

THE INFLUENCE OF PERCEIVED EASE OF USE DIMENSIONS ON INTENTION TO USE THE SHOPEE E-COMMERCE APPLICATION

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ABSTRACT

This study aims to examine the influence of the perceived ease of use dimensions, which consist of enjoyment, customization, mobility, rapidly, and trust, on the intention to use the Shopee e-commerce application. This research utilizes primary data obtained by distributing questionnaires to 154 respondents selected using purposive sampling method. The data analysis method employed is multiple linear regression with the assistance of SPSS version 22. To test the validity of the data, the researcher used Confirmatory Factor Analysis (CFA) and to test the hypotheses, multiple linear regression analysis was used. The results of this study indicate that enjoyment, customization, rapidly and trust has a significant effect on intention to use the Shopee e-commerce application but mobility has an insignificant effect on intention using the e-commerce Shopee application.

Keywords: Intention To Use, Enjoyment, Customization, Mobility, Rapidly, Trust.

1. INTRODUCTION

Competition among online shopping service providers, both web-based and mobile applications, has intensified due to the large number of companies offering e-commerce platforms in Indonesia. E-commerce in Indonesia is one of the fastest-growing sectors, as evidenced by the fact that 88.1% of internet users in Indonesia utilize e-commerce to purchase the products they need (Katadata, 2021). With the increasing popularity of e-commerce in Indonesia, competition between e-commerce platforms is expected to become even more fierce. A high volume of traffic on an e-commerce platform indicates the vast number of potential customers that a company can reach. Therefore, e-commerce companies must continually strive to increase their application user base and retain existing active users to prevent them from switching to competitor platforms.

Shopee is one of the leading e-commerce platforms in Southeast Asia, including in Indonesia (Iksyanti & Hidayat, 2022). Shopee aims to simplify the process for consumers to choose their desired products anytime and anywhere (Zulfahnur, 2023). The ease of use provided by Shopee, benefiting both sellers and buyers, has made it highly popular (Ekanova, 2021). Shopee has experienced rapid growth, becoming one of the top choices for consumers seeking online shopping due to the various innovations and conveniences it offers (Febriansyah et al., 2023). In 2023, Shopee.co.id ranked first in traffic as the most visited e-commerce site in Indonesia (Katadata, 2023). Furthermore, the increasing usage data of Shopee indicates that the Shopee e-commerce application is easy to use.

An application can become a preferred choice for consumers when it is easy to use. The ease of use of an e-commerce application can be explained through the perspective of perceived ease of use

by Davis (1989). In the Technology Acceptance Model (TAM), Davis (1989) states that perceived ease of use is a key factor influencing an individual's attitude toward technology acceptance. Furthermore, to elaborate and predict human behavior in decision-making related to technology adoption, the Theory of Planned Behavior (TPB) by Ajzen (1991) provides a framework. Previous research by Varzaru et al., (2021) indicates that the dimensions of perceived ease of use namely enjoyment, customization, mobility, rapidly, and trust affect the intention to use e-commerce applications.

2. LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

Davis (1989) first introduced the Technology Acceptance Model (TAM), which was modified from beliefs, attitudes, intentions, and user behavioral relationships, drawing components from the Theory of Reasoned Action (TRA). According to Davis et al., (1989), the primary purpose of TAM is to provide an explanation of the factors that determine technology acceptance, capable of explaining user behavior. Setiawan (2017) stated that the Technology Acceptance Model (TAM) theory can serve as a basis for developing empirical studies on the readiness for adopting new technology.

2.2 Theory of Planned Behavior (TPB)

Ajzen (1991) first introduced the Theory of Planned Behavior (TPB), which was developed to enhance the Theory of Reasoned Action (TRA). According to Ajzen (1991), the Theory of Planned Behavior (TPB) is a theory related to an individual's intention or desire to perform a specific action or behavior. Ajzen (1991) stated that the main factor in the Theory of Planned Behavior (TPB) is the individual's intention to engage in a particular behavior. Intention is considered the motivation that drives a person's behavior (Hafsyah, 2020).

2.3 Intention To Use

According to Chen et al., (2013), the intention to continue using refers to a situation where a user has identified repeated use for a specific purpose or expectation. Meanwhile, according to Davis (1989), the intention to use refers to an individual's desire to use a technology or system. When discussing the intention to use e-commerce applications, it reflects the extent to which someone is willing to use the technology to conduct transactions and shop online (Varzaru et al., 2021).

According to Varzaru et al., (2021) and Ghazali et al., (2018), as adopted from Venkatesh et al., (2012), the indicators for measuring intention to use are: (1) Intention to continue using in the future, (2) Intention to consistently use the system in daily life, and (3) Plans to use the system as frequently as possible.

2.4 Perceived Ease of Use

In the Technology Acceptance Model (TAM), Davis (1989) stated that perceived ease of use is a key factor influencing an individual's attitude toward technology acceptance. According to him, the easier a technology is to use, the more likely individuals are to accept and adopt it. Based on previous

research conducted by Varzaru et al., (2021), the dimensions of perceived ease of use used to measure intention to use are as follows:

2.5 Enjoyment

According to Juniwati (2015), enjoyment refers to a state where activities related to using a particular system are considered pleasurable both in themselves and from the performance results generated by the system. Based on two previous studies conducted by Varzaru et al., (2021) and Natarajan et al., (2018), the researcher is interested in using three indicators adopted from (1992) to measure enjoyment: (1) using the e-commerce application is always enjoyable, (2) the process of using the e-commerce application is very convenient, and (3) feeling of fun while using the e-commerce application.

H₁: Enjoyment has a significant effect on the intention to use the Shopee e-commerce application.

2.6 Customization

Customization refers to a company's ability to offer tailored solutions based on customer desires to meet their needs (Anderson et al., 1997). In the context of e-commerce applications, customization can be defined as the use of technology and information to provide services and products that match consumer needs (Liao, Li, & Xu, 2005). Based on previous research by Liebana et al. (2017) and Varzaru et al., (2021), the indicators for measuring customization are: (1) individual needs are met when using the application, (2) the site provides information and services according to user preferences, and (3) the system has features aligned with user desires.

H₂: Customization has a significant effect on the intention to use the Shopee e-commerce application.

2.7 Mobility

Mobility refers to the user's ability to use an application flexibly and access it from various devices (Barnes & Huff, 2003). In the context of e-commerce applications, mobile commerce aligns well with the mobile nature of modern lifestyles as it provides means for shopping and services in various situations (Schiertz et al., 2010). Previous research by Varzaru et al., (2021) and Ngubelanga & Duffet (2021) used four indicators from Marinkovic & Kalinic (2017) to measure mobility: (1) the application can be used anytime, (2) the application can be used anywhere, (3) the application can be used while traveling, and (4) the application is very convenient and easy to use from a mobile phone.

H₃: Mobility has a significant effect on the intention to use the Shopee e-commerce application.

2.8 Rapidly

According to Gefen et al., (2003), rapidly is related to the speed and efficiency of performing various functions within an application. In an e-commerce application, speed can be described by how easily the system navigates products, loads websites, and processes transactions without barriers (Varzaru et al., 2021). The indicators for measuring rapidly, adopted from Agustina & Abdullah (2022), include: (1) the system's speed in accessing the homepage, and (2) the system's speed in navigating between pages of the application or website. For the independent variable, specifically the

speed dimension (rapidly), since only two indicators were used in previous research, the researcher has added two new indicators: (1) the speed of completing tasks or activities when using the application, and (2) the speed of navigation while using the application. All indicators were tested through face validity and content validity.

H₄: Rapidly has a significant effect on the intention to use the Shopee e-commerce application.

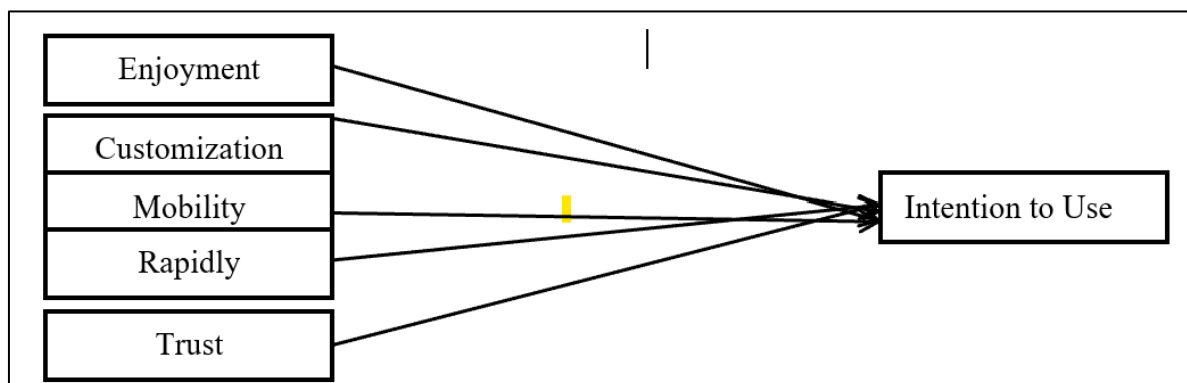
2.9 Trust

Trust in e-commerce can be defined as the extent to which an individual believes that using e-commerce is safe and protects their privacy (Wei et al., 2009). The indicators for measuring trust, based on previous research by Varzaru et al., (2021) and Ghazali et al., (2018), include five indicators adopted from Lee (2005): (1) the service is trustworthy, (2) the company and e-commerce merchants fulfill their promises and commitments, (3) consistently attend to customer interests, (4) are responsible and successful in transactions, and (5) overall, consumers trust e-commerce.

H₅: Trust has a significant effect on the intention to use the Shopee e-commerce application.

Figures 1

Conceptual Framework



3. METHODOLOGY

3.1 Research Design

This study was conducted using a quantitative method. Quantitative research methods involve the use of numerical data and statistical procedures for data collection and analysis, which can be measured.

3.2 Sample

The subjects and population of this study are all students of Malikussaleh University who use the Shopee e-commerce application. The sampling technique used is non-probability sampling with a purposive sampling method. The sample selection criteria for this study are as follows: (1) consumers must be at least 18 years old, and (2) participants must be students or consumers who have used the Shopee e-commerce application for online shopping, with a minimum usage of at least once or more. There are 22 indicators in this study. According to the guidelines from Hair et al., (2019), the sample size for this study is $22 \times 7 = 154$ respondents.

3.3 Data Collection

Data collection techniques were carried out using the questionnaire method, namely by giving a list of questions or questionnaires directly to respondents which were made using a scale of 1-5 to obtain interval data and given a value or score. Primary data in this research was obtained from distributing and filling out questionnaires (list of questions) which were answered by the research object or Malikussaleh University students.

3.4 Data Analysis

The data analysis method used in this study is multiple linear regression with the assistance of SPSS version 22. To test the validity of the data, the researcher employed confirmatory factor analysis (CFA), and to test the hypotheses, multiple linear regression analysis was applied.

4. RESULTS AND DISCUSSION

4.1 Profile Respondent

The respondent profile includes characteristics such as the frequency of using the Shopee e-commerce application, gender, current age, faculty of origin, and year of admission. The proportions of the respondent profile are detailed in the following table:

Table 1
 Profile Respondent

Profile	Frequency	Percentage (%)
Frequency of using Shopee Application		
1-5 Times	26	16.9
6-10 Times	18	11.7
> 10 Times	110	71.4
Gender		
Male	35	22.7
Female	119	77.3
Age		
18 – 20 Years	64	41.6
21 – 23 Years	87	56.5
> 23 Years	3	1.9

Faculty		
Engineering	22	14.3
Law	22	14.3
Agriculture	22	14.3
Medicine	22	14.3
Economics and Business	22	14.3
Social and Political Sciences	22	14.3
Teacher Training and Education	22	14.3
Years of Admission		
2020	79	51.3
2021	20	13.0
2022	25	16.2
2023	30	19.5

Source: SPSS 22 Output

The Table 1 shows that the majority of respondents use the Shopee e-commerce application more than 10 times, with 110 respondents or 71.4%. This is attributed to Shopee's position as the number one e-commerce platform with the highest number of visitors in Indonesia, leading to frequent usage. The respondents were predominantly female, with 119 individuals or 77.3%. In terms of age, the majority of respondents were aged 21-23, comprising 87 individuals or 56.5%. The number of respondents based on the students' faculties was balanced to provide a fair and accurate representation of the entire student population at Malikussaleh University who use the Shopee e-commerce application. As for the year of admission, the majority of respondents were from the class of 2020, with 79 respondents or 51.3%.

4.2 Research Instrument Test Results

There are two types of testing carried out in relation to data obtained from research instruments, namely validity and reliability testing.

4.3 Result of Validity and Reliability Tests

The validity test was conducted using Confirmatory Factor Analysis (CFA) to assess the construct validity of the questionnaire items. According to Ghazali (2018), factor loadings greater than 0.50 indicate that the indicators are valid and consistent in measuring the constructs. The results of the CFA showed that all items had factor loadings above the 0.50 threshold, meaning that they successfully measured the intended constructs. Items that measure similar concepts will have significant correlations, while correlations with items measuring different concepts tend to be low (Ghozali, 2018). The reliability test was performed using Cronbach's Alpha to evaluate the internal consistency of the measurement instruments. A Cronbach's Alpha value greater than 0.60 indicates

that the instrument is reliable (Ghozali, 2018).

In the first stage of factor analysis, the researcher limited the analysis to six factors, assuming that each indicator would cluster into its respective factor (confirmatory factor analysis). The results of this factor analysis can be seen below.

Table 2
Initial Factor Analysis Results

KMO Coefficient	Indicator	Factor						MSA Coefficient
		1	2	3	4	5	6	
0.900	ITU1				0.445		0.540	0.910
	ITU2	0.581						0.902
	ITU3	0.472						0.924
	E1					0.544	0.565	0.885
	E2					0.821		0.848
	E3					0.736		0.883
	C1				0.770			0.855
	C2				0.741			0.925
	C3				0.666			0.923
	M1			0.858				0.781
	M2			0.855				0.812
	M3			0.654				0.915
	M4			0.616				0.921
	R1		0.774					0.886
	R2		0.706					0.904
	R3		0.717					0.934
	R4		0.630					0.928
	T1	0.714						0.927
	T2	0.870						0.892
	T3	0.737						0.895
	T4	0.821						0.910
	T5	0.757						0.927

Source: SPSS 22 Output

Based on the initial factor analysis results, the KMO value of 0.900 indicates that all MSA values are above 0.50. However, the indicator M1, with the lowest MSA value of 0.781, was excluded. The factor analysis was then repeated with a KMO value of 0.905, and the indicator E1 was

removed due to its loading on two factors. In the third stage, with a KMO value of 0.905, the indicator C1 was excluded for the same reason. In the fourth stage, with a KMO value of 0.910, the indicators ITU2 and ITU3 were removed because they were loading on two factors. In the final stage, the KMO value of 0.904 and all MSA values above 0.50 confirm that each indicator is appropriately grouped into its respective factor. The results of the final validity and reliability testing are shown below.

Table 3
Results of Final Validity Testing and Reliability Testing

KMO Coefficients	Indicator	Factor						MSA Coefficient	Cronbach Alpha
		1	2	3	4	5	6		
	ITU1						0.728	0.938	-
	E2					0.884		0.801	0.679
	E3					0.701		0.889	
	C2				0.852			0.889	0.732
0.904	C3				0.703			0.906	
	M2			0.778				0.889	0.767
	M3			0.780				0.910	
	M4			0.719				0.890	
	R1		0.836					0.875	0.854
	R2		0.708					0.900	
	R3		0.709					0.921	
	R4		0.600					0.937	
	T1	0.756						0.938	0.900
	T2	0.852						0.893	
	T3	0.746						0.891	
	T4	0.800						0.897	
	T5	0.762						0.921	

Source: SPSS 22 Output

Based on the results of the reliability testing, it can be observed that the Cronbach's alpha values are above 0.60. However, for the variable "intention to use," reliability testing could not be conducted because only one indicator item remained. Thus, it can be concluded that the independent variables used in this study have Cronbach's alpha values above 0.60, indicating that they are considered reliable.

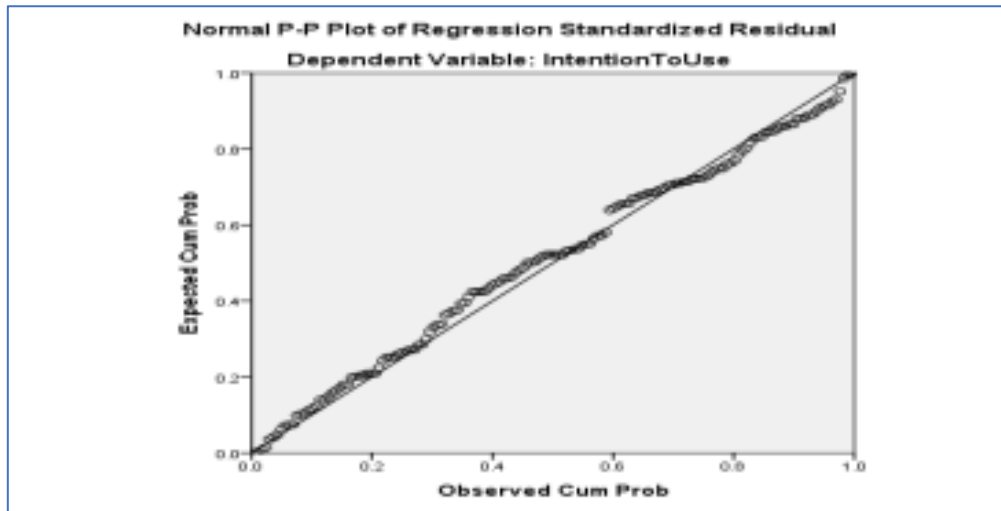
4.4 Result of Classical Assumption Testing

Data Normality Test Results

According to Ghozali (2018), normality testing can be conducted using two methods: graphical analysis and statistical analysis (Kolmogorov-Smirnov test). The results of the normality test conducted on the data are presented in the following figures.

Figures 1

Graph of normality probability plot test results



Source: SPSS 22 Output

In Figure 2, it can be observed that the data are dispersed around the diagonal line, indicating that the data in this regression model are normally distributed. Subsequently, the normality of the data was tested using statistical analysis through the Kolmogorov-Smirnov (K-S) test, as shown below.

Table 4

Kolmogorov Smirnov (KS) Test Results

		Unstandardized Residual
N		154
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.86262999
Most Extreme Differences	Absolute	.059
	Positive	.043
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200

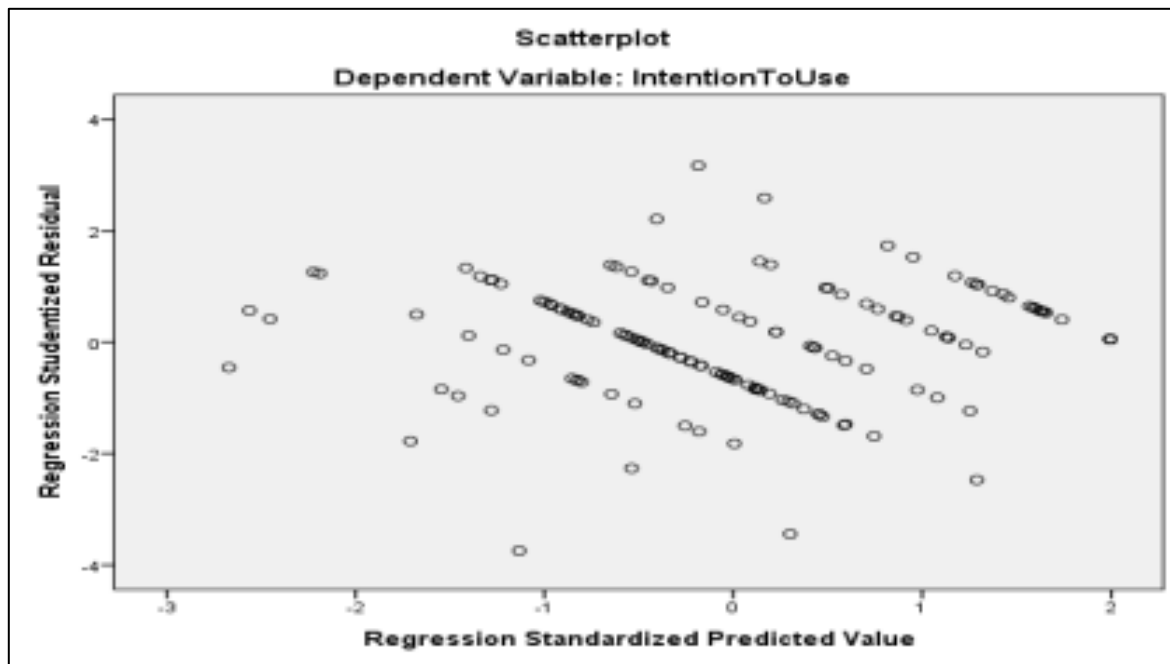
Source: SPSS 22 Output

According to Ghozali (2018), the Kolmogorov-Smirnov (K-S) test criteria state that if the significance value is greater than 0.05, the data distribution is considered normal. Based on Table 4, it can be observed that the Asymp. Sig (2-tailed) value is 0.200, which is above the significance threshold of 0.05. Therefore, it can be assumed that the data used are normally distributed.

Heteroscedasticity Test Results

Figures 2

Heteroscedasticity Test



Source: SPSS 22 Output

The heteroscedasticity test aims to test whether in the regression model there is inequality in variance and residuals from one observation to another (Ghozali, 2018). Based on Figure 3, it can be observed that the points are evenly scattered around, above, and below the zero line on the Y-axis. Additionally, these points do not form any specific pattern, which allows us to conclude that there is no indication of heteroscedasticity in this study.

Multicollinearity Test Results

The purpose of the multicollinearity test is to determine whether there is a correlation among the independent variables in a regression model. A good regression model should have no correlation between the independent variables (Ghozali, 2018). Statistical tools commonly used to test for multicollinearity issues are tolerance and variance inflation factor (VIF) values. If the tolerance value is greater than 0.10 and the VIF value is less than 10, then multicollinearity is not present. The results of the multicollinearity test are shown in Table 5 below.

Table 5

Multicollinerity Test Results

No	Variable	Tolerance	VIF
1	Enjoyment	0,671	1,490
2	Customization	0,587	1,703
3	Mobility	0,654	1,529
4	Rapidly	0,444	2,250
5	Trust	0,605	1,652

Source: SPSS 22 Output

Table 5 shows that all independent variables, such as direct marketing and product quality, have a tolerance greater than 0.10 and a VIF less than 10. This indicates that there is no multicollinearity among the variables studied.

4.5 Data Analysis Methods

Multiple Linear Regression

The results of multiple linear regression using the SPSS version 22 program were obtained as follows:

Table 6
Multiple Linear Regression Results
Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.032	.759			1.360	.176
Enjoyment	.135	.053	.149		2.534	.012
Customization	.236	.059	.253		4.022	.000
Mobility	.065	.044	.088		1.480	.141
Rapidly	.140	.049	.205		2.838	.005
Trust	.170	.031	.340		5.485	.000

Source: SPSS 22 Output

Based on Table 6, it can be seen that the coefficients of each variable and constant that are observed in this research are the enjoyment coefficient (X_1) 0.135, the customization coefficient (X_2) 0.236 the mobility coefficient (X_3) 0.65, the rapidly coefficient (X_4) 0.140, the trust coefficient (X_5) 0.170, and the constant 1.032. This means that the independent variable has an influence on customer satisfaction (Y), the equation can be written as follows:

$$Y = 1.032 + 0.135x_1 + 0.236x_2 + 0.065x_3 + 0.140x_4 + 0.170x_5$$

Correlation Coefficient (R) Adjusted Determination (R²)

To determine whether there is a relationship between the independent variables and the

dependent variable, the correlation coefficient (R) is examined. Additionally, to understand the overall impact of the independent variables on the dependent variable, the coefficient of determination (R²) is assessed. The results of the Correlation Coefficient (R) and Adjusted Determination (R²) tests are as follows:

Table 7
Results of Correlation Coefficient (R) Adjusted Determination (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.657	.645	.877

Source: SPSS 22 Output

In Table 7, it is shown that the value of R is 0.810. This indicates that the correlation between enjoyment, customization, mobility, rapidly, and trust affects the intention to use the Shopee e-commerce application by 81%. This can be categorized as a strong correlation, falling within the range of 0.610 to 0.800. Meanwhile, the Adjusted R² value is 0.645, meaning that enjoyment, customization, mobility, rapidly, and trust can explain 64.5% of the variation in intention to use the Shopee application, with the remaining 35.5% influenced by other factors or variables not included in this study.

Table 8
 Summary of Hypothesis Proving

	Hypothesis Description	Result
H1	Enjoyment has a significant effect on intention to use the Shopee e-commerce application.	Accepted
H2	Customization has a significant effect on intention to use the Shopee e-commerce application..	Accepted
H3	Mobility has a significant effect on intention to use the Shopee e-commerce application.	Rejected
H4	Rapidly has a significant effect on intention to use the Shopee e-commerce application.	Accepted
H5	Trust has a significant effect on intention to use the Shopee e-commerce application.	Accepted

Source: SPSS 22 Output

5. Conclusion

5.1 Conclusion

This paper demonstrates the impact of perceived ease of use dimensions on the intention to use the Shopee e-commerce application. In general, research finds that enjoyment, customization, rapidly and trust are factors related to intention to use, which consequently results in the realization intention to shop using the Shopee e-commerce application. Meanwhile, mobility was found to be insignificant to the intention to use the Shoppe e-commerce application.

For H₁, it is accepted, meaning that enjoyment influences consumers' perception of pleasure when engaging in online shopping activities on the Shopee e-commerce platform. This pleasure can be expressed through positive emotions, such as receiving special offers or satisfaction after obtaining the desired product. Consumers who feel happy while using the Shopee e-commerce platform tend to have a higher intention to continue using the platform. Thus, enjoyment significantly affects the intention to use the Shopee e-commerce application. This finding is supported by previous research conducted by Permana et al. (2019) and Varzaru et al. (2021).

H₂ is also accepted, indicating that customization determines the intention to use the Shopee e-commerce application. Customization allows consumers to easily find products, making shopping more aligned with individual needs and preferences. Overall, customization enhances the user experience by making them feel more valued as consumers. As a result, customization positively influences the intention to use the Shopee e-commerce application. This finding is also supported by previous research conducted by Liebana et al. (2017) and Varzaru et al. (2021).

H₃ is rejected because consumers exhibit a high level of mobility. Most e-commerce users are young consumers who frequently access information and perform other activities via their gadgets. As they are accustomed to using gadgets, mobility is seen as part of their lifestyle rather than a primary factor when shopping on e-commerce platforms. This is also supported by prior research by Liebana et al. (2017).

H₄ is accepted, meaning that the Shopee e-commerce platform has a fast system that meets users' needs when navigating products, loading web pages, and performing transactions without disruptions. Consumers are more likely to have a stronger intention to use Shopee if they find the system responsive and easy to use. A fast system allows users to complete their shopping activities without spending too much time. Thus, rapid system performance significantly impacts the intention to use the Shopee e-commerce application. This finding is also supported by Varzaru et al. (2021).

H₅ is accepted, indicating that trust plays a crucial role in fostering a commitment between consumers and companies on the Shopee e-commerce platform. Consumers feel secure when conducting transactions if the company can create interest in its customers, while also protecting privacy and ensuring product quality. This can enhance their intention to continue shopping on the Shopee e-commerce platform. These findings are supported by Ghazali et al. (2018) and Varzaru et al. (2021).

5.2 Limitations and Suggestions

This study has made a modest contribution to the research on consumer experience through e-commerce by proposing a research model that can influence the intention to use e-commerce. The study employed the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). However, several limitations can be noted, including the fact that the focus of respondents was limited to Generation Z, consisting solely of students from Malikussaleh University. Another limitation of this research is that it was conducted at only one university and did not incorporate mediation or modification variables.

Future researchers could expand on this study by exploring more significant antecedents and incorporating variables that influence the intention to use e-commerce, with the role of mediation or modification. The research model could be further enhanced by incorporating additional key variables, such as engagement, user experience, and social influence. Based on the current research, the dimensions of perceived ease of use have generally performed well, but there are still several areas that need improvement.

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