User System Analysis on the Shopee Pay Digital Wallet Application Using the Ueq Method

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A B S T R A C T

This study evaluates the user experience of the ShopeePay digital wallet application using the User Experience Questionnaire (UEQ) method. The research assessed six dimensions of user experience: attractiveness, clarity, efficiency, reliability, stimulation, and novelty, using a questionnaire completed by 100 active users aged 18-35. Results revealed that ShopeePay provides a positive user experience, with the highest scores for attractiveness (4.43) and clarity (4.45), indicating an appealing and user-friendly design. Despite strong performance, issues such as less intuitive navigation and limited personalization options were identified. Recommendations include improving navigation structure, adding features such as expense analysis and reminders, and offering personalization options to enhance user satisfaction.

INTRODUCTION

Digital wallets have transformed the way financial transactions are conducted, offering speed, convenience, and ease of use to millions of users globally. In Indonesia, the adoption of digital payment systems has seen exponential growth, driven by the increasing penetration of mobile technology and the popularity of e-commerce platforms like Shopee. ShopeePay, the integrated digital wallet service within Shopee, allows users to perform seamless transactions ranging from online purchases to offline payments via QR code technology.

Despite its success, ShopeePay faces challenges such as competition from other e-wallet providers like OVO, GoPay, and Dana, as well as issues related to user satisfaction. According to Umar et al. (2023), the ability of an e-wallet to provide a positive user experience (UX) plays a critical role in retaining users and maintaining market dominance.

User Experience Questionnaire (UEQ) has been widely recognized as an effective tool to evaluate UX across dimensions such as attractiveness, clarity, efficiency, reliability, stimulation, and novelty (Annisa et al., 2022). By understanding these dimensions, service providers can identify strengths and areas for improvement. Prior research, such as that conducted by Hermawan and Pratama (2024), highlights how UX influences customer loyalty and satisfaction, emphasizing the importance of addressing user pain points effectively.

This study aims to evaluate the UX of ShopeePay using the UEQ method to provide actionable insights for enhancing its usability and competitiveness. By focusing on the perspectives of active users, this research contributes to the growing body of literature on digital wallet optimization and offers practical recommendations to stakeholders in the financial technology sector..

LITERATURE REVIEW
User Experience and the UEQ Method

User experience (UX) encompasses users' overall interactions with a product, service, or application. The UEQ is a validated tool for measuring UX across six dimensions: attractiveness, clarity, efficiency, reliability, stimulation, and novelty. Previous studies, such as Annisa et al. (2022), utilized UEQ to compare UX in digital wallets like OVO and GoPay, highlighting its effectiveness in identifying strengths and areas for improvement.

Digital Wallets in Indonesia

ShopeePay operates as a digital payment system within the Shopee ecosystem, offering various features like QR-based payments, top-ups, and refunds. Despite its popularity, users have reported issues such as navigation difficulties and limited feature customization. These challenges underscore the need for systematic UX analysis to address user needs effectively.

METHODOLOGY

This study employed the UEQ to collect data from 100 active ShopeePay users aged 18-35. Participants were selected based on at least one month of consistent usage. The survey assessed six UX dimensions, and the data were

analyzed using descriptive statistics and Cronbach's Alpha to ensure reliability. Regression analysis evaluated the relationship between UX dimensions and overall user satisfaction.
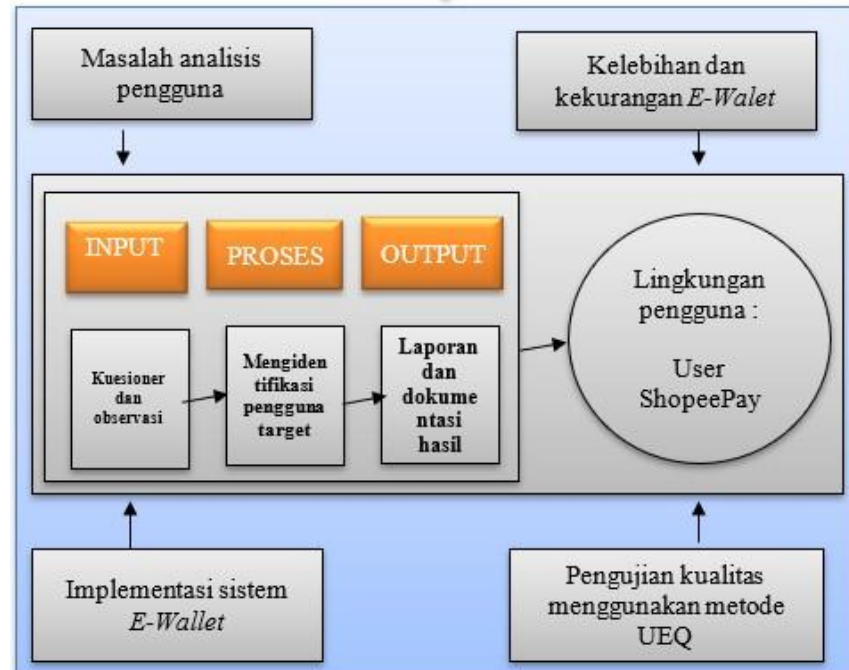

Figure 1. Research Flow Chart

RESEARCH RESULT

UEQ Scores
- Attractiveness: 4.43 – Users find the design visually appealing.
- Clarity: 4.45 – The application is intuitive and easy to navigate.
- Efficiency: 4.35 – Tasks are completed quickly and effectively.
- Reliability: 4.38 – The application operates consistently with minimal errors.
- Stimulation: 4.37 – Users feel engaged and motivated to continue using the app.
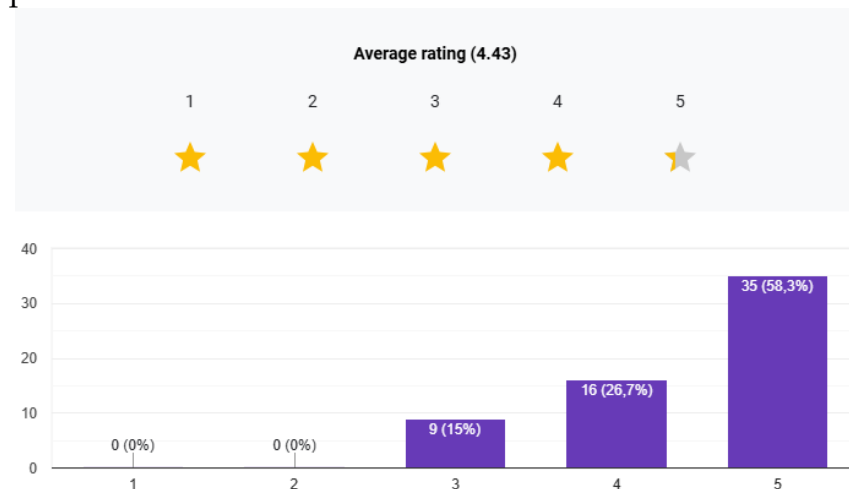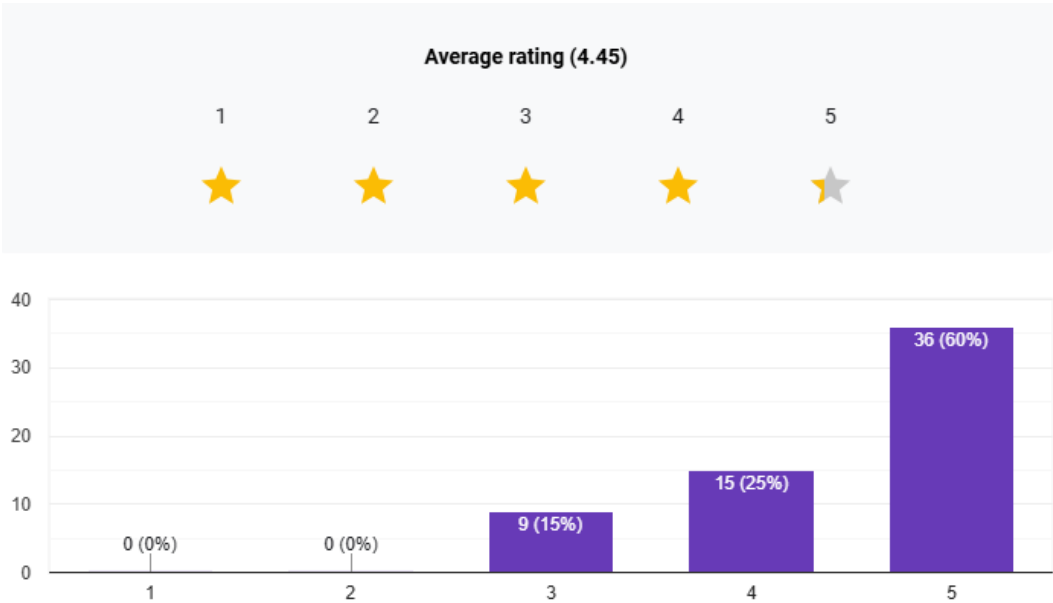

Figure 2. UEQ Score Calculation Results

Figure 3. UEQ Score Calculation Results
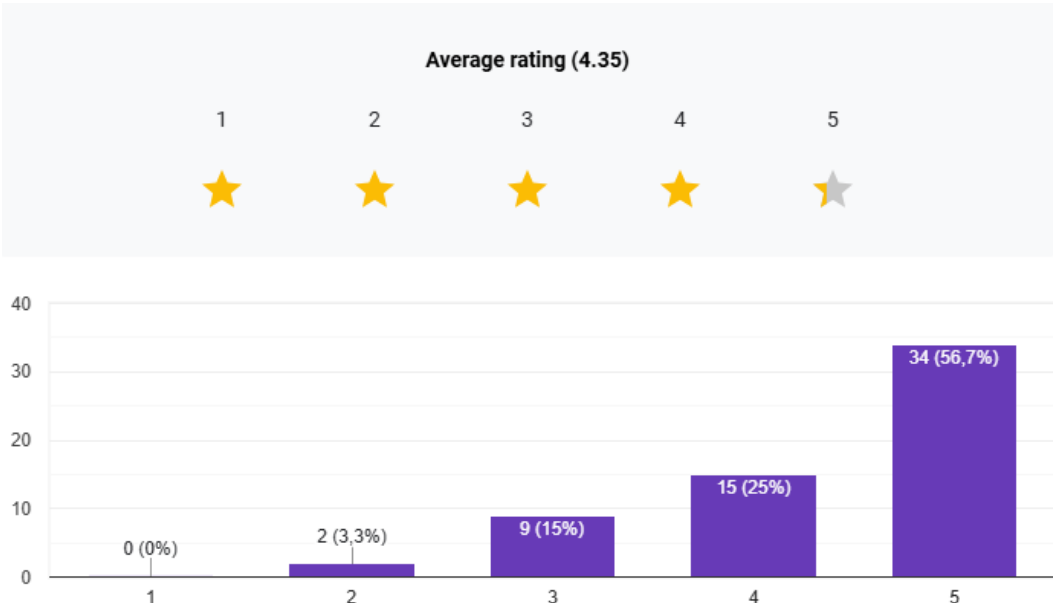
Figure 4. UEQ Score Calculation Results
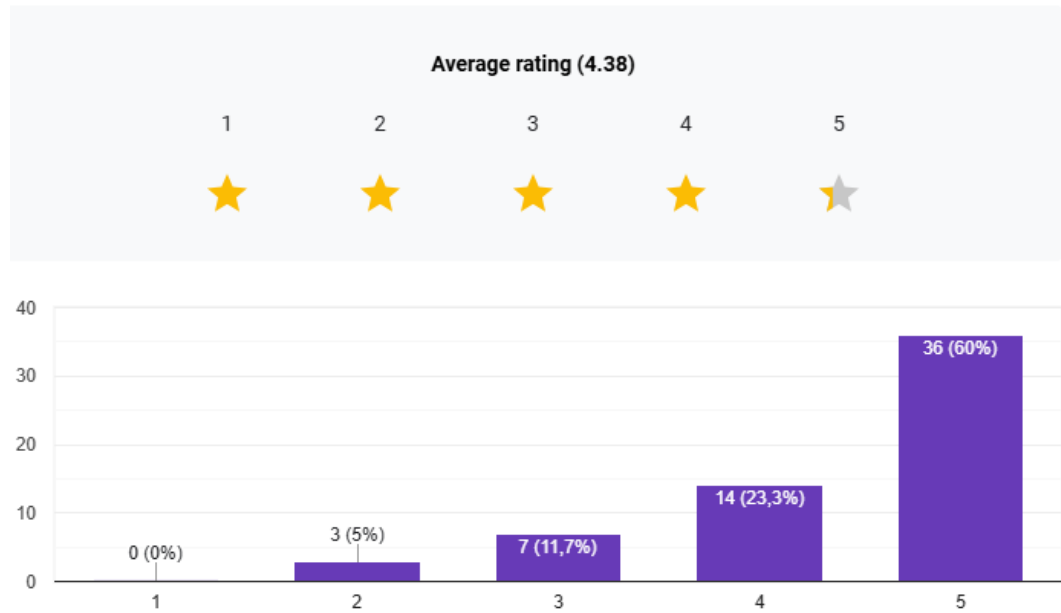
Figure 5. UEQ Score Calculation Results
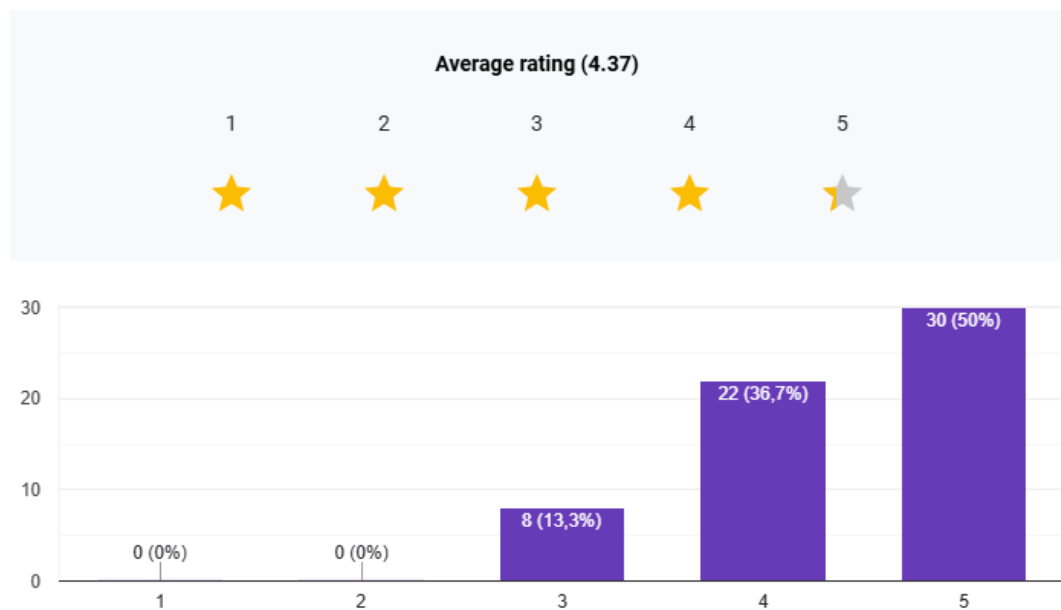
Figure 6. UEQ Score Calculation Results

Reliability of Data

Cronbach's Alpha value of 0.81 indicates high reliability of the collected data, validating the consistency of the results across the surveyed dimensions.

Regression Analysis

Regression analysis showed that all UX dimensions significantly contribute to overall user satisfaction ($p < 0.05$). Attractiveness and clarity emerged as the most influential factors.

Additional Findings

The study also uncovered specific user concerns, including:

1. Navigation Challenges: 35% of respondents reported difficulty finding specific features due to less intuitive menu structures.
2. Limited Personalization: 42% of users expressed interest in customizable interface themes and menu layouts.
3. Feature Requests: A significant number of respondents (40%) suggested adding tools like expense tracking and automatic reminders to enhance usability.

These findings indicate areas where ShopeePay could enhance its application to better align with user preferences and expectations.

DISCUSSION

The results highlight ShopeePay's strengths, including its appealing design and intuitive interface. However, areas requiring improvement include navigation and personalization features. By enhancing these aspects, ShopeePay can better meet user expectations and maintain a competitive edge in the e-wallet market.

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                          OLS Regression Results
==============================================================================
Dep. Variable:        Kepuasan Pengguna   R-squared:                     1.000
Model:                              OLS   Adj. R-squared:                1.000
Method:                   Least Squares   F-statistic:                3.019e+29
Date:                  Sun, 08 Dec 2024   Prob (F-statistic):             0.00
Time:                          13:43:52   Log-Likelihood:               1911.3
No. Observations:                    60   AIC:                          -3811.
Df Residuals:                        54   BIC:                          -3798.
Df Model:                             5
Covariance Type:              nonrobust
==============================================================================
                 coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const        -4.163e-15   3.65e-15     -1.141      0.259   -1.15e-14    3.15e-15
Daya Tarik      0.2000   1.23e-15    1.63e+14      0.000       0.200       0.200
Kejelasan       0.2000   9.18e-16    2.18e+14      0.000       0.200       0.200
Efisiensi       0.2000   7.17e-16    2.79e+14      0.000       0.200       0.200
Keandalan       0.2000   6.72e-16    2.98e+14      0.000       0.200       0.200
Stimulasi       0.2000   1.19e-15    1.68e+14      0.000       0.200       0.200
==============================================================================
Omnibus:                        4.323   Durbin-Watson:                   0.024
Prob(Omnibus):                  0.115   Jarque-Bera (JB):                4.753
Skew:                          -0.151   Prob(JB):                       0.0929
Kurtosis:                       4.345   Cond. No.                         75.8
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Figure 7. Regression Analysis

CONCLUSIONS AND RECOMMENDATIONS

ShopeePay delivers a strong user experience but has room for improvement. Recommendations include:

1. Refining navigation to simplify access to key features.
2. Adding features like expense analysis and automatic payment reminders.
3. Offering personalization options, such as interface themes and menu layouts.

These enhancements are expected to elevate user satisfaction and application usability.

ADVANCED RESEARCH

Every study has its limitations, and this research is no exception. Future studies could focus on expanding the sample size to include a broader demographic range, such as older users or individuals from different regions. Additionally, longitudinal studies could be conducted to assess how changes to ShopeePay's features affect user satisfaction over time. Incorporating comparative studies between ShopeePay and other e-wallets can also provide valuable insights into competitive advantages and areas for improvement. Such research would further deepen the understanding of user behavior and expectations in the rapidly evolving digital wallet landscape.

ACKNOWLEDGMENT

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