# THE DETERMINANTS OF INDIVIDUAL INTEREST TO BUY PRODUCT AT SHOPEE

**Riezka Bening Dwifany**

riezka.bening@gmail.com

**Grace Widijoko**

grace@ub.ac.id

Accounting Department, Faculty of Economics and Business, Brawijaya University
Jl. MT. Haryono 165, Malang 65145, Indonesia

## ABSTRACT

Online buying and selling are increasingly recognized by the public and e-commerce are growing rapidly. E-commerce, like Shopee, can facilitate buying and selling process more effective and efficient. This study aimed to examine consumer intention in using Shopee application to buy a product. This is a quantitative study and data were collected using a survey method, namely a questionnaire. The data of this study were analyzed using the Statistical Product and Service Solutions (SPSS). The respondents of this study were 400 undergraduate students of the Faculty of Economics and Business, Universitas Brawijaya. The results showed that performance expectancy, social influence, facilitating conditions, hedonic motivation, and habit have a positive effect on behavioral intention. However, effort expectancy and price value are found insignificant on behavioral intention. Thus, it can be concluded that the higher the performace expectancy, social influence, facilitating conditions, hedonic motivation, and habit, the higher the effect on consumer interest to buy a product at Shopee.

**Keywords**: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Behavioral Intention, Shopee.

## ABSTRAK

Jual beli secara online semakin dikenal oleh masyarakat dan e-commerce bertumbuh dengan pesat. E-commerce seperti Shopee dapat membuat proses jual beli semakin efektif dan efisien. Penelitian ini bertujuan untuk menguji niat konsumen pada penggunaan aplikasi Shopee kepada penggunanya untuk membeli produk. Penelitian ini merupakan penelitian kuantitatif dan data dikumpulkan menggunakan metode survei, yaitu kuesioer. Data penelitian ini dianalisis menggunakan *Statistical Product and Service Solutions* (SPSS). Responden penelitian ini adalah 400 mahasiswa S1 Fakultas Ekonomi dan Bisnis, Universitas Brawijaya. Hasil penelitian menujukkan bahwa *performance expectancy, social influence, facilitating conditions, hedonic motivation,* dan *habit* berpengaruh positif terhadap *behavioral intention*. Namun*, effort expectancy,* dan *price value* ditemukan tidak signifikan terhadap *behavioral intention*. Dengan demikian, dapat disimpulkan bahwa semakin tinggi *performance expectancy, social influence,* f*acilitating conditions, hedonic motivation,* dan *habit* maka semakin tinggi efek terhadap minat konsumen untuk membeli produk di Shopee.

**Kata Kunci**: *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Behavioral Intention*, Shopee.

## INTRODUCTION

The development of technology forces people to use the internet. Before the internet, finding information was difficult because of limited resources. However, things have been easy since the internet advent. Based on data from the Indonesian Internet Service Provider Association (APJII), internet users in Indonesia in 2016 reached 132.7 million people, and in 2017 it reached 143.26 million people, while in 2018, it reached 171.17 million people. With this increase, businesses are starting to see opportunities from the widening of the internet network and making the business change from traditional to internet-based.

Shopee is the leading e-commerce in Indonesia, and it offers its costumers a lot of discounts and also free shipping cost. Shopee also often hold a big sale on certain dates. Even though Shopee has provided many discounts and free shipping, this does not make all people interested in switching to online shopping. According to the results of a survey conducted by APJII in 2018, the reason people don't shop online is 18.8% because they prefer to shop directly in stores. Whereas 12.2% of respondents stated that they could not use the application yet. Then, 9.5% of respondents stated that they are worried that the goods will not arrive and 9% of respondents said they are worried that the goods will not match their expectations.

In this study, the author employed the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2). Performance expectancy is defined as the expectations that technology users have for the performance of the technology itself (Thong, Venkatesh, and Xu, 2012). This is illustrated from the expectations of the benefits and conveniences arising from the use of these technologies. In this study, performance expectancy is related to the expectation of the convenience and benefits of the Shopee application.

Effort Expectancy can be explained as how easy and convenient the system is (Venkatesh et al., 2012). The easier and more convenient the system is, the less the effort user must generate. Previous research conducted by Tak and Panwar (2017) finds that effort expectancy positively influences intentions to use mobile applications for shopping.

Social influence means the extent to which a person realizes how crucial and important others' opinions on whether he or she should use the technology. Raman and Don (2013) conducted research using this theory, and the results show that social influence significantly influences behavioral intention in using learning management software.

The next variable of this research is facilitating conditions, which defined as the degree to which an individual thinks that organizational and technical support exists to support the use of a system (Venkatesh et al., 2003). Available resources, skills, and technical infrastructure could be the main role of this variable influencing behavioral intention.

Brown and Venkatesh (2005) define hedonic motivation as enjoyment or excitement resultant from utilizing technology and it plays an important part in determining new technology adoption. Research conducted by Shaw and Sergueeva (2019) finds that hedonic motivation has a strong effect on the intention to use mobile commerce.

Price value is defined as the consumer’s cognitive tradeoff between the perceived benefits they will get and their monetary cost they will spend (Venkatesh et al., 2012). Akgul et al. (2019) find that price value has a positive and significant effect on purchasing intention through social media. A research by Merhi et al. (2019) tested the intention to use mobile banking between Lebanese and British shows that price value in Lebanese sample is not significant and British sample shows the opposite, price value is slightly

significant in influencing people to use mobile banking.

Habit is the level of observed automatic behavior gained by learning after the use of a technology (Kurubacak and Altinpulluk, 2017). In other words, the habit will arise when people use technology continuously. Previous research done by Merhi et al. (2019) shows that habit is found to be one of the most significant factors on behavioral intention to use mobile banking services in Lebanese and British.

There are various research using UTAUT 2 and this study is referring to previous research conducted by Singh and Matsui (2017) and Lim (2019). A research by Singh and Matsui (2017) adopted UTAUT 2 and added long tail effect and trust constructs to test the customer motivation behind online shopping for two different applications, namely airline ticket and book purchase, and it was conducted in Japan. The results of this research showed that price value, habit, performance expectancy, and trust has a positive influence towards the intention to use airline ticket application. Habit, performance expectancy, long tail effect, and trust has a positive influence towards the intention to use book purchase application.

Previous research conducted by Lim (2019) was conducted in Canada. This research also adopted UTAUT 2 and two additional constructs which are security and privacy, and trust. The results of this study showed that performance expectancy, effort expectancy, facilitating conditions, social influence, hedonic motivation, habit, security and privacy, and trust has a positive influence towards the generation Y's behavioral usage of small businesses's retail. Both of the previous research conducted by Singh and Matsui (2017) and Lim (2019) were conducted in a country with high penetration of internet. The differences between this study and previous research are in the sample used and the object of research. The sample used for this study is Shopee users in the Faculty of Economics and Business, Universitas Brawijaya. The object for this study is Shopee. Another difference from this study with previous research is, this study examines behavioral intention. Whereas, previous research examines use behavior. Researchers only examine behavioral intention because according to Limayem et al. (2017), behavioral intention is the key predictor of technology use. Then, it can be concluded that behavioral intention is already includes and reflects use behavior. Based on the description above, the author composed her minor thesis under the title "The Determinants of Individual Interest to Buy Product at Shopee".

## LITERATURE REVIEW AND HYPHOTHESES DEVELOPMENT

### Accounting Information System

Accounting information systems tasks are to collect, record, store, and process data to give useful information for making decisions. (Hall, 2015). In accounting information systems, there are business processes or transaction cycles. According to Wilkinson (1995), the transaction cycle has five types of interconnected cycles, namely the general ledger and financial reporting cycles, the income cycle, the expenditure cycle, the resource management cycle, and the product conversion cycle.

### Mobile Commerce

Mobile e-commerce or usually called m-commerce, refers to the use of mobile devices to enable online transactions. Mobile devices must be connected to the internet. If it is not connected, mobile devices cannot access the m-commerce. According to Alatas (2013), mobile commerce is defined as a transaction process that is conducted using a mobile device. Another meaning stated by Balasubraman et al. (2002) that mobile commerce is the usage of mobile devices to interact and do a transaction through public networks and private. The increasing

amount of time consumers are spending using mobile devices, larger smartphone screen sizes, greater use of responsive design enabling e-commerce sites to be better optimized for mobile use and mobile checkout and payment, and enhanced mobile search functionality are the determinants impacting the growth of m-commerce (Laudon and Travor, 2017).

**UTAUT (Unified Theory of Acceptance and Use of Technology)**

UTAUT uses multiple models of user acceptance theory, and it offers the most comprehensive model at the moment. UTAUT does not only underline the main determinants that predict intention to adopt but it also allows researchers to analyze the likelihood of moderators who will strengthen or limit the effects of core determinants (Jorge et al., 2015).

UTAUT is the result of the development of 8 models and theories of individual acceptance, namely Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM) -TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). According to the results of testing 8 models and theories, Venkatesh et al. (2003) conclude that four constructs would play a significant role as direct determinants of user acceptance and usage behavior which are performance expectancy, effort expectancy, social influence, and facilitating conditions.

**UTAUT (Unified Theory of Acceptance and Use of Technology) 2**

Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) is a model that was updated and developed by Venkatesh et al. (2012). UTAUT was originally developed to explain employee technology acceptance and use. It will be important to examine how it can be extended to other contexts, such as the context of consumer technologies (Stofega and Llamas, 2009). Therefore, UTAUT2 was made to focus more on the consumer use context.

UTAUT2 added three constructs to the model, namely hedonic motivation, price value, and habit. By adding those three constructs, it is hoped that rich understanding can be gained and help organizations in the consumer technology industry to make a better design and market the technologies to consumers in various demographic groups (Venkatesh et al., 2012).

**Conceptual Framework and Hypotheses Development**

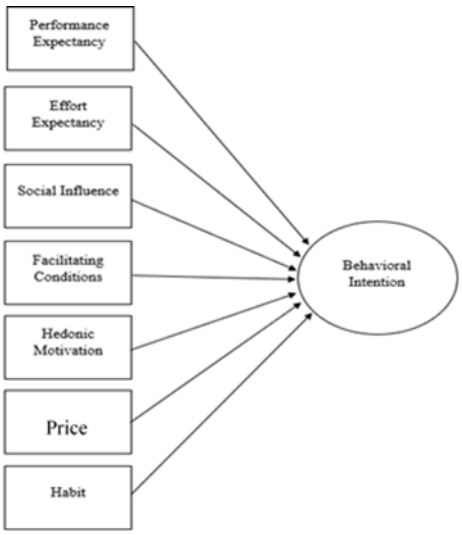


**Figure 1 Research Framework**

**The Effect of Performance Expectancy on Behavioral Intention to Buy Product at Shopee**

Venkatesh et al. (2012) defined performance expectancy as the extent to which using technology will give benefits to consumers in conducting some actions. Performance expectancy is also named as the expectation of increasing performance that users will get by using technology during some activity (Singh and Matsui, 2017). According to the above definition, it can be assumed that people will use Shopee if they think Shopee is useful and beneficial for them.

Research conducted by Singh and Matsui (2017) reveal that performance expectancy has a vital effect on the intention to use online applications for shopping. These results confirm that users believe that online shopping improves their performance because of it being useful and saving time for them. Other research conducted by Abushakara and Nikbin (2019) also reveal that performance expectancy significantly influences the entrepreneurs to adopt the Internet of Things (IoT).

Based on some studies mentioned, the author aims to examine the influence of Performance Expectancy towards Shopee's consumers Use Behavior. Hence, the researcher formulates the alternative hypothesis as follows:

**H1:** Performance Expectancy positively influences Behavioral Intention to Buy Product at Shopee.

**The Effect of Effort Expectancy on Behavioral Intention to Buy Product at Shopee**

According to Venkatesh et al. (2012), effort expectancy is the level of ease associated by the use of the system, and the effort expectancy concept exists from the unification of three constructs from existing models which are perceived from use (TAM/TAM2), complexity (MPCU), and ease of use (IDT). According to the above definition, it can be assumed that people will use Shopee if they feel Shopee is an application that is easy to use and learn.

Effort expectancy has a meaningful impact on behavioral intention to use mobile marketing amongst Jordanian customers (Eneizan et al., 2019). A study conducted by Alalwan et al. (2018) prove that effort expectancy has supported the significant relationship between behavioral intention to adopt Internet banking. Research results from Chang et al. (2019) confirm that effort expectancy significantly influences behavioral intention in using online hotel bookings.

Based on some studies mentioned above, the researcher determines to explore the influence of effort expectancy towards Shopee's customer's behavioral intention. Therefore, the following hypothesis is proposed based on prior studies:

**H2:** Effort Expectancy positively influences Behavioral Intention to Buy Product at Shopee

**The Effect of Social Influence on Behavioral Intention to Buy Product at Shopee**

Venkatesh et al. (2003) defined social influence as to what extent an individual sees that others' opinions who are close to them consider that they need to adopt the new system. Social influence is also described as social pressure appearing from important others, such as family, friends, and so forth, to adapt to the use of new technology (Singh and Matsui, 2017). From the statement above, it can be concluded that the role of the closest people in our environment can influence us to use technology.

The study performed by Abushakara and Nibrin (2019) discovered that social influence has a major impact on influencing entrepreneurs to utilize the internet on their business activity. Entrepreneurs will accept and adopt the Internet of Things if they discover that their competitors are also using it. Another study by Eneizan et al. (2019) prove that social influence is relevant to behavioral intention to use mobile marketing among Jordanian customers.

Based on some studies as mentioned above, the researcher determines to examine the influence of social influence towards Shopee's customer's behavioral intention. According to the discussion above, the following hypothesis was proposed:

**H3:** Social Influence positively influences Behavioral Intention to Buy Product at Shopee

**The Effect of Facilitating Conditions on Behavioral Intention to Buy Product at Shopee**

Facilitating conditions is defined as the extent to which an individual thinks that the system will be supported by the presence of technical infrastructure (Venkatesh et al., 2003). For people to conduct online shopping, they need the internet, computers, smartphones, knowledge, and also skills to use the technology. Those are the facilitating conditions that should exist to shop online. In short, users can not use the technology if they do not have the facilities to support their activity or conditions.

A study by Alalwan et al. (2018) discover that facilitating conditions is empirically proven to be positively significant in influencing behavioral intention to use internet banking. Facilitating conditions also undoubtedly related to behavioral intention to use mobile marketing among Jordanian customers (Eneizan et al., 2019). Another study by Chang et al. (2019) observe that facilitating conditions influences behavioral intention.

As mentioned above, the author determines to examine the influence of Facilitating Conditions towards Shopee's customer's Behavioral Intention. These results led to the following hypothesis:

**H4:** Facilitating Conditions positively influences Behavioral Intention to Buy Product at Shopee

**The Effect of Hedonic Motivation on Behavioral Intention to Buy Product at Shopee**

Hedonic motivation is expressed as a feeling of enthusiasm and happiness that encourages people to accept and use new technology (Brown and Venkatesh, 2005). The more entertainment the new technology offer will lead to a higher probability of the user will use and accept the new technology. Advances in technology make a lot of new websites and applications on smartphones that offer a lot of convenience and entertainment appear. To draw attention and to engage with more costumers, e-commerce should design their platform to be more exciting and interesting.

Abushakara and Nikbin (2019) notice that the motivation of entrepreneurs to adopt and use the internet to their business activity is generated by the fun and pleasure of using the technology. Hedonic motivation also has a positive impact on the behavioral intention of using mobile marketing in Jordania (Eneizan et al., 2019). Another study by Shaw and Sergueeva (2018) observe that hedonic motivation significantly influences the intention to use mobile commerce.

Based on some studies mentioned above, the author determines to examine the influence of hedonic motivation towards Shopee's customers' behavioral intention. These results led to the following hypothesis:

**H5:** Hedonic Motivation positively influences Behavioral Intention to Buy Product at Shopee

**The Effect of Price Value on Behavioral Intention to Buy Product at Shopee**

Consumer's cognitive tradeoff among the perceived benefits of the applications and the monetary cost for utilizing them is the definition of price value (Dodds et al., 1991). The cost and pricing structure may have a meaningful influence on the consumer's intention to adopt the technology (Venkatesh et al., 2012). Online shopping enables consumers to shop through online applications on their phone or computer. By shopping online, consumers can save time and also transportation costs because they do not need to come to the store.

Prior research conducted by Alalwan et al. (2017) discover that price values seem to alter Jordanian consumers to use internet banking significantly. Price value also has a positive impact on consumer intention to use mobile marketing in Jordanian (Eneizan et al., 2019).

Based on some studies mentioned, the author intends to examine the influence of price value towards Shopee's consumers use behavior. Hence, the author formulates the alternative hypothesis as follows:

**H6:** Price Value positively influences Behavioral Intention to Buy Product at Shopee

### The Effect of Habit on Behavioral Intention to Buy Product at Shopee

Habit is conceptualized as the degree to which people tend to perform actions automatically because of learning (Limayem et al., 2007). The more often a technology user uses the technology, the user will get used to operating the technology. When users get used to it, it will improve the user's intention to use the technology continuously. In this case, when Shopee users have the habit of using Shopee, the intention to use the application will increase.

Research by Abushakara and Nikbin (2019) notice that habit has a powerful impact on influencing entrepreneurs to adopt the technology. Eneizan et al. (2019), in a study of mobile marketing in Jordania, discover that habit has a meaningful impact on influencing behavioral intention. Another study by Chang et al. (2019) observe that habit shows a positive impact on influencing people to make online booking reservations.

Based on some studies mentioned, the author intends to examine the influence of habit towards Shopee's consumers use behavior. Regarding habit, the following are the proposed hypotheses:

**H7:** Habit positively influences Behavioral Intention to Buy Product at Shopee

## RESEARCH METHOD

### Population and Sample

This study aimed to determine the interest of individuals to use Shopee. The author chose respondents who have and are accustomed to using the internet. Based on a survey conducted by APJIII (2018), the largest internet user in Indonesia is university students with a percentage of 92.1%. Therefore, the researcher chose university students as the population.

To determine the sample size of this study, author used the Slovin method. The author calculate sample size with an error rate of 5% from the list considered as representative sampling. The smaller the specified error rate will show higher accuracy than the large error rate. Thus, in this study, the minimum sample size is 361 students.

This research employed non-probability sampling, and researcher uses convenience sampling as the sampling type. Thus, the sample was undergraduate students at the Faculty of Economics and Business, Universitas Brawijaya who have used Shopee. The author chose the sample because the location is adjacent to the researcher and also the limited time are the reasons for choosing the sample.

### Data Collection Method

The data collection method in this study is an online questionnaire through Google Form. The online questionnaire, which often known as a survey, is a data collection technique using a list of questions that have been determined to be answered by respondents via Google Form. Respondents can only choose alternative answers that have been provided by researchers using a Likert scale of one to five. One for answers that strongly disagree and five for answers that strongly agree. Likert scale is a scale designed to examine

how strongly respondents agree with statements related to the variable of interest in research (Sekaran and Bougie, 2013).

**Definition, Indicators, and Variables Measures Research**

In this study, the author adopted the research construction that had been developed and tested for validity by previous researchers. The study construct used in this study refers to the research construct of Singh and Matsui (2018) and Lim (2019) to measure Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating conditions (FC), Price Value (PV), Hedonic Motivation (HM), Habit (H) of Behavioral Intention (BI) of consumer interest in using Shopee to shop online.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is conducted to discover the impact of two or more independent variables on one dependent variable in a linear way (Priyatno, 2014). This study uses seven independent variables, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habits as well as one dependent variable, Behavioral Intention. The multiple linear regression model describes the relationship between variables as follows:

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e}$$

Description:

**Y**: Behavioral Intention

$\mathbf{X_1}$: Performance Expectancy

$\mathbf{X_2}$: Effort Expectancy

$\mathbf{X_3}$: Social Influence

$\mathbf{X_4}$: Facilitating Conditions

$\mathbf{X_5}$: Hedonic Motivation

$\mathbf{X_6}$: Price Value

$\mathbf{X_7}$: Habit

$\boldsymbol{\alpha}$: Constant

$\boldsymbol{\beta_n}$: Coefficient of Independent Variable $X_n$

$\boldsymbol{e}$: Error

In carrying out multiple linear regression, it is necessary to analyse to find out what influence arises from the independent variables on the dependent variable. The analysis conducted by the author is as follows.

1. Coefficient of Determination ($R^2$)
   The coefficient of determination or commonly called R Square illustrates how much influence the independent variable has on the dependent variable (Priyatno, 2014). In SPSS, R Square is expressed as a decimal number, and the number is converted to a percentage which will mean of the influence contribution percentage of the independent variable on the dependent variable. The greater the percentage coefficient of determination, the greater the effect that the independent variable has on the dependent variable.
2. T-Test
   T test is conducted to determine the effect of the independent variables on the dependent variable partially (Priyatno, 2014). In the t test, the author needs to pay attention to the level of significance produced, namely, the coefficient t test and the coefficient t table. The positive t-test coefficient indicates a positive effect, and vice versa.
3. F-Test
   F test is conducted to test whether the regression model created by the author is significant or good to use. If it is significance, this means that the relationship that occurs can be applied to the population. A significant relationship exists between the independent variables and a dependent variable if the value of $F_{test}$ is greater

than the value of $F_{table}$ with F significance below 5% or 0.05. If the significance is more than 0.05 then the regression model is not feasible to use.

## FINDINGS AND DISCUSSIONS

### Questionnaire Distribution and Data Collection

This study is directed to users who have used Shopee services to shop online. The distribution of questionnaires is done through Google Form. The number of samples and the return rate of the questionnaire in this study can be seen in the table below:

**Table 1**

**Summary of Questionnaires Distribution**

| Description | Online Questionnaires |
|---|---|
| Questionnaires are distributed | 500 |
| Questionnaires are not returned | 49 |
| Questionnaires are returned | 451 |
| Questionnaires that are unusable | 51 |
| Questionnaires which are usable | 400 |
| Response Rate | 90.2% |
| Usable Response Rate | 80% |

### Multiple Linear Regression Result

Multiple linear regression analysis was performed to determine the effect of the independent variables on the dependent variable. The results of multiple linear regression in this study are presented in the following table:

**Table 2**

**Multiple Linear Regression Results**

Based on the table above, the multiple linear regression equation can be formulated as follows:

$$\mathbf{Y= 1,071 + 0,090\ X_1 - 0,016\ X_2 + 0,066\ X_3 + 0,121\ X_4 + 0,182\ X_5 + 0,044\ X_6 + 0,346\ X_7}$$

**Determination Coefficient Test ($R^2$)**

Based on table 2, it can be seen that the adjusted $R^2$ value is 0.546. It indicates that variations in the variable Performance Expectancy ($X_1$), Effort Expectancy ($X_2$), Social Influence ($X_3$), Facilitating Conditions ($X_4$), Hedonic Motivation ($X_5$), Price Value ($X_6$), and Habit ($X_7$) can only explain 54.6% variation in Behavioral Intention variables (Y). While the remaining 45.5% is explained by variations of other variables that are not explained in this study.

**F Test**

This test is conducted to test whether the regression model created by the author is significant or good to use. Based on table 4.8, the F value is 69.536, with a significant value of 0.000. It can be concluded that the regression model is feasible to use because the significant value is smaller than 0.05.

**T Test**

This test was conducted to determine the influence of each independent variable partially on the dependent variable tested with a significance level of 0.05. If the t-value is greater than the t-table, it can be stated that the hypothesis is accepted. The t-table value for one-tailed hypothesis with 5% significance value is 1.645.

**Discussion of Research Results**

The test results of the determinant of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habits can be explained as follows:

| Variables | Behavioral Intention |
|---|---|
| Constant | 1,071 |
| t Value | 1,281 |
| Sig. t Value | 0,201* |
| Performance Expectancy | 0,090 |
| t Value | 1,900 |
| Sig. t Value | 0,058* |
| Effort Expectancy | -0,016 |
| t Value | -0,298 |
| Sig. t Value | 0,766* |
| Social Influence | 0,066 |
| t Value | 1,915 |
| Sig. t Value | 0,056* |
| Facilitating Condition | 0,121 |
| t Value | 2,428 |
| Sig. t Value | 0,016* |
| Hedonic Motivation | 0,182 |
| t Value | 3,995 |
| Sig. t Value | 0,000* |
| Price Value | 0,044 |
| t Value | 0,748 |
| Sig. t Value | 0,455* |
| Habit | 0,346 |
| t Value | 10,53 |
| Sig. t Value | 0,000* |
| Adj. $R^2$ | 0,546 |
| F Value | 69,536 |
| Sig. F Value | 0,000* |

**Effect of Performance Expectancy on Behavioral Intention**

Hypothesis 1 in this study states that Performance Expectancy can influence the user's Behavioral Intention to buy product at Shopee. This hypothesis is accepted

because the t-value of this variable is greater than 1.645, which is 1.900. These results are the same as the results of research conducted by Abushakara and Nikbin (2019) who showed that Performance Expectancy was the strongest among all the variable tested and it showed a positive impact on entrepreneur's Behavioral Intention to use Internet of Things (IoT). Another study conducted by Eneizan et al. (2019) found that Performance Expectancy plays an important role in the Behavioral Intention to use mobile marketing.

From the results of this study, it can be concluded that some Shopee users feel the benefits, and it influences their interest in using Shopee. Many users feel that Shopee does increase productivity, and Shopee also can help the purchasing process be faster. Most respondents felt that Shopee is a very useful application for online shopping. Thus, it can be concluded that Performance Expectancy can influence Behavioral Intention to buy product at Shopee.

**Effect of Effort Expectancy on Behavioral Intention**

Hypothesis 2 in this study states that Effort Expectancy can influence the user's Behavioral Intention to use Shopee. However, this hypothesis is rejected because the t-value of this variable is less than 1.645, which is -0.298. The results of this study are in line with the results of research conducted by Abushakara and Nikbin (2019) who did not confirm the relationship between Effort Expectancy and Behavioral Intentions in adopting the Internet of Things. Another research by Singh and Matsui (2017) who found that Effort Expectancy does not significantly influence Behavioral Intention to adopt online channels for shopping in Japan. Even though the Japanese are adept at using the technology because they find it easy to use them, it does not necessarily result in intention to use or an actual purchase (Singh and Matsui, 2017).

From the results of this study, it can be concluded that this hypothesis is rejected because the sample of this study is university student who already familiar with using internet-based applications. The ease of use in using application is not what they are expected to get while using a technology because they are already familiar in using it. Thus, the author can conclude that although Shopee is easy to use, it does not encourage users to use it for buying a product.

**The Influence of Social Influence on Behavioral Intention**

Hypothesis 3 in this study states that Social Influence can influence users' Behavioral Intention to use Shopee. This hypothesis is accepted because the t-value of this variable is greater than 1.645, which is 1.915. The results of this study are in line with research conducted by Abushakara and Nikbin (2019) who found that Social Influence had a major and positive influence on Internet of Things (IoT) adoption. Eneizan et al. (2019) also discovered that Social Influence has a significant impact on the Behavioral Intention of Jordanian customers to use mobile marketing. Another research by Jaradat and Rababaa (2013) found that Social Influence is the most significant determinant that directly affects behavioral intention to use M-commerce services in Jordan.

From the results of this study, it can be concluded that the urge to buy product at Shopee does come from the opinions of those who are important to them, and people whose opinions are valued by users does infuence the user's intention to buy product at Shopee. Thus, the author can conclude that social influence does influence the user's interest to buy product at Shopee.

**Effect of Facilitating Conditions on Behavioral Intention**

Hypothesis 4 in this study states that Facilitating Conditions can influence the user's Behavioral Intention to use Shopee. This hypothesis is accepted because the t-value of this variable is greater than 1.645, which is 2.428. The results of this study are consistent with previous studies by Alalwan et al. (2018) who discovered that Facilitating Conditions is empirically proven to be significantly influences Behavioral Intention to use internet banking. Another research by Tak and Panwar (2017) found that Facilitating Conditions significantly influences Behavioral Intention and actual usage of mobile shopping applications in India. However, the infrastructure issues in telecom industry of India, which are unable to provide access to high-speed internet at affordable prices, led the users prefer the light versions of shopping apps because it is easy to download and consume fewer data.

From the results of this study, it can be concluded that users will use Shopee if they have facilities that can support them to use Shopee. Users feel that they have the resources and knowledge to use Shopee; users also feel that the internet experience they have is enough to use Shopee without assistance. Thus, it can be concluded that Facilitating Conditions can influence Behavioral Intention to buy product at Shopee.

**Effect of Hedonic Motivation on Behavioral Intention**

Hypothesis 5 in this study states that Hedonic Motivation can influence the user's Behavioral Intention to use Shopee. This hypothesis is accepted because the t-value of this variable is greater than 1.645, which is 3.995. The results of this study are in line with previous research conducted by Megadewandanu (2016) who found that Hedonic Motivation is significantly influences Behavioral Intention to use a mobile wallet in Indonesia. A system should not only be focused on functionality but also on the user interface and user experience in order to increase consumer engagement within the mobile wallet. Another study by Shaw and Sergueeva (2018) found that the design of an app is important, and users prefer to use an app that is well-designed and fun to use.

From the results of this study, it can be concluded that users feel that using Shopee can increase the fun. Users also feel that Shopee is a fun and entertaining application. If many of the Shopee users feel that Shopee provides joy to the user, the higher the Behavioral Intention to buy product at Shopee. Thus, it can be concluded that Hedonic Motivation can influence Behavioral Intention to buy product at Shopee.

**The Effect of Price Value on Behavioral Intention**

Hypothesis 6 in this study states that Price Value can influence users' Behavioral Intention to use Shopee. This hypothesis is rejected because the t-value of this variable is less than 1.645, which is 0.748. The results of this study are the same as the results of research conducted by Abushakara and Nikbin (2019) who discovered that Price Value does not influence entrepreneurs to accept and use the Internet of Things (IoT) on their business activity. Another research by Megadewandanu (2016) found that Price Value does not significantly influence Behavioral Intention to use mobile wallets because the users feel that price value is not a concern for them.

From the results of this study, it can be concluded that the users feel that the use of Internet may not be affordable for all respondents. The fee for using Shopee application to buy product is mixed with the fee for using another application such as social media. This might confused the respondents because they do not know the actual fee they need to pay just for using Shopee. Thus, it can be concluded that Price Value does not influence Behavioral Intention to buy product at Shopee.

**Effect of Habit on Behavioral Intention**

Hypothesis 7 in this study states that Habits can influence the user's Behavioral Intention to use Shopee. This hypothesis is accepted because the t-value of this variable is greater than 1.645, which is 10,53. The results of this study is supported by Tak and Panwar (2017) who found that Habit is the strongest predictor of intention to use mobile applications for shopping. Another research by Megadewandanu (2016) found that Habit is the strongest factor influencing Indonesian to use mobile wallets. Research by Abushakara and Nikbin (2019) noticed that Habit has a powerful impact on influencing entrepreneurs to adopt the technology if using the Internet of Things services becomes a habit.

From the results of this study, it can be concluded that Shopee users are intended to use Shopee for online shopping in the future, users also plan to continue to use Shopee frequently. It shows that using Shopee has become a habit for users. When using Shopee has become a habit in the user's daily life, the interest in using Shopee will increase. It can be concluded from the results of the study; it shows that Habits can influence Behavioral Intention to buy product at Shopee.

## CONCLUSION

This study was conducted to determine the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habits on Behavioral Intention to buy product at Shopee. This study employed the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) to examine the factors that influence the interest of users to use Shopee. This study model was tested on undergraduate students at the Faculty of Economics and Business, Universitas Brawijaya.

The results of this study prove that from all variables tested, Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Habits have the most significant influence on Behavioral Intention to use Shopee. While other variables such as Effort Expectancy and Price Value have not been proven to influence one's interest in using Shopee to buy product. From the previous explanation, the author can conclude that Shopee is an application that can give a benefit to user, users have access to use it, has interesting features, and users can easily get used to using Shopee.

## REFERENCES


Abushakra, A., & Nikbin, D. (2019). Extending the UTAUT2 Model to Understand the Entrepreneur Acceptance and Adopting Internet of Things (IoT). *International Conference on Knowledge Management in Organizations*, 1027, 339-347.

Ajzen, I. (2012). *Organizational Behavior and Human Decision Processes.* Sage.

Akgül, Y., Yaman, B., Geçgil, G., & Yavuz, G. (2019). The Influencing Factors for Purchasing Intentions in Social Media by Utaut Perspective. In Structural Equation Modeling Approaches to E-Service Adoption. *IGI Global*, 254, pp. 254-267.

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Algharabat, R. (2018). Examining factors influencing Jordanian customers' intentions and adoption of internet banking: Extending UTAUT2 with risk. *Journal of Retailing and Consumer Services*, 40, 125-138.

Alatas, A. Z., & No, J. N. I. (2013). Rancang Bangun Dan Implementasi Aplikasi Mobile Commerce Berbasis Android Di Toko Batik Qonita Pekalongan. *Jurnal FKIP Universitas Dian Nuswontoro*, 1(1).

Anderson, D., & Sweeney, D. (2011). *Statistics for Business and Economics*. Australia: South-Western Cengage Learning.

*APJIII*. (2018). Diambil kembali dari Hasil Survei Pengguna Internet 2017: https://apjii.or.id/survei2017/kiriml ink

Arenas Gaitán, J., Peral Peral, B., & Ramón Jerónimo, M. (2015). Elderly and Internet Banking: An Application of UTAUT2. *Journal of Internet Banking and Commerce*, 20 (1), 1-23.

Bagozzi, R. Baumgartner, H. & Youjae‟s, Y. (1992). State Versus Action Orientation and The Theory of Reasoned Action; an Application to Coupon Usage. *Journal of Consumer Research, 18(3)*, 505–518.

Balasubraman, S., Peterson, R. A., & Jarvenpaa, S. L. (2002). Exploring the Implications of M-commerce for Markets and Marketing. *Journal of the Academy of Marketing Science*, 30(4), 348-361.

Bodnar, G. H., & Hopwood, W. S. (2003). *Sistem Informasi Akuntansi.* Indonesia.

Bodnar, G. H., & Hopwood, W. S. (2006). *Sistem Informasi Akuntansi.* Jakarta: Salemba Empat.

Brown, S. A., & Venkatesh, V. (2005). Model of Adoption of Technology in the Household: A Baseline Model Test and Extension Incorporating Household Life Cycle. *MIS Quarterly*, 29(4), 399-426.

Chang, C. M., Liu, L. W., Huang, H. C., & Hsieh, H. H. (2019). Factors Influencing Online Hotel Booking: Extending UTAUT2 with Age, Gender, and Experience as Moderators. *Information*, 10(9), 281.

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 4th Edition.* Sage publications.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307-319.

Doolin, B., Thompson, F., & Corner, J. L. (2002). Perceived Risk and the Internet Shopping Experience in Online Purchasing Behaviour: A New Zealand Perspective. *Journal of Global Information Management (JGIM)*, 13(2), 66-88.

Dörnyei, Z. (2007). *Quantitative Data Collection. Research Methods in Applied Linguistics.* New York: Oxford University Press.

Eneizan, B., Mohammed, A. G., Alnoor, A., Alabboodi, A. S., & Enaizan, O. (2019). Customer Acceptance of Mobile Marketing in Jordan: An Extended UTAUT2 Model with Trust and Risk Factors. *International Journal of Engineering Business Management*, 11, 1847979019889484.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research.* Reading,MA: Addison-Wesley.

Hall, J. A. (2015). *Accounting Information Systems 9th Edition.* Cengage Learning.

*iPrice Insights*. (2020, April 24). Diambil kembali dari Peta E-Commerce Indonesia: https://iprice.co.id/insights/mapofe commerce/

Jaradat, M. I. R. M., & Al Rababaa, M. S. (2013). Assessing Key Factor That Influence on the Acceptance of Mobile Commerce Based on Modified UTAUT. *International Journal of Business and Management*, 8(23), 102.

Kurubacak, G., & Altinpulluk, H. (2017). *Mobile Technologies and Augmented Reality in Open Education.* IGI Global.

Laudon, K. C., & Traver, C. G. (2017). *E-commerce 2017: Business Technology Society, 13th Edition.* Boston: Pearson.

Lim, A. C. (2019). *Generation Y's Behavioural Usage of Small Businesses' Retail Websites in Canada.* Australia: Doctoral Dissertation, Curtin University.

Limayem, M., Hirt, S. G., & Cheung, C. M. (2007). How Habit Limits the Predictive Power of Intention: The Case of Information Systems Continuance. *MIS Quarterly*, 31(4), 705-737.

Megadewandanu, S. (2016). Exploring Mobile Wallet Adoption in Indonesia Using UTAUT2: An Approach from Consumer Perspective. *2016 2nd International Conference on Science and Technology-Computer (ICST)* (hal. 11-16). Yogyakarta: Institute of Electrical and Electronic Engineers (IEEE).

Merhi, M., Hone, K., & Tarhini, A. (2019). A Cross-Cultural Study of the Intention to Use Mobile Banking between Lebanese and British Consumers : Extending UTAUT2 with Security, Privacy, and Trust. *Technology in Society*, 59, 101151.

Miladiovic, J., & Xiang, H. (2016). *A Study on Factors Affecting the Behavioural Intention to use Mobile Shopping Fashion Apps in Sweden.* Sweden: University of Jönköping, Sweden. (Unpublished Master's Dissertation).

Pearson, M. (2008). *Sistem Informasi Manajemen.* Jakarta: Salemba.

Priyatno, D. (2014). *SPSS 22 Pengolah Data Terpraktis.* Yogyakarta: Andi.

Raman, A., & Don, Y. (2013). Preservice Teachers' Acceptance of Learning Management Software : An Application of the UTAUT2 Model. *International Education Studies*, 6(7), 157-164.

San Martín, S., López-Catalán, B., & Ramón-Jerónimo, M. A. (2012). Factors Determining Firms' Perceived Performance of Mobile Commerce. *Industrial Management & Data Systems*, 112(6), 946-963.

Sekaran, U., & Bougie, R. (2013). *Edisi 6. Research Methods for Business.*

Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Buku 2.* Jakarta Selatan: Salemba Empat.

Shaw, N., & Sergueeva, K. (2019). The Non-monetary Benefits of Mobile Commerce: Extending UTAUT2 with Perceived Value. *International Journal of Information Management*, 45, 44-55.

Shelly, G. B., Cashman, T. J., & Vermaat, M. E. (2007). Discovering Computers 2008: Complete. *Course Technology Press*.

Singh, M., & Matsui, Y. (2018). How Long Tail and Trust Affect Online Shopping Behavior: An Extension to UTAUT2 Framework. *Pacific Asia Journal of the Association for Information Systems*, 9(4), 2.

Stofega, W., & Llamas, R. T. (2009). Worldwide Mobile Phone 2009-2013 Forecast Update, IDC Document Number 217209. Framingham: MA: IDC.

Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management (IJARM)*, 5. hal-02546796.

Tak, P., & Panwar, S. (2017). Using UTAUT 2 Model to Predict Mobile App Based Shopping: Evidences from India. *Journal of Indian Business Research*, 9(3), 248-264.

Trihendradi, C. (2013). *Langkah Praktis Menguasai Statistika. Edisi Pertama.* Yogyakarta: Andi Offset.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(30), 425-478.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 36(1), 157-178.

Wilkinson, J. W. (1995). *Accounting and Information Systems.* John Wiley & Sons, Inc.

Yuan, S., Ma, W., Kanthawala, S., & Peng, W. (2015). Keep Using My Health Apps : Discover Users' Perception of Health and Fitness Apps with the UTAUT2 Model. *Telemedicine and e-Health*, 21(9), 735-741.

Zare, I. (2012). Study of Effect of Accounting Information Systems and Software's on Qualitative Features of Accounting Information. *International Journal of Management Sciences and Business Research*, 1(4). (ISSN:2226-8235).