence on changes in sales and patterns of purchase transactions using fintech e-wallet (Gora, 2020). The results of the study prove that there is an influence between financial technology variables on online purchasing decisions(Susanti et al., 2020).

Fintech facilities as a payment transaction support service on the marketplace will affect online purchases on the marketplace so that it will support the purchase of MSME products that are widely sold on the marketplace. The mediating role was confirmed between fintech self-efficacy and perceived usefulness (Shiau et al., 2020). Promo offers, attractive features and convenience, and ease of use of e-wallet make e-wallet users quite effective in the process of making purchasing decisions among students(Nadhilah et al., 2021). If consumers feel the benefits and convenience of the marketplace application and the existence of fintech features that will make it easier for consumers to shop and transact, it is hoped that it can increase online shopping on the marketplace.

Thus, the hypothesis that can be formulated is:

H2: Fintech has a significant effect on online purchases of MSME products at Shopee

H4: Fintech can mediate the effect of perceived usefulness on online purchases of MSMEs products at Shopee

Online Purchase

According to Kotler, (2008) through experience and learning, people gain beliefs and attitudes. Furthermore, beliefs and attitudes influence buying behavior.

Beliefs are descriptive thoughts that a person holds about something as important as attitudes, i.e. a long-term evaluation of a person's likes or dislikes, emotional feelings, and tendencies towards some object or idea. In the evaluation stage, consumers form preferences between brands in a choice set. Consumers may also form an intention to buy the most preferred brand. Purchase intention is a prediction of consumer behavior, purchase intention can have an effect on consumer buying behavior in the future, so that purchase intention can be considered a predictor of future buying behavior (Omar et al., 2012). Behavioral intention can be defined as the subjective possibility of an individual being involved with the behavior.

According to Wang(2020) online shopping is the activity of purchasing products (either goods or services) through the internet. Online shopping activities include Business to Business (B2B) and Business to Consumers (B2C) activities. Online shopping is associated with B2C because the intended buying activities are buying activities used by consumers themselves, not resale. Online shopping activities here are retail transactions with individual purchases, so online shopping is a buying decision made by individuals online. One of the benefits of online shopping is that prospective buyers can see in advance (the products) they will buy through the web offered by the seller, this activity is often called searching(Widiyanto & Prasilowati, 2015).

Figure 1. Research Model
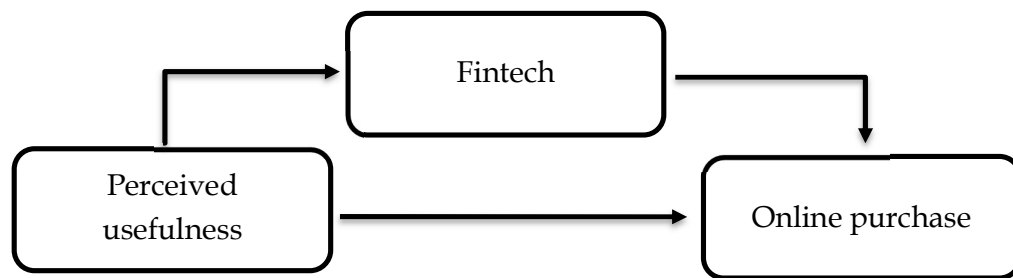
Research Method

This study uses an approach with the ex post facto method. Expost facto research is research that aims to find the causes that allow changes in behavior, symptoms or phenomena caused by an event, behavior or things that cause changes in the independent variables which as a whole have occurred. Ex post facto research methodologically is an experimental research that also tests hypotheses but does not provide certain treatments for some reason it is unethical to provide treatment or provide manipulation(Widarto, 2013)

The design used is descriptive and regression with mediating variables analyzed using the path model. The population in this study is the Moslem community in Central Java and Yogyakarta who have shopped online at Shopee and transacted using ShopeePay. According to Gunawan(2016), the population is a combination of all elements in the form of events, things, or people who have similar characteristics that become the center of attention of a researcher because it is seen as a research universe. The sample in this study was taken as many as 141 respondents. Initially, the questionnaires were distributed to 160 respondents. However, after checking,

there were only 141 respondents who were eligible to be processed. The appropriate questionnaires were filled out by respondents who have used fintech at Shopee.

Sources of data used from primary and secondary data. Sampling in this study using a purposive technique, namely judgment sampling. In judgment sampling, the sample is selected using certain considerations that are tailored to the research objectives or research problems developed (Ferdinand, 2014: 179). The criteria that can be used as research are consumers who have shopped online on the shopee marketplace and used shopee pay fintech in payments. The scale used in this study is a Likert scale with a scale range of 1 to 5 ranging from strongly disagree to strongly agree.

The second analysis uses a qualitative approach. In this approach, the researcher uses a descriptive-analytical method, which is to analyze the data obtained from the results of a survey of documents, books, or phenomena that occur in the community, related to the perception of the Moslem community towards the use of ShopeePay, namely whether this fintech is judged to be allowed to be used. as a mediator between perceived usefulness and the purchase of MSME products.

Description of Respondent Data

Respondents in this study were consumers who had shopped online at the shopee marketplace and made payment transactions using fintech Shopeepay in the Solo Raya and DIY and got 141 respondent data.

Table 1. Respondets Description

Age	< 20 years	70	49%
	21- 30 years	56	39%
	31- 40 years	15	11%
		141	100%
Frequency of shopping during the pandemic			
	< 6nd	51	36%
	7nd-12nd	32	23%
	> 12nd	58	42%
		141	100%
During the pandemic, there is an increase in online shopping through the marketplace			
	Yes	96	68%
	No	45	32%
		141	100%

Most of the respondents in this study were under the age of 20 years, which was 49% and some of the respondents, namely 68%, stated that during the covid-19 pandemic there was an increase in online shopping through the marketplace, with

the frequency level of online shopping during the pandemic more than 12 times, which was 42%. respondents.

Results

Reliability Test

The questionnaire instrument is declared valid if if rcount > rtable and if rcount < rtable, the statement item is said to be invalid. The technique used for reliability testing is Cronbach's Alpha technique. According to Ghozali(2018) that Cronbach's Alpha value between 0.41 - 0.60 is said. quite reliable, Cronbach's Alpha values between 0.61 - 0.80 are categorized as reliable, and Cronbach's Alpha values between 0.81 - 1.00 are said to be very reliable. The research variable has a Cronbach Alpha value > 0.70, so it can be concluded that all question indicators are reliable. (Enrollment in local colleges, 2005)

Table 2. The Result of Reliability Test

Variable	Perceived usefulness	Fintech	Online Purchase
Cronbach Alpha	.890	.841	.878

Data processed 2021

Validity test

The results of factor rotation using the varimax method show that the indicators of perceived usefulness, fintech, and online purchases all have a factor loading above 0.5 and are grouped into one on each factor so that all indicators are valid.

Table 3. Data Loading Factors and Average Respondents' Answers

Variable	Question Items	Factor loading	Mean
Perceived Usefulness (Xia et al., 2018)	I get the product I need through this app marketplace	0,786	4,5
	Overall useful app	0,806	4,5
	Easy to learn to use this app	0,731	4,5
	Easy and flexible application to use	0,616	4,5
Financial technology (Susanti et al., 2020)	Marketplace provides various financial technology services for cash payments, both through shopee pay and online credit facilities	0,632	4,6
	The shopee pay feature makes it easier to shop online	0,889	4,4
	The financial technology feature makes purchases easier and faster	0,886	4,5

		Payment transactions using fintech shoppe may have many benefits	0,865	4,4
		Transactions using fintech are of better quality than traditional transactions (COD payments, bank transfers)	0,590	4,2
Purchase Decision (Kotler)		I am interested in buying products on this marketplace	0,613	4,3
		I'm looking for product information that this shop/seller sells	0,723	4,3
		I did an evaluation and shopping through this marketplace was the best choice	0,856	4,1
		I bought a product that this seller/store sells	0,608	4,3
		I have a good shopping experience through this app/marketplace	0,581	4,2

Hypothesis Testing

Model Accuracy Test

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable is. a value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2016)

Table 4. Coefficient Of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.739a	.545	.539	2.010
a. Predictors: (Constant), FIN, PU				

In the table, the R Square value is 0.545, which means that 54% of perceived usefulness and fintech variables affect inline purchases and 46% are influenced by other variables outside this research model.

Based on the table of ANOVA or F Test results, it is found that the calculated F is 83,409 with a probability of 0.000, because the probability is much smaller than 0.05, then the model is fit where the Perceived usefulness and fintech variables jointly affect Online Purchase Decisions.

Table 5. The Result of ANOVA Test

ANOVA Test

ANOVA					
Model	Sum of	df	Mean Square	F	Sig.

		Squares				
1	Regression	673.804	2	336.902	83.409	.000b
	Residual	561.443	139	4.039		
	Total	1235.246	141			

a. Dependent Variable: P

b. Predictors: (Constant), FIN, PU

T Test

To find out whether a variable partially has a significant effect or not, the t statistical test is used. The t statistical test shows how far the influence of one independent variable is individually in explaining the variable (Ghozali, 2016). To find out whether a variable partially has a significant effect or not, the t statistical test is used. By using a significance probability number, the research decision-making criteria are as follows if the significance probability > 0.05, then Ho is accepted and Ha is rejected.

Table 6. Multiple Linear Regression Test Results 1

		Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.710	1.669		4.621	.000		
	PU	.807	.092	.597	8.807	.000	1.000	1.000

a. Dependent Variable: FIN

Based on the table, the calculated T value of the Perceived usefulness variable is 8.807 and the T table value for N = 141 with an error rate of 5% is 1.98. The figure shows T count < T table and the value of Sig 0.000 is less than 0.05. Ho is rejected at the 95% confidence level, meaning that there is a significant influence between perceived usefulness on Financial Technology.

Based on the table, the calculated T value for the perceived usefulness variable is 7.554 and the T table value for N = 141 with an error rate of 5% is 1.98. The figure shows Tcount > Ttable and the value of Sig 0.000 is less than 0.05. Ho is rejected at the 95% confidence level, meaning that there is a significant influence between perceived usefulness on online purchases. Based on the table, the calculated T value for the fintech variable is 3,894 and the T table value for N = 141 with an error rate of 5% is 1.98. The figure shows T count > T table and the value of Sig 0.000 is less than 0.05. Ho is rejected at a 95% confidence level, meaning that there is a significant influence between Fintech on online purchases.

Table 7. Multiple Linear Regression Test Results 1

| Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.468	1.483		1.664	.098		
PU	.715	.095	.538	7.554	.000	.644	1.554
FIN	.273	.070	.278	3.894	.000	.644	1.554
a. Dependent Variable: P							

Sobel Test

The Sobel test is used to test whether the effect of the intervening variable generated on the path analysis is significant or not. The Sobel test requires the assumption of sample size and the value of the mediation coefficient is normally distributed (Ghozali, 2016: 255).

To test Hypothesis 4, whether the fintech variable significantly mediates the relationship between perceived usefulness and online purchase, it is tested with the Sobel test. The SPSS output results provide a standardized beta value of Perceived usefulness of 0.538 and a significance of 0.00

The unstandardized beta coefficient value of 0.715 is the path value or p2 path. Unstandardized beta value of perceived usefulness variable 0.807 is the path value of path p1 and the value of unstandardized beta fintech to online purchase decision 0.273 is path value of path p3.

Figure 2. Research Results Model
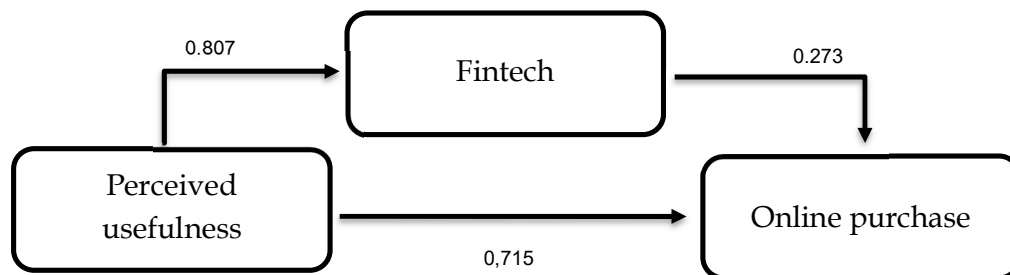
The results of the path analysis show that perceived usefulness can have a direct effect on online purchases of 0.715, but can have an indirect effect on online purchases, namely fintech mediation. The magnitude of the indirect effect must be calculated by multiplying the indirect coefficient, namely; 0.807x 0.273= 0.220. The

effect of mediation shown by the multiplication of the coefficients p2 and p3 of 0.220 is significant or not tested with the Sobel test, as follows:

$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$

$Sp2p3 = \sqrt{(0.273)^2(0.092)^2 + (0.807)^2(0.070)^2 + (0.092)^2(0.070)^2}$

$t = p2p3 = 3{,}56$

  $sp2p3$

     The value of t count = 3.56 is greater than t table with a significance level of 0.05, which is 1.66, so it can be concluded that the mediation coefficient is 0.000 significant, which means that there is a partial mediation effect. Because the magnitude of the direct influence is greater between perceived usefulness variables on online purchases than the indirect effect with fintech mediation

Discussion

     Hypothesis 1 that perceived usefulness has a significant effect on fintech is supported, this is evidenced by the significance value of 0.000 which is smaller than 0.05, and the calculated T value of 8.807 which is greater than the T table value. So that the results of this study support the results of research from (Chuang et al., 2016; Shiau et al., 2020) namely perceived usefulness affects the use of fintech, if fintech services can facilitate, fast, and efficient transactions in real-time, causing positive consumer attitudes on the use of fintech services. Respondents in this study also on average agree that they get the products they need through the Shopee marketplace, besides that the application is also overall useful, easy to learn, easy, and flexible to use.

     Hypothesis 2 that Fintech has a significant effect on online purchasing decisions at Shopee is supported in this study, as evidenced by a significance value of 0.000 which is smaller than 0.05, and a calculated T value of 3.894 which is greater than the T table value. So the results of this study support the results of research from (Susanti et al., 2020) that fintech variables affect online purchasing decisions. The fintech feature on the marketplace makes shopping transactions easier. There are several options for the fintech feature offered by the shopee marketplace, namely through shopee pay where respondents to fill shopee pay balances can be via transfer or at Indomaret Alfamart and there are many benefits offered by using fintech shopee pay, namely free handling fees, get coins that can be exchanged for online shopping discounts, besides that Shopee Pay can also be used for payments at various offline merchants and offers various discounts if the transaction uses Shopee Pay.

     In addition, shopee is also equipped with a credit feature through shopee pay later, consumers can do shopping with payment of a tempo that can be adjusted to the ability of consumers. Respondents in this study also on average agree that the shopee marketplace provides fintech services, both cash through shopee pay and

credit. Respondents also on average gave an agreeable answer that the shopee pay feature makes online shopping easier, shopping is easier and faster, transactions using shopee pay have many benefits, respondents also agree that transactions using fintech are better than traditional transactions, namely COD or bank transfers. So that the fintech feature on the Shopee marketplace is very useful and makes transactions easier so that it can encourage online shopping decisions.

Hypothesis 3 that purchase usefulness has a significant effect on online purchasing decisions at Shopee is supported in this study, as evidenced by the significance value of 0.000 which is smaller than 0.05, and the calculated T value of 7.554 which is greater than the T table value. So the results of this study support the results of research from (Iriani & Andjarwati, 2020) that perceived usefulness has a positive and significant effect on online shopping decisions during a pandemic. Respondents felt the benefits of shopping online through the marketplace, especially during a pandemic where there were restrictions, during PPKM shopping centers were also limited and their operations closed, as well as recommendations to keep them so that the choice of shopping online became a solution for consumers to be able to meet their needs.

Based on the results of the answers to the questionnaire, 68% of respondents stated that they experienced an increase in online shopping through the marketplace during the covid-19 pandemic. The product needs that consumers need are in the marketplace so that it can make consumers interested in buying products through the shopee marketplace, application support that is easy and flexible to use can make it easy for consumers to find product information that is sold and easy to evaluate and choose products if consumers feel the benefits of the marketplace application thus encouraging them to do online shopping and making consumers experience a good shopping experience.

Hypothesis 4 that Fintech significantly mediates the effect of perceived usefulness on online purchasing decisions at Shopee is supported in this study, as evidenced by the calculated T value of the Sobel test results of 3.56 which is greater than the T Table value. So that fintech can partially mediate the effect of perceived usefulness on online purchase decisions because there is a greater direct influence between perceived usefulness on online purchase decisions than through fintech mediation. Perceived usefulness is the belief of consumers on the use of marketplace applications where they find it easier, more efficient, and useful in the online purchasing process so that this can influence consumers to make online shopping decisions. The fintech feature in the marketplace, namely shopee pay, is a technology-based service to improve the quality of financial services as a new financial solution that is faster, easier, and more accessible. If consumers feel the perceived usefulness of the marketplace application, it will encourage the use of fintech, and transaction facilities at fintech can encourage consumers to shop online.

Conclusion

The conclusion in this study shows that the perceived usefulness variable has a significant effect on fintech and online purchases. The results of the hypothesis test show that fintech has a significant effect on online purchases. The results of the Sobel test show that fintech can mediate the relationship between perceived usefulness and online purchases. Perceived usefulness has the most influence on online shopping decisions, the role of using fintech can also encourage consumers to make online shopping decisions. If consumers feel the perceived usefulness of the marketplace application, it will encourage the use of fintech, and transaction facilities at fintech can encourage consumers to shop online.

The role of perceived usefulness in research is proven to have the biggest role in influencing online purchasing decisions on the shopee marketplace so that the marketplace can continue to maintain the application to keep it easy to use and complete features that are useful for respondents. Fintech facilities in the shopee marketplace have also been proven to influence online purchasing decisions so that the marketplace can add benefit programs for consumers to be interested in shopping with payments through fintech facilities.

This study has several limitations, including the limited number of objects in the Solo Raya and Yogyakarta areas, so that research can be carried out with a wider range of objects and areas, so that more accurate generalizations of research results can be drawn. And can test other variables to support the role of fintech in online shopping decisions.

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