

THE INFLUENCE OF USER INTERFACE (UI) AND USER EXPERIENCE (UX) ON PURCHASE DECISIONS AND USER SATISFACTION ON E-COMMERCE PLATFORMS

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Abstract

Currently, technology plays a significant part in the lives of humans, in addition to the development of the internet, one of which influences people's lifestyles, especially in shopping for basic necessities online through e-commerce platforms because of their easy transaction process. The purpose of this research is to examine the impact of user interface design and user experience on purchase decisions and user satisfaction on e-commerce platforms. With the use of SmartPLS 4.0 software, this study employs a quantitative methodology utilizing the Partial Least Square (PLS) method. An alternate technique to structural equation modeling (SEM) is PLS. A questionnaire was used to obtain the data with a sample of 100 respondents from the Faculty of Economics and Business, Jakarta State University. The study's findings indicate that while user interface design significantly influences both customer satisfaction and purchase decisions, user experience has no discernible impact on either of these variables. It is anticipated that this study will serve as a helpful, current resource for digital media platforms, practitioners, organizations, and businesses in preserving user satisfaction in the quickly evolving digitalization era.

1. INTRODUCTION

The advancement of communication and information technologies in this modern era brings shifts in a number of people's lives. One of them affects people's lifestyles, especially in shopping. Currently, people prefer to buy essential goods online through e-commerce platforms because the transaction process is easy. There are several e-commerce platforms used by the Indonesian public for online shopping, including Tokopedia, Shopee, Lazada, Blibli, and many more. According to David (2023), although more and more people are shopping through e-commerce, many users still complain about issues when using e-commerce applications, which can lead to low user satisfaction. Although e-commerce holds a special place in Indonesian shopping culture, it has drawbacks, including fraud, expensive shipping, and uneven product quality, making it difficult for e-commerce to stimulate customers' intention to repurchase.

Seeing the phenomenon of high purchase values in the physical product category in Indonesia and the high number of monthly e-commerce visitors indicates that e-commerce is widely used in Indonesia. Therefore, it is necessary to determine whether there is a connection between the advancement of Indonesian consumer behavior and e-commerce characteristics. This also aims to obtain information that can be used to provide favorable effect on the growth of Indonesian e-commerce and the country's economy.

The user interface/user experience is one of the elements that affect e-commerce, the interface appearance between users and the system, and the user experience when using the application. UI/UX acts as a bridge between technology and users and is a key element for purchase decisions and user satisfaction. Users nowadays expect a high-quality experience. They expect not only features that work well but also an attractive, user-friendly, responsive,

and intuitive interface. If the interface is complicated or the user is dissatisfied, they tend to switch to another product or service that offers a better experience. Therefore, to remain competitive in e-commerce, businesses must focus on good UI/UX design. According to Veteran & Timur (2024), a good user experience can increase customer retention, reduce churn rate, and encourage word-of-mouth promotion. Conversely, a poor user experience can damage reputation and lead to customer loss. Therefore, the researcher wants to measure how Several surveys on the e-commerce platform that students use reveal that user happiness and purchase decisions are influenced by user interface (UI) and user experience (UX) of the Faculty of Economics and Business, Universitas Negeri Jakarta. These questionnaires provide indicators for the researcher about the views of students from the Faculty of Economics, Universitas Negeri Jakarta on the use of e-commerce platforms in their daily lives.

2. LITERATURE REVIEW

2.1. User Interface (UI)

The connection between the user and the initial impression is known as the user interface (UI). The user interface is something that engages with users as part of their experience (Rochmawati, 2019). User Interface (UI) is the study of visual design layout for the look of websites or applications (Jamilah & Padmasari, 2022). According to Hartawan (2022), the term "user interface" (UI) describes how a system and its user interact through commands, like accessing content or entering data.

According to Latsinah in the Wiwesa journal (2021), the User Interface (UI) is the way users interact with a program. The term user interface is sometimes used as a substitute for the term Human Computer Interaction (HCI), where all aspects are interconnected. Yohanes et al (2021) explain that the user interface is a bridge that efficiently connects the system response (in this case, the application) and the user response to the application. Interface is a representation of both domains that can be considered in terms of functionality, input, algorithms, and output, creating a communication model that allows users to feel and act as they do in their surroundings and achieve their goals. Ten factors connectivity, simplicity, directionality, informativeness, interaction, user friendliness, comprehensiveness, continuity, personalization, and internal have an impact on the user interface (Wahyuni & Dewi, 2018).

2.2 User Experience (UX)

User Experience (UX) is a process that focuses on the overall experience of users when interacting with a product. According to Yehdeya et al (2023), User Experience (UX) can be defined as the result of the interaction between users and software in physical, social, and cultural contexts. These factors can produce different experiences with the same software. Treder explains in the journal Muqoddas et al (2020) that User Experience (UX) is a field that focuses on the user experience across all aspects of a product.

User Experience (UX) is defined as the user's experience with a product or technology (Jamilah & Padmasari, 2022). A good user experience is stated to take into account user behavior when dealing with a product or technology, as well as psychological factors. Nielsen states in the journal article by Aldi Samara & Metta Susanti (2023) that user experience includes every facet of how customers interact with the business, its services, and its goods. In the journal article by Tirtadarma et al (2018), Garret states that User Experience (UX) is the experience that a product creates for users in the real world. In the most significant products and services, user experience is more than just a series of steps.

According to Damayanti et al (2020), there are 5 indicators that influence User Experience as follows:

1. Sense (experience related to appearance, facilities, and products)
2. Feel (experience related to service quality)
3. Think (user experience in remembering names, themes, products, and others)
4. Act (user experience in participation)
5. Relate (user experience in receiving/giving recommendations to acquaintances)

2.3 Purchase Decision

The process by which customers choose which goods or services to purchase is known as the buying decision. The buyer's choice on the good or service to buy is known as the buying decision (Sya'idah, 2020). When people and families purchase products and services for their own use, this is referred to as the purchase choice. Next, Purchase decisions are a component of consumer behavior that affects how people, groups, and organizations select, acquire, and utilize products, services, concepts, or experiences to satisfy their needs and desires, according to Kotler, P., & Armstrong in the journal article by Sri Wdyanti Hastuti & Anasrulloh (2020).

According to Yusuf et al (2020), as cited by Boyd Walker, purchase decisions are a method of overcoming problems in human activities while purchasing goods to fulfill requirements and wants. Meanwhile, according to Pratiwi et al (2021), purchasing decisions refer to the buyer's decision regarding the brand to be purchased, which is the consumer's preference for the chosen brand. As the first phase in the decision-making process, Kotler & Armstrong explain in the journal by Br Marbun et al (2022) that purchase decisions are individual problem-solving by selecting different behavior patterns and are regarded as the most appropriate purchasing tool.

It is explained in the journal by Arianty & Andira (2021) that the indicators of purchasing decisions consist of:

1. Product Purchase: Customers have the option to spend their money on other things or purchase a product.

2. Brand Purchase: Customers have to choose which brand to buy.
3. Selecting a Channel: Customers need to choose which distributor to visit.
4. Purchase Timing: Customers may make different choices regarding when to make purchases.
5. Buy Quantity: Customers have the option to choose how much of a product to buy at any one moment.

2.4 User Satisfaction

The degree to which a person is satisfied with the product or service they have received in comparison to their expectations is known as user satisfaction. The cornerstone to a business's success in serving its customers is user happiness, which is defined by Angelova & Zekiri in the journal by Nugraha et al. (2021) as an individual's emotional assessment of a product or service. According to Sholihah & Indriyanti (2022), user satisfaction is defined as user feedback during system use, an assessment of the system's advantages, and a benchmark or reference for system designers looking to enhance the functionality of the information system they have created.

Utomo et al (2020) define user satisfaction as the response and emotions that users have following their use of an information system. Information, system, and service quality all have an impact on overall customer satisfaction. On the other hand, user satisfaction, as defined by Putri Sekti Ari & Hanum (2021), is the emotion that a person has when they compare their expectations with their perceived performance, or the reality they encountered. Then, Septiani et al (2020) found that one of the elements for an information system's successful deployment is user happiness. According to Pangri et al (2021), there are several factors that influence user satisfaction, namely Performance, Information and Data, Economics, Control and Security, Efficiency, and Service.

3. RESEARCH METHODOLOGY

The purpose of this study is to examine how user experience and interface design affect e-commerce platform users' satisfaction and purchase decisions. With the use of SmartPLS 4.0 software, this study employs a quantitative methodology using the Partial Least Square (PLS) method. One of the substitute techniques for structural equation modeling (SEM) is PLS. A questionnaire was used to collect data from a sample of 100 students at Jakarta State University's Faculty of Economics and Business.

3.1 Design Study

A questionnaire is used in this study to gather data. In this study, a likert scale model questionnaire was employed. The process of gathering data involved distributing questionnaires to Universitas Negeri Jakarta users of e-commerce platforms, which the respondents themselves then completed. The following five-point Likert scale was employed to gauge the aforementioned variables strongly disagree, disagree, agree, neutral, and strongly agree.

3.2 Data Analysis

Statistical software, specifically Microsoft Excel and SmartPLS 4.0, is used to evaluate the data gathered. Descriptive statistical analysis is one type of statistical analysis that is employed. When assessing data, a number of tests are conducted, such as:

1. The validity test
Convergent and discriminant validity are assessed as part of the validity test. By evaluating outer loading and Average Variance Extracted (AVE), convergent validity is investigated. Conversely, discriminant validity is used to assess validity using cross loading and the Fornell Lacker Criterion.
2. Test of reliability
An examination of the Cronbach's alpha and composite reliability values was done in the reliability test. If the composite reliability and Cronbach's alpha scores are both greater than 0.7 (>0.7), the data is considered to have strong reliability. On the other hand, data reliability is weak if the values are less than 0.7 (<0.7).
3. Structural Model of Evaluation
At this point, the researcher assesses how well the model captures the relationship between the variables under study. The following methods are employed in the assessment of structural models: T-statistical analysis, Path Coefficient, and R-square measurement

4. RESULT AND DISCUSSION

4.1. Result

After once the research tool is ready, the next step is to spread the questionnaire online through social networks. After a large sample is obtained, the data is analyzed with SEM PLS using SmartPLS 4.0.

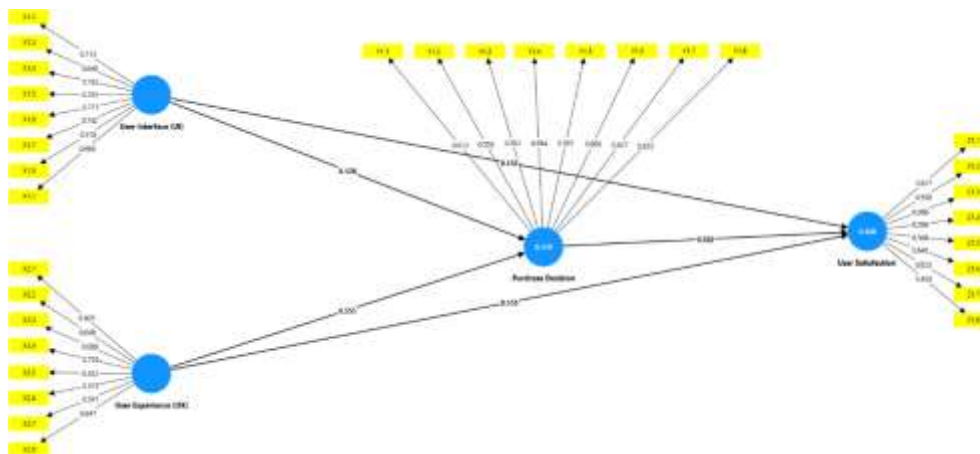


Figure 1. Research Model

Source: Processed by researchers with SmartPLS (2025)

To view the outcomes of the measurement model (outer model) and the structural model (inner model) under study, the SEM test result indicators with PLS are performed based on the image above. When the indicator test results are ≥ 0.7 , the validity value in convergence is determined by the outer loading value; if the outer loading value is < 0.7 , the indicator is deemed invalid. After testing on SmartPLS, there are indicators with outer loading values ≤ 0.7 . So the indicators must be removed to re-test. So, indicators with valid outer loading values are in indicators X1.2, X1.4, X1.5, X1.6, X1.7, X2.3, X2.4, X2.8, Y1.6, Y1.8, Z1.3, and Z1.6 as in the table below. The test results using SmartPLS 4.0 with the following results:

Table 1. Validity Test (Outer loading value)

	User Interface (UI)	User Experience (UX)	Purchase Decision	User Satisfaction
X1.2	0,756			
X1.4	0,799			
X1.5	0,809			
X1.6	0,790			
X1.7	0,773			
X2.3		0,776		
X2.4		0,837		
X2.8		0,754		
Y1.6			0,791	
Y1.8			0,895	
Z1.3				0,765
Z1.6				0,865

Source: Processed by researchers with SmartPLS (2025)

All indicators of the User Interface (UI) (X1), User Experience (UX) (X2), Purchase Decision (Y), and User Satisfaction (Z) variables have outer loading values more than (≥ 0.7), according to the above table. This indicates that all indicators have good validity to explain their latent variables. The coefficient of determination (R Square) value is employed in this study's structural model. According to Chin in Feri (2021), the R2 value is limited based on three classifications: 0.67 for strong, 0.33 for moderate, and 0.19 for weak. The R square test results for this investigation are as follows:

Table 2. R Square

	R-square	R-square adjusted
Purchase Decision	0,228	0,213
User Satisfaction	0,306	0,286

Source: Processed by researchers with SmartPLS (2025)

The R square value of the simultaneous influence of User Interface (UI) and User Experience (UX) on purchasing decisions is 0.228, according to the results of the r square test in the above table. Since the adjusted r square is less than 0.33, all exogenous constructs have a weak influence on purchasing decisions. Additionally, the adjusted r square is less than 0.33, indicating that all exogenous constructs have a weak impact on user satisfaction. The r square value of the simultaneous influence of the User Interface (UI), User Experience (UX), and Purchasing Decisions on User Satisfaction is 0.306. The P-Value value indicates the predictive model's relevance in structural model testing; if it is less than 0.05 or 5%, the relationship has a significant influence; if it is larger than 0.05 or 5%, the association is not significant. Given the initial sample, a positive original value indicates a positive direction of

influence, whereas a negative original value indicates a negative direction of effect. between independent and dependent variables in the SmartPLS output's Path Coefficient table. The following table displays the test values for this research hypothesis:

Table 3. P-Value Results (Bootstrapping) Immediate Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Purchase Decision -> User Satisfaction	0.310	0.299	0.143	2.174	0.030
User Experience (UX) -> Purchase Decision	0.322	0.333	0.123	2.618	0.009
User Experience (UX) -> User Satisfaction	0.354	0.359	0.132	2.688	0.007
User Interface (UI) -> Purchase Decision	0.211	0.217	0.111	1.905	0.057
User Interface (UI) -> User Satisfaction	-0.021	-0.021	0.136	0.152	0.879

Source: Processed by researchers with SmartPLS (2025)

4.2. Discussion

The findings of the research analysis will be described in this section. Testing and analyzing the effects of User Interface (UI) on Purchasing Decisions, User Experience (UX) on Purchasing Decisions, User Interface (UI) on User Satisfaction, User Experience (UX) on User Satisfaction, and Purchasing Decisions on User Satisfaction are the goals of this study. In this study, the dependent variable is user satisfaction, the moderating variable is purchasing decision, and the independent factors are user interface (UI) and user experience (UX). With the aid of SmartPLS 4.0, five hypotheses in all have been created and evaluated using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) approach. The first hypothesis test's findings demonstrate that user interfaces (UI) have a negligible and detrimental impact on consumers' decisions to buy. According to the first hypothesis, an e-commerce platform's User Interface (UI) has no influence on consumers' decisions to buy. Therefore, it may be claimed that customers require less information from an e-commerce platform's User Interface (UI) before making a purchase.

The second hypothesis test's findings demonstrate that User Experience (UX) significantly and favorably influences consumers' decisions to buy. According to the second premise, more people will make purchases if the User Experience (UX) is simple to comprehend. Purchase decisions are therefore significantly influenced by the User Experience (UX) on an e-commerce platform. Customers will be less likely to make or repeat purchases if the User Experience (UX) is difficult for them to grasp. The third hypothesis test's findings demonstrate that user interface (UI) has a negligible and detrimental impact on user pleasure. According to the third hypothesis, user interface (UI) has no bearing whatsoever on user pleasure. Therefore, an e-commerce platform's user interface is not used to gauge consumer happiness.

The fourth hypothesis test's findings demonstrate that User Experience (UX) significantly and favorably affects user happiness. This fourth hypothesis demonstrates that a person's decision to buy also increases if they have more expertise utilizing the e-commerce platform. Users will therefore be happier with an e-commerce platform that is easy to use if they have a better grasp of their experience using it. The findings of the fifth hypothesis test demonstrate that customer happiness is positively and significantly impacted by purchase decisions. The fifth hypothesis demonstrates that when customers' satisfaction with e-commerce platforms increases, so do their purchasing decisions. Therefore, a user's chances of making a purchase increase with their level of satisfaction when shopping on an e-commerce site.

5. CONCLUSION

The following conclusions can be made in light of the data analysis results and earlier talks:

1. On e-commerce platforms, user interface (UI) has little bearing on judgments about what to buy.
2. On e-commerce platforms, user experience, or UX, has a big impact on judgments about what to buy.
3. On e-commerce systems, user satisfaction is not significantly impacted by the user interface (UI).
4. On e-commerce platforms, consumer satisfaction is greatly impacted by user experience, or UX.
5. On e-commerce platforms, consumer satisfaction is greatly impacted by purchasing decisions.

The inference of this study is that User Experience (UX) that is implemented well according to user experience in using an e-commerce platform can influence purchasing decisions. In addition, users will feel more satisfied if the e-commerce platform used can be used easily and comfortably according to the user's experience in using it. User satisfaction can influence a consumer's purchase. This is demonstrated by the usage of an easy-to-use e-commerce platform and in accordance with their experience.

Recommendations for further research are expected to use other variables outside of User Interface (UI), User Experience (UX), purchasing decisions, and user satisfaction to show other things that influence the use of e-commerce platforms. In addition, further research is recommended to conduct long-term research so that the research conducted is not only taken from the questionnaires provided but also in accordance with valid data regarding statistics on utilizing e-commerce sites. It is anticipated that the study's findings will be consulted while making purchases online and selling business actors to pay more attention to things that can increase purchasing decisions in creating user satisfaction.

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