E-commerce Revitalization Ease Study: The Role of User-Generated Content and Swift Guanxi in Reducing Shopping Cart Abandonment to Checkout Conversion on Shopee E-Commerce

Helen Fransiska[1], Heriyadi[2], Ramadania[3], Wenny Pebrianti[4]
[1234]Universitas Tanjungpura, Indonesia
Correspondent: helenfransiska392@gmail.com[1]

ABSTRACT: This study analyses the impact of User Generated Content (UGC) and swift guanxi on the intention to complete purchases in Shopee e-commerce, with trust in the seller as a moderating variable, towards a background of a significant global Shopping Cart Abandonment (SCA) rate of 70.19% created for 2024. The data sample used was 230 Shopee users in Indonesia with quantitative research methods, which were analysed using Structural Equation Modeling (SEM) and Moderated Regression Analysis (MRA) analysis for moderation testing on AMOS 22 software. The findings indicate that user-generated content and rapid guanxi significantly enhance purchase completion intention, with trust in sellers regulating these relationships. The impact of moderating to swift guanxi on the purchase completion intention is more considerable. These findings illustrate that UGC and swift guanxi can effectively reduce SCA, mainly when supported by consumer trust.

Keywords: Shopping Cart Abandonment, User Generated Content, Swift Guanxi, Purchase Completion Intention, E-Commerce

INTRODUCTION

The significant changes that have occurred in the development of this era due to the growth of evolving technology have influenced by changing the paradigm of every consumer behaviour and changing the way of trading from traditional to digital, such as online shopping in e-commerce (Firdaus & Himawati, 2022; Rubin et al., 2020). Behind the incredible popularity and competitiveness of online shopping platforms, online sellers continue to lose revenues due to shopping cart abandonment (SCA). Shopping cart abandonment occurs when consumers add products to an e-commerce shopping cart but refuse to complete the transaction (Tang & Lin, 2019). Statistical data reveals that in 2024, the shopping cart abandonment rate will reach 70.19% globally (Gelder, 2024). According to (Kapoor and Vij, 2021), consumer behaviour that does

shopping cart abandonment is identified as the most significant barrier for e-commerce to make sales conversions, and shopping cart abandonment is one of the biggest problems for e-commerce sellers.

The problem of abandoning shopping carts will always be present in any e-commerce. One of them occurs in the most prominent e-commerce in Southeast Asia, namely Shopee. Shopee e-commerce is Southeast Asia's most popular shopping platform (Sindi Janati et al., 2021). Now, Shopee has become the leading destination for consumers to shop online. Southeast Asian people, especially Indonesia (Annur, 2024), stated that Indonesia contributed the most visitors in 2023, which was more than 124.9 million. A population with that amount will undoubtedly carry out shopping cart abandonment actions, a problem for sellers and e-commerce. In research (Andini et al., 2023), customers keep adding products to their shopping carts on Shopee e-commerce without setting product limits, delaying or evaluating their choices before purchasing. However, consumers finally abandon purchasing the chosen item due to various factors, including pricing problems, shipping costs, lack of details, product concerns, expectation of promotional offers or reduced prices, and others (Qalati et al., 2021). The company will cover any potential losses, including advertising payments, platform recommendation costs, stock availability expenses, declining sales page analytics, and other related issues (Jiang et al., 2021; Kukar-Kinney et al., 2022; Zhao et al., 2021).

Various strategies and technical approaches have been carried out to reduce shopping cart abandonment and turn it into an advantage for Shopee e-commerce. This includes promotions from social media, promotional offers, coupons, feedback systems, notifications from notifications, and others (BCG, 2016 in Tang & Lin, 2019). In this case, the goal that Shopee sellers want to overcome this problem is, of course to overcome shopping cart abandonment, which can be a conversion opportunity for them, such as continuing to the checkout process instead of deleting products from the shopping cart (Kapoor & Vij, 2021; Zhao et al., 2021). This certainly requires a strategy that can attract attention and be useful for consumers to continue their purchases. In continuing the intention to complete a purchase on Shopee, consumers certainly need several things that must encourage them to make a purchase, such as information and things that can attract the attention of consumers that provide experience, opportunities and value for customers to make the right decision with better knowledge of product features, prices, and the ability to make comparisons with competing products (Dewinta et al., 2023; Khan et al., 2022), such as user-generated content on social media and swift guanxi on e-commerce Shopee.

Based on research (Geng & Chen, 2021), user-generated content (UGC) is an important part that might affect consumer intentions on social media to complete a purchase, especially in Shopee e-commerce. UGC a user content that is not tied to a company from a product or brand where the user has already purchased and used the product (Jia et al., 2023). Consumers tend to trust a brand or a product with honest, positive reviews and experiences from consumers who already have experience related to the product or have shopped on Shopee e-commerce. Information obtained by UGC about the brand can increase consumer trust and loyalty (Barkah et al., 2022; Wisianto & Keni, 2023). Consumer trust in a product, particularly in the seller of user-generated content (UGC), is a crucial indicator influencing the relationship between UGC and consumer intent to

complete a purchase. (Geng et al., 2020; Pop et al., 2022); trust is a significant antecedent of consumer purchase intention, as it can be an essential factor in developing and retaining positive consumer perceptions (Dabbous et al., 2020). (Putri, 2020) stated that UGC can increase sales and be a one factor influencing consumer intention to complete a purchase. Research (Pebrianti et al., 2020; Sun & Xing, 2022) shows that social media content has become an essential channel for users to explore information and share ideas, thus driving consumer response to purchase intentions. UGC can help sellers develop more economical and effective marketing to overcome shopping cart abandonment that continues to occur on Shopee e-commerce; UGC can help improve the reputation of sellers on Shopee, improving consumer trust in the seller; UGC will increase the checkout conversion made by consumers (S. G. Li et al., 2021).

In addition to UGC, which can influence purchase completion intentions, swift guanxi refers to the ability of e-commerce to build and maintain strong interpersonal relationships based on fast and efficient social and reciprocal exchanges (Fan et al., 2019). Swift guanxi on Shopee can be in the form of live streaming, live chat, personal chat, recommendations, product descriptions, exclusive offer information, handling product problems, and others (Harianto, 2022). Swift guanxi can provide helpful real-time information and influence consumer appeal to purchase intentions (Hsu et al., 2022). It is strengthening the interaction between sellers and consumers. (Wongkitrungrueng & Assarut, 2020) Swift guanxi is a critical determinant of consumer purchasing decisions in the e-commerce platform Shopee. Swift guanxi in e-commerce can be leveraged to get critical information for enhancing service and product delivery and creating positive consumer relationships (Mensah et al., 2023). A study (Wu et al., 2021) confirms that trust in sellers can lead consumers to purchase completion intentions. Trust in sellers can strengthen the swift guanxi relationship on purchase completion intentions on Shopee because trust in sellers will reduce the uncertainty that will be an obstacle. When buyers trust sellers, they tend to consider the products or services offered higher value, increasing the likelihood of a purchase. Finally, trust can transform swift guanxi relationships that were initially temporary into more stable long-term relationships on Shopee.

Previous study indicates that user-generated content (UGC) and swift guanxi positively and significantly impact purchase intention, alongside the trust-in-seller variable, which quantifies the strength of a correlation between these variables (Hsu et al., 2022; S. G Li et al., 2021; Wu et al., 2021). Based on research (Hsu et al., 2022), Consumers' purchase behaviour is not generally affected by peripheral information; instead, they use internal knowledge and experience to determine purchasing decisions. As a result, items often need to be put in the cart while shopping on the Shopee e-commerce site. In this context, researchers aim to do a study titled "E-commerce Revitalization Ease Study: The Role of User-Generated Content and Swift Guanxi in Reducing Shopping Cart Abandonment on Shopee E-Commerce". The title will examine how user-generated content and Swift Guanxi influence purchase completion intention on e-commerce Shopee, moderated by trust in the seller. This study was conducted because some previous literature or studies still lack investigation into how UGC and swift guanxi can overcome the problem of shopping cart abandonment to encourage consumers to the purchasing process, which can be a checkout conversion opportunity for sellers on Shopee through consumer behaviour.

Based on the background, the researchers formulated four hypotheses to guide the study. First, H1 posits that user-generated content (UGC) positively and significantly influences purchase completion intention. Second, H2 suggests that swift guanxi positively and significantly influences purchase completion intention. Furthermore, H3 proposes that trust in the seller moderates the relationship between UGC and purchase completion intention. Lastly, H4 hypothesises that trust in the seller moderates the relationship between swift guanxi and purchase completion intention. These hypotheses aim to explore the dynamics between UGC, swift guanxi, trust in the seller, and their combined effects on consumer behaviour in e-commerce.
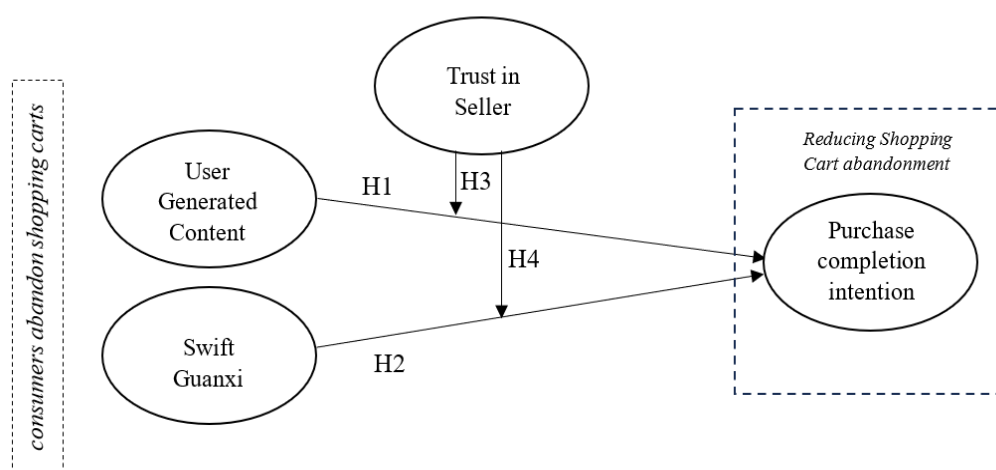
Picture 1. Research Framework

METHOD

This research design uses causal associative quantitative methods. This study examines the relationship between two or more variables to determine the strength of their influence on each other (Sugiyono, 2019). The population in this study are social media and Shopee users in Indonesia and have done online shopping cart abandonment. The research sample taken was 230 respondents. The sampling method used is quota sampling, to select respondents according to the research criteria given by the researcher (Sudman, 1966).

This study employs a data-collection procedure using a five-point Likert scale questionnaire. The scale consists of (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). Participants will express either agreement or disagreement with the opinions presented in the questionnaire on the applied component. The five-point Likert scale was used because it has good flexibility and consistency in assessing consumer attitudes and behaviours in my research; it also has fewer choice options and is balanced because it has a "neutral" option so that it does not make it difficult for consumers to choose options (Armstrong, 1987; Wyatt & Meyers, 1987).

This study uses data analysis techniques using Structural Equation Modeling (SEM) with AMOS 22 software to present results regarding the influence of the variables tested. SEM analysis is used because it integrates model feasibility analysis, path analysis, factor analysis, and regression, thus providing high flexibility in modelling complex relationships between constructs, especially in research involving the interaction of latent variables and measured variables (Hair et al., 2019). In addition, moderation testing techniques are carried out in AMOS using the Moderated Regression Analysis (MRA) method. MRA is very effective for analysing interaction effects in empirical data, where moderating variables can play an important role (Dawson, 2014; Rahadi & Farid, 2021).

The analysis tested includes model goodness of fit testing (chi-square ($\chi2$), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residual (RMR), Normed Fit Index (NFI), Incremental Fit Index (IFI), Tucker Lewis Index (TLI), and Comparative Fit Index (CFI)); Reliability validity testing; Standardized Factor Loading; direct hypothesis testing (H1 & H2) and moderation with interaction effect analysis in MRA (H1 & H4).

RESULT AND DISCUSSION

Respondent Characteristics

The following demographics serve as the basis for the study of survey respondents' profiles:

Table 1. Characteristics of Respondents

Categories	Items		F	%
Gender	Male		55	24%
	Female		175	76%
		TOTAL	230	100%
Age	17 – 25 years		195	84.8%
	26 – 35 years		25	10.9%
	36 – 45 years		4	1.7%
	46 – 55 years		6	2.6%
		TOTAL	230	100%
Domicile	Java		92	40%
	Sumatra		12	5.2%
	Kalimantan		98	42.6%
	Sulawesi		10	4.3%
	Bali		6	2.6%
	Other		12	5.2%
		TOTAL	230	100%
Last education	Primary/Secondary Education		1	0.4%
	High School/Equivalent		157	68.3%
	Diploma		15	6.5%
	Bachelor		55	23.9%
	Postgraduate		2	0,9%

		TOTAL	230	100%
work	Students		176	76.5%
	Private employees		25	10.9%
	civil servant		3	1.3%
	BUMN/BUMD		7	3.04%
	Self-employed		12	5.2%
	Other		5	2.1%
		TOTAL	230	100%
Income/month	< Rp. 2,800,000		35	15.2%
	> Rp. 2,800,000 – Rp. 5,000,000		25	10.9%
	> Rp 5,000,000 – Rp 10,000,000		19	8.2%
	> Rp. 10,000,000		8	3.5%
	Not working		143	62.2%
		TOTAL	230	100%

Measurement Models

Table 2. The overall model fit value of the Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE)

	Items	SLF	CR	AVE
User Generated Content	I get accurate information after watching most consumer or user-generated content reviews on social media.	0.659	0.877	0.507
	Watching consumer or user-made videos on social media makes me feel I understand the product's benefits.	0.580		
	Watching consumer or user-generated videos on social media makes me feel the product.	0.697		
	I feel that information from user or consumer content on social media is authentic and trustworthy.	0.739		
	I feel that information generated by users or consumers is more honest because it is not used for marketing purposes.	0.674		

	The products featured in user-generated content are relevant to my lifestyle, situation, or needs.	0.662		
	User-generated or consumer content on social media helps me reduce my concerns about the risks of purchasing a product.	0.575		
Swift Guanxi	Shopee e-commerce and store sellers can communicate effectively and efficiently with consumers.	0.649	0.861	0.512
	Direct interaction with sellers via live streaming on e-commerce Shopee makes me feel heard.	0.640		
	E-commerce Shopee often provides various recommendations that I want.	0.761		
	I always get promos, discounts, vouchers, and other things when shopping at Shopee e-commerce.	0.780		
	I will give positive reviews or ratings to sellers if they send the best quality products.	0.577		
	E-commerce Shopee always provides solutions to problems that consumers encounter.	0.597		
Trust in Seller	I am confident that Shopee sellers will furnish precise and comprehensive product details.	0.684	0.894	0.587
	I believe that the seller will fulfil his promise regarding product quality.	0.710		
	I believe that Shopee sellers prioritise customer satisfaction.	0.557		
	I believe sellers at Shopee prioritise my interests as a customer	0.703		

	I trust the seller will handle my issue quickly and effectively.	0.752			
	I believe that Shopee's sellers are consistent in quality and service.	0.705			
Purchase Completion Intention	I usually check out immediately after watching product reviews from other consumers.	0.776	0.704	0.544	
	It did not take me long to save the products in the shopping cart and immediately check out.	0.732			

The findings presented in the table indicate that all variable indicators completed the criteria for validity and reliability. (Hair et al., 2019) The measuring model becomes fitting if it satisfies the requirements of Standardized Loading Factor (SLF) ≥ 0.50, AVE > 0.50, and CR > 0.70. The indicators in the mentioned model exhibit SLF values exceeding 0.50, indicating that all indicators can measure the comprehensive model constructed. The CR and AVE values in the indicators above show that all measured instruments have obtained values > 0.70 and AVE values > 0.50. The findings demonstrate that all instruments used exhibit consistency and reliability in assessing each component of the constructed model. Therefore, all indicators are confirmed to be valid and can effectively represent the construct according to the established model.

Table 3. Goodness of Fit Index

The goodness of fit index	Cut off Value	Results	
X2	Expected to be low	303,522	
Df		183	
X2-Significance Probability	≥ 0.05	0,000	
CMIN/DF	≤ 3.00	1,659	Good Fit
RMSEA	≤ 0.08	0.054	Good Fit
RMR	< 0.05	0.039	Good Fit
NFI	≥ 0.90	0.854	Marginal Fit
IFI	≥ 0.90	0.938	Good Fit
TLI	≥ 0.90	0.928	Good Fit

| CFI | ≥ 0.90 | 0.937 | Good Fit |

The created model is found to comply with the required fit requirements, as demonstrated by the model fit test in the table above. Six indicators meet the criterion for good fit, while one demonstrates marginal fit, indicating that most indicators perform well. Despite some indices showing marginal results, this model remains feasible and can effectively measure the relationship between variables.
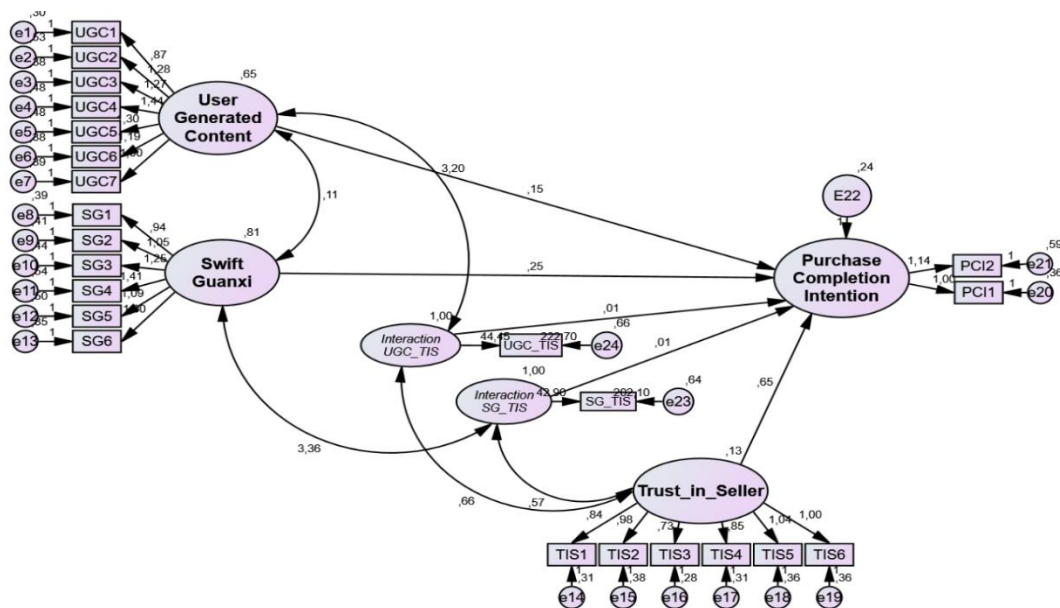
Picture 2. Full model analysis

Hypothesis Testing

Analyze the effects of relationships between variables in the study configuration established in this research and present the following results.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	SE	CR	P	Result
H1	Purchase_Completion_Intention <---User_Generated_Content	0.155	0.057	2,691	0,000	Accepted
H2	Purchase_Completion_Intention <--- Swift_Guanxi	0.253	0.053	4,741	0,000	Accepted
H3	Purchase_Completion_Intention <---Interaction_UGC_TIS	0.009	0.003	3,708	0.007	Accepted

H4	Purchase_Completion_Intention <--- Interaction_SG_TIS	0.014	0.003	5,005	0,000	Accepted

The table of hypothesis test results on AMOS presented above provides a detailed summary (Hair et al., 2019). The hypothesis can be considered significant and positive if the t-count exceeds the t-table value of 1.96 and the p-value is below 0.05. The table above shows that the hypothesis results have a positive influence. This means that each relationship highly influences intention to achieve purchase completion. The initial hypothesis indicates UGC positively and significantly affects purchase completion intention, as demonstrated by a t-value of 2.691, which exceeds the t-table minimum of 1.96, and a p-value of 0.000, descending below the significance level of 0.05 ($\alpha = 0.05$). The greater the overall amount of UGC, the greater the customer's intention to complete the purchase in the shopping cart they left on Shopee. The second hypothesis obtained a t-value of 4.741 toward the impact of swift guanxi on purchase completion intention, accompanied by a p-value of 0.000, indicating a positive and statistically significant effect. Fast and good personal relationships (swift guanxi) between sellers and buyers have increased purchase completion intentions on Shopee. The results of the moderation analysis demonstrate that trust in the seller moderates the compatibility between user-generated content and swift guanxi concerning purchase completion intention. The third hypothesis indicates the interaction between UGC and purchase completion intention, moderated by trust in the seller, exhibits a practical and significant effect. The impact is relatively small, as indicated by a t-value of 3.708 and a p-value of 0.007. The fourth hypothesis indicates that the moderation of trust in the seller on the interaction between swift guanxi and purchase completion intention demonstrates a significant influence and positive, as indicated by a t-value of 5.005. This shows that trust in the seller can strengthen both relationships.

According to the literature and empirical findings, UGC and swift guanxi significantly influence purchase completion intentions in e-commerce, such as on the Shopee platform. This finding is consistent with previous studies showing that UGC plays an important role in influencing consumer behaviour and reducing shopping cart abandonment rates. In this context, UGC helps address consumer concerns and build confidence in purchasing decisions. This is supported by research (S. G. Li et al., 2021), which found that credible, trustworthy and emotional UGC content positively impacts purchase intentions by strengthening trust in the product and shopping experience. Similarly, Geng & Chen, 2021; and Mathur et al. (2021) show that UGC increases consumers' positive attitudes by providing relevant information so that consumers feel more connected to the reviewed products and are motivated to complete the checkout process.

This study's findings align with the existing literature, especially regarding the initial hypothesis that UGC positively and significantly influences purchase completion intention, as indicated by the t-value of 2.691. This indicates that UGC significantly reduces shopping cart abandonment by increasing consumers' trust and readiness to complete the purchase. This study confirms that UGC engagement creates a sense of security for consumers by providing authentic information from

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other consumers, which is the strength of UGC over company-generated information, as affirmed in the study (Afifah, 2019).

Swift guanxi, or effective interpersonal relationships between buyers and sellers, has also been shown to play an important role in increasing purchase completion intentions. Previous research (Chen et al., 2022; Wu et al., 2021) revealed that high-quality interactions with sellers create a sense of consumers' value and support, positively affecting their purchase intentions. This is reinforced in this study, which shows that swift guanxi significantly influences purchase completion intention with a t-value of 4.741 and a p-value of 0.000. The success of swift guanxi in building fast and effective interpersonal relationships encourages consumers to feel more connected to the seller, ultimately increasing the desire to complete the transaction.

Furthermore, trust in the seller is shown to act as a significant moderating factor that strengthens the influence of UGC and swift guanxi on purchase completion intention. This is consistent with research (Jadil et al., 2022), which found that trust is critical in increasing consumer confidence in UGC, thus becoming a significant factor in purchasing decisions. This study found that the moderating effect of trust on swift guanxi was more substantial, with a t-value of 5.005, compared to its effect on UGC, which had a t-value of 3.708. Trust is crucial in interpersonal relationships, especially on swift guanxi, as it creates an environment where consumers feel more secure in purchasing from trusted sellers. As highlighted by (Wu et al., 2021), swift guanxi becomes more effective in increasing purchase completion when buyers highly trust the seller.

However, this finding also indicates an important difference from some previous studies. For example, while some literature suggests that UGC can independently influence purchase decisions without any significant moderating influence (Putri, 2020), this study shows that consumer trust is also required as an important moderator in the context of Shopee, significantly to reduce consumer perceived risk. Similarly, on swift guanxi, although previous studies (Lin et al., 2019; Zhang et al., 2020) highlighted the aspect of direct interaction in strengthening purchase decisions, this study confirms that trust becomes a significant amplifying factor, particularly in creating a safer interaction environment for consumers.

Overall, this study strengthens the existing literature by highlighting the importance of UGC and swift guanxi in enhancing purchase intentions on e-commerce platforms while demonstrating the crucial role of trust as a moderator in the relationship.

CONCLUSION

This study demonstrates that User-Generated Content (UGC) and swift guanxi significantly enhance purchase completion intention on the Shopee e-commerce platform by building consumer trust and reducing shopping cart abandonment. UGC fosters consumer confidence by providing authentic, peer-generated information and encouraging consumers to finalise purchases. Meanwhile, swift guanxi reflecting reliable, responsive interactions between buyers and sellers helps establish mutual respect and trust, further motivating consumers to complete their transactions.

Additionally, trust in sellers moderates the effects of UGC and swift guanxi on purchase completion intention, enhancing consumers' confidence in completing purchases when they perceive sellers as trustworthy. This suggests that e-commerce players should build strong customer interactions and trust mechanisms, such as responsive communication and visible consumer reviews, to reduce cart abandonment.

The study has limitations, primarily due to its reliance on a questionnaire, which may introduce respondent bias and does not explore deeper consumer motivations. Future research should consider mixed methods, such as in-depth interviews or experimental approaches, and investigate other potential factors, such as price sensitivity, shipping costs, and website usability, that may influence shopping cart abandonment.

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