

Comparative Analysis of User Experience Shopee and TikTok Shop Utilizing User Experience Questionnaire

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Emanuel Ristian Handoyo ; Aurelia Melinda Nisita Wardhani [All Authors](#)



Abstract

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Abstract:

The rapid growth of e-commerce has led to the emergence of mobile and social commerce models, with Shopee and TikTok Shop representing distinct approaches in the Indonesian market. This comparative study investigates user experience (UX) differences between these platforms, focusing on understanding how social commerce integration affects user perceptions and behavior. Using the User Experience Questionnaire (UEQ), we measured six UX aspects: attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. Data were collected from one hundred active users through a mixed-method approach combining surveys and semi-structured interviews. Both quantitative statistical analysis and qualitative content analysis were performed to provide comprehensive insights. The results revealed significant differences in four UX aspects: attractiveness, perspicuity, efficiency, and stimulation, while dependability and novelty showed no significant differences between platforms. TikTok Shop demonstrated superior performance across all measured aspects, with the most substantial difference in attractiveness. Qualitative findings supported these results, with users emphasizing TikTok Shop's promotional strategies, interactive features, and social commerce integration. These findings provide valuable insights into the evolving landscape of e-commerce, suggesting that social commerce integration may enhance user experience. The results contribute to both theoretical understanding and practical implications for developing more effective e-commerce strategies in the Indonesian market, while highlighting areas for improvement in security and innovative features.