

# Analyzing the Factors Affecting the Intention to Use Shopee App

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## Abstract

This study aims to analyze the main drivers influencing Shopee app's intention to use. The variables assessed in this study include Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Social Influence (SI), and Intention to Use (ITU). Data for this study were gathered by disseminating questionnaires through Google Forms in social medias. The sampling technique used was non-probability sampling with a purposive sampling approach. The sample for this study consists of 116 respondents who are Shopee users and reside in the Jabodetabek region. Data analysis was performed using SmartPLS 4. The results of this study demonstrate that PU and SI has a significant effect on Shopee app's ITU, while PEOU does not.

**Keyword:** perceived ease of use; perceived usefulness; social influence; intention to use; shopping app

## 1. Introduction

Interconnected network, a global network of connected computers and devices, has completely changed the way technology develops, leading to a new era of innovation. The growth of internet has helped businesses become more innovative. One example of this is the rise of e-commerce. Currently, e-commerce is a major driver of digital business growth in Indonesia. Hendricks & Mwapwele (2024) stated that e-commerce plays a huge role as businesses today are competing with each other. To stay competitive, businesses are changing the way they operate and adjusting their strategies to fully leverage online platforms like e-commerce. This shift is also driven by the increasing use of online shopping and digital solutions, especially as a result of shifts in consumer behavior due to the COVID-19 pandemic. These changes in behavior have led to a substantial rise in the quantity of e-commerce users in Indonesia since 2020, reaching a total of 58.63 million by 2023 (Kemendag RI, 2024)

Amid intense competition in the e-commerce industry, Shopee has succeeded in maintaining its position as one of the leading e-commerce in Indonesia, with a number of visitors that continues to increase. According to SimilarWeb Data, Shopee led the e-commerce marketplace category in terms of site visits in Indonesia throughout 2023, followed by

Tokopedia and Blibli (Ahdiat, 2024). This shows that Shopee has successfully captured the attention of a large number of Indonesian consumers, driving significant traffic to its site. With its growing popularity, Shopee faces the challenge of maintaining and its user base. This makes it crucial to comprehend the drivers that influence usage intention in the context of Shopee app.

From different areas of study, two factors—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—have been identified as important and distinct concepts that influences whether people decide to use technology (Davis, 1989). These two factors have been found to be critical in shaping user behaviors toward technology and they play a key role in the TAM framework, which is commonly used to examine technology usage. In the context of this study, both PEOU and PU are utilized as primary variables for evaluating Shopee app's Intention to Use (ITU). Through assessing these factors, this study seeks to explore how users' perceptions regarding the app's usefulness and ease of use affect their willingness to use the platform.

In addition to PU and PEOU, Social Influence (SI) represents another crucial factor in understanding users' intention to engage in a variety of behaviors (Asanprakit & Limna, 2023). This encompasses the intention to use technology. When people see others around them using a particular platform or sharing positive experiences, they may be inclined to try the platform themselves.

Therefore, in this study, social influence will be examined as an additional variable alongside PU and PEOU to understand its effect on Shopee app's ITU.

## **2. Literature Review**

### **2.1 Perceived Ease of Use (PEOU)**

PEOU denotes to the degree an individual assumes that interacting with a certain technology requires minimal exertion (Davis, 1989). The concept of PEOU is frequently applied in research on TAM. Previous research (Malik & Annuar, 2021), stated that PEOU is affected by multiple factors, including the simplicity of interaction with the technology, the clarity of its functions, the ease of operating it, and the effortlessness of learning to use it. If people consider technology to be user-friendly and require little effort, they are more inclined to adopt it. Prior research indicates that PEOU holds importance in shaping technology's ITU (Ashfahany et al., 2023, Yusoff et al., 2021, Kashoob, 2020).

### **2.2 Perceived Usefulness (PU)**

PU denotes to the degree an individual assumes that technology can boost their professional performance (Davis, as cited in Kampa (2023)). This construct is a strong predictor of technology usage, as people are more likely to use technology if they are convinced it can boost their effectiveness, productivity, and overall performance. Within the TAM, this construct represents one of the primary drivers influencing technology's ITU. The greater a person's view of a technology's usefulness, the stronger the probability that they will use it. Prior research has emphasized the significance of PU in influencing technology's ITU (Ashfahany et al., 2023; Anggraeny & Baihaqi, 2021; Effendy et al., 2021).

### **2.3 Social Influence (SI)**

SI denotes to the degree an individual feels that those in his/her social circle expect them to use a particular technology (Venkatesh et al., as cited in Marikyan & Papagiannidis (2023). The belief that those around them—such as friends, parents, supervisors, or other relevant individuals—recommend and expect the use of a technology has the potential to influence an individual's intention to embrace it. People often look to the preferences and behaviors of those they value and respect as a guide for their own actions. Individuals may feel motivated to conform to what is perceived as social norms or expectations, particularly when these come from figures of authority or those with higher status. Previous studies have shown that SI is a pivotal factor in influencing technology's ITU (Oloveze et al., 2022, Piarna et al., 2020, Safitri et al., 2020).

### **2.4 Intention to Use (ITU)**

ITU denotes to a user's willingness to use a certain technology (Venkatesh et al., as cited in Mardiana et al., 2015). This construct is widely utilized in several technology adoption and usage framework, such as TAM and UTAUT. As outlined by these models, a person's desire to engage with technology is driven by a variety of factors. In TAM, PU and PEOU are the primary constructs that shape technology's ITU (Davis, 1989). Meanwhile, in UTAUT, Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Condition (FC) determine technology's ITU (Venkatesh et al., 2003). Both models emphasize that technology's ITU is a key factor in predicting usage behavior and whether they will actually use the technology or not (actual usage).

### **2.5 The Effect of PEOU on ITU**

Research has consistently demonstrated the importance of PEOU in influencing the technology's ITU. Kashoob (2020) highlighted that PEOU plays an important part in shaping e-commerce applications' ITU. Similarly, Ashfahany et al. (2023) emphasized its influence on sharia e-commerce platform's ITU. Yusoff et al. (2021) subsequently reinforced these conclusions, showing that PEOU notably affects e-commerce's ITU in Malaysia. Building on these studies, this research proposes the subsequent hypothesis:

**H<sub>1</sub>:** PEOU significantly affects the Shopee app's ITU.

### **2.6 The Effect of PU on ITU**

Prior research shows that PU holds a vital role in influencing the ITU of online shopping platform. Oloveze et al. (2022) found that PU exerts a substantial influence on online shopping's ITU in Nigeria. Similarly, Ashfahany et al. (2023) identified a significant influence between PU and the ITU of sharia e-commerce platform. Additionally, Anggraeny & Baihaqi, 2021 underscored the cruciality of PU in determining the e-marketplace's ITU. Building on these studies, this research proposes the subsequent hypothesis:

**H<sub>2</sub>:** PU significantly affects the Shopee app's ITU.

### **2.7 The Effect of SI on ITU**

Prior research showed that SI exerts a crucial influence in determining online shopping platforms' ITU. Oloveze et al. (2022) demonstrated that SI has a notable impact on online shopping's ITU in Nigeria. Similarly, Piarna et al. (2020) found that SI significantly affects online shopping's ITU more broadly. Safitri et al. (2020) also revealed that SI has a critical contribution in influencing financial technology's ITU. Drawing from these findings, this research proposes the subsequent hypothesis:

**H<sub>3</sub>:** SI has a significant effect on Shopee app's ITU

### 3. Material and Method

#### 3.1 Design Study

This study used quantitative research design, focusing on the population of Shopee users in Jabodetabek area. The sampling technique used was non-probability sampling with a purposive sampling approach. Individuals who met the criteria of residing in Jabodetabek and having used the Shopee app within the last six months were selected as the sample. To guarantee that the data acquired is relevant and representative, respondents were filtered to include only individuals who met the research criteria. Those who did not meet one or both criteria were excluded from the study. Consequently, the final sample for this study amounted to 116 respondents.

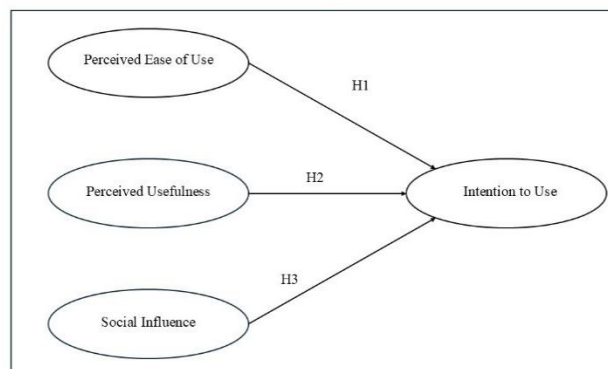
Primary data were sourced from the dissemination of Google Form questionnaires in social medias. Secondary data were sourced from scholar publications and news articles. Statistical data were collected from reliable sources, such as PDSI and SimilarWeb, to gather information about e-commerce trends in Indonesia.

#### 3.2 Data Analysis

The data acquired from the questionnaires were analyzed using SmartPLS 4. The method used for data analysis was descriptive analysis.

The tests carried out to analyze the data in this study are:

1. Validity testing
2. Reliability testing
3. Inner model analysis
4. Hypothesis testing
5. Model fit testing



**Figure 1.** Research Model

## 4. Result

### 4.1 Validity test

**Table 1.** Outer Loadings and AVE

Variable	Indicators	Outer Loadings	AVE
X1 (PEOU)	X1.1	0.914	0.762
	X1.2	0.893	
	X1.3	0.808	
X2 (PU)	X2.1	0.670	0.541
	X2.2	0.789	
	X2.3	0.832	
	X2.4	0.632	
X3 (SI)	X3.1	0.882	0.775
	X3.2	0.934	
	X3.3	0.821	
Y1 (ITU)	Y1.1	0.884	0.808
	Y1.2	0.914	

Outer loadings or factor loadings represent the extent to which the variance in each indicator can be elucidated by its relationship with the underlying construct. When an indicator shows an outer loading value above 0.7, it indicates that the indicator represents the same construct (Lim, 2024). In reference to Hair et al. (2022), a good outer loading value is at least 0.708, implying that most of the variance in the indicator are able to be elucidated for by the construct. Hair et al., as cited in Rasoolimanesh & Ali (2018), state that outer loadings above 0.5 are still acceptable if internal consistency and convergent validity (AVE) meet the threshold. Internal consistency is assessed through Cronbach's alpha (Zakariya, 2022). The AVE value for convergent validity should exceed 0.5.

Table 1 shows that the outer loadings values for all indicators (except for indicators X2.1 and X2.4) are above 0.7, indicating that these indicators meet the criteria for convergent validity. Although the values for indicators X2.1 and X2.4 are low, both indicators meet the criteria for outer loadings above 0.5, the internal consistency threshold (Table 4), and AVE (Table 1), making the outer loadings adequate and valid.

The AVE value should exceed 0.5 for each construct (Hendriati et al., 2024). Thus, over fifty percent of the variance can be elucidated by the relevant construct. Table 1 shows AVE values exceeding 0.5, so it can be inferred that over half of the variance is elucidated for by the respective construct. This implies that the construct has acceptable convergent validity.

**Table 2.** Cross Loadings

	X1 (PEOU)	X2 (PU)	X3 (SI)	Y1 (ITU)
X1.1	0.914	0.582	0.445	0.456
X1.2	0.893	0.460	0.403	0.305
X1.3	0.808	0.308	0.249	0.258
X2.1	0.416	0.670	0.438	0.363
X2.2	0.332	0.789	0.509	0.332
X2.3	0.427	0.832	0.528	0.408
X2.4	0.398	0.632	0.235	0.368
X3.1	0.428	0.557	0.882	0.486
X3.2	0.417	0.527	0.934	0.491
X3.3	0.287	0.454	0.821	0.381
Y1.1	0.369	0.397	0.437	0.884
Y1.2	0.368	0.504	0.493	0.914

To measure discriminant validity, the indicators' cross-loading outputs on their respective constructs should surpass the cross-loading outputs of the indicators for other constructs (Elshaer, 2024). If an indicator has a higher cross-loading output on another construct than on the construct it is intended to represent, this implies that the indicator is not valid for that construct.

Table 2 presents the outputs of the cross-loading calculations for each indicator on their respective constructs. The indicators' cross-loading outputs for their relevant constructs surpass other constructs' cross loading outputs. This demonstrates that the indicators are relevant to the constructs they represent, thus showing good discriminant validity.

#### 4.2 Reliability Test

**Table 3.** Fornell-Larcker Criterion

	X1 (PEOU)	X2 (PU)	X3 (SI)	Y1 (ITU)
X1 (PEOU)	0.873			
X2 (PU)	0.540	0.735		
X3 (SI)	0.435	0.585	0.880	
Y1 (ITU)	0.410	0.505	0.519	0.899

The Fornell-Larcker Criterion is used to measure discriminant validity. Fornell & Larcker, as cited in Sembiring et al. (2024), asserted that the square root of the AVE for each construct must be larger than the correlation value between that construct and others. Table 3 shows that the square root of the AVE for each construct exceeds its correlation, implying that this measurement model exhibits good discriminant validity.

**Table 4.** Cronbach's Alpha & Composite Reliability

	Cronbach's alpha	Composite reliability (rho_c)
X1 (PEOU)	0.849	0.905
X2 (PU)	0.710	0.823
X3 (SI)	0.855	0.912
Y1 (ITU)	0.764	0.894

Cronbach's alpha and composite reliability are used to measure reliability. Cronbach's alpha evaluates the degree of internal consistency among the items within a construct, with values exceeding 0.70 being acceptable, while composite reliability measures the overall reliability of the construct, with values above 0.70 considered satisfactory (Ahli et al., 2024). Table 4 presents the values of Cronbach's alpha and composite reliability that exceed 0.70, indicating that the items possess good internal consistency and are reliable.

#### 4.3 Inner Model Analysis

**Table 5.** R-Square

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Y1 (ITU)</b>	0.344	0.327

R-square is used to evaluate how well the model elucidated the variation in the dependent variable based on the independent variables (Populix, 2023). R-square has a value range of 0-1, with values nearer to 1 implying how better the model elucidated the variation in the dependent variable. Table 5 shows an R-square value of 0.344. This implies that the model can elucidate 34.4% of the variation in the ITU variable using PEOU, PU, and SI variables, while the remaining 65.6% of the variation in ITU is affected by factors not included in the model. Future studies may consider adding variables that could have a greater impact on intention to use (ITU).

**Table 6. Effect Size**

	<b>X1 (PEOU)</b>	<b>X2 (PU)</b>	<b>X3 (SI)</b>	<b>Y1 (ITU)</b>
<b>X1 (PEOU)</b>				0.021
<b>X2 (PU)</b>				0.051
<b>X3 (SI)</b>				0.096
<b>Y1 (ITU)</b>				

Effect size is measured through the F-square calculation to gauge the extent to which independent variables influence the dependent variable (Putu Gede Subhaktiyasa, 2024). The influence of the independent variable on the R-square of the dependent variable (effect size) can be assessed by observing the alteration in the R-square value once the independent variable is excluded, which is then used to calculate the F-square value (Hair et al., 2019). Hair et al. (2019) stated that an F-square value  $\geq 0.02$  signifies a small effect of the independent variable on the dependent variable, an F-square value  $\geq 0.15$  signifies a medium effect, and an F-square value  $\geq 0.35$  signifies a large effect on the dependent variable. Table 6 shows the F-square values obtained from these calculations. The F-square values for variables X1 (PEOU), X2 (PU), and X3 (SI) on Y1 (ITU) are 0.021, 0.051, and 0.096, respectively, implying that these three variables have a small effect. Future studies may consider adding other independent variables that may exert a stronger influence on the dependent variable and conducting a more in-depth analysis of the existing dimensions and variables.

**Table 7. Predictive Relevance**

	<b>Q<sup>2</sup>predict</b>	<b>RMSE</b>	<b>MAE</b>
<b>Y1 (ITU)</b>	0.267	0.896	0.552

Q-square evaluates the model's capacity to forecast the dependent variable's value based on the existing independent variables (Jayanti et al., 2024). Hair et al., as cited in Akhter et al. (2024), stated that a Q-square value  $> 0$  is sufficient to indicate that the model possesses an acceptable degree of predictive precision. Table 7 shows a Q-square value of 0.267, indicating that the model can predict the dependent variable with a good level of accuracy.

#### **4.4 Hypothesis Test**

**Table 8. Hypothesis Test**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis
X1 (PEOU) -> Y1 (ITU)	0.141	0.142	0.077	1.816	0.070	H <sub>1</sub> rejected
X2 (PU) -> Y1 (ITU)	0.245	0.262	0.114	2.143	0.033	H <sub>2</sub> accepted
X3 (SI) -> Y1 (ITU)	0.314	0.319	0.115	2.739	0.006	H <sub>3</sub> accepted

Table 8 presents the outputs of the hypothesis testing conducted. The path coefficient of X1 (PEOU) on Y1 (ITU) is 0.141, implying a positive correlation between PEOU and ITU. However, the T-statistic value for the correlation between PEOU and ITU is 1.816, which is below the threshold of 1.96, indicating that the relationship is not significant. The P-value is 0.070, which exceeds 0.05, suggesting that H<sub>1</sub> is rejected and H<sub>0</sub> is accepted. Therefore, X1 (PEOU) doesn't have significant effect on Y1 (ITU).

The path coefficient of X2 (PU) on Y1 (ITU) is 0.245, indicating a positive correlation between PU and ITU. The T-statistic value for the correlation between PU and ITU is 2.143, which exceeds the threshold of 1.96, indicating that the relationship is significant. The P-value is 0.033, which is less than 0.05, suggesting that H<sub>2</sub> is accepted and H<sub>0</sub> is rejected. Thus, X2 (PU) has a significant effect on Y1 (ITU).

The path coefficient of X3 (SI) on Y1 (ITU) is 0.314, indicating a positive correlation between SI and ITU. The T-statistic value for the correlation between SI and ITU is 2.739, which exceeds the threshold of 1.96, indicating that the relationship is significant. The P-value is 0.006, which is below 0.05, suggesting that H<sub>3</sub> is accepted and H<sub>0</sub> is rejected. Therefore, X3 (SI) has a significant effect on Y1 (ITU).

#### 4.5 Model Fit Test

**Table 9. Model Fit**

	Saturated model	Estimated model
SRMR	0.087	0.087
d <sub>ULS</sub>	0.584	0.584
d <sub>G</sub>	0.253	0.253
Chi-square	178.173	178.173
NFI	0.742	0.742

Kınaş (2024) stated that SRMR and NFI values are analyzed to assess model fit. An SRMR value below 0.10 implies an acceptable fit, and an NFI value near to 1 implies a good fit. Table 9 shows an SRMR value of 0.087 (below 0.10) and an NFI value of 0.742 (near to 1). Hence, the model has a good and acceptable fit.

#### 5. Discussion

### **5.1 The Effect of PEOU on the Shopee App's ITU**

The findings show that PEOU doesn't have a significant effect on Shopee app's ITU. This finding is in agreement with prior research (Ryadi et al., 2021; Sa'adah et al., 2023; Bregashtian & Herdinata, 2021; Cindy et al., 2023; Mahardika & Suhari, 2023). A possible reason is that EOU by itself is inadequate to capture and encourage users to use the app. Based on survey results, the majority of respondents agreed that e-commerce applications, such as Shopee, are easy to use. This suggests that users are already quite familiar with using e-commerce applications, making ease of use no longer a primary factor driving them to use these platforms. According to Mahardika & Suhari (2023), users are more prone to use an application if they recognize distinct advantages from it, rather than merely finding it convenient. This aligns with subsequent findings in this study (Table 8), where PU has a significant effect on Shopee app's ITU.

### **5.2 The Effect of PU on the Shopee App's ITU**

The findings show that PU has a significant effect on Shopee app's ITU. This finding is in agreement with prior research (Tesalonika et al., 2021; Ashfahany et al., 2023; Anggraeny & Baihaqi, 2021; Putri, 2021) that examined relationship between PU and e-commerce platforms' ITU. Additionally, survey findings reveal that most respondents agree that the Shopee application boosts productivity and efficiency in shopping. When users perceive an application or platform as useful in simplifying their activities, the likelihood of adopting and continuously using that platform increases.

### **5.3 The Effect of SI on the Shopee App's ITU**

The findings show that SI has a significant effect on the Shopee app's ITU. This app's ITU is affected by people around the users who recommend, suggest, and impact their decision to use Shopee. A study carried out by Piarna et al. (2020) also found that online shopping app's ITU is largely influenced by friends and family. Furthermore, previous research (Oloveze et al., 2022; Safitri et al., 2020; Asanprakit & Limna, 2023) also highlighted the important role of social influence in driving consumer adoption of digital platforms. This indicates that the an app's ITU is not only influenced by the application's functionality but also by the social environment.

## **6. Conclusion, Implication, and Recommendation**

### **6.1 Conclusion**

PEOU does not have a significant effect on Shopee app's ITU. This finding indicates that EOU by itself is not sufficient as a driving factor to use this application, as users are already familiar with e-commerce applications like Shopee. On the other hand, other factors such as PU and SI have a greater impact on the application's ITU.

PU has been proven to significantly affect Shopee app's ITU. Users are more predisposed to use the app when they recognize that its distinct advantages, such as boosting

productivity and efficiency in shopping. This finding is in agreement with prior research that emphasize the importance of an application's usefulness in influencing the app's ITU.

SI significantly affects Shopee app's ITU.. This app's ITU is strongly influenced by recommendations and influence from people around them, such as friends and family. This emphasizes the importance of the social environment in driving the app's ITU, which is also supported by findings from previous studies.

## **6.2 Implication**

This study provides new insights by demonstrating that PEOU does not always influence technology's ITU. In this research, PU and SI were found to have a greater impact. These findings offer valuable guidance for Shopee in identifying the critical factors that drive the app's ITU. By understanding that PU and SI play a more substantial role than PEOU, Shopee can prioritize enhancing features that deliver clear benefits and leveraging social networks for growth.

Theoretically, this study highlights the need to re-evaluate and expand existing models of technology adoption, particularly within the scope of e-commerce. While PU and SI were found to have a significant effect on ITU, the effect sizes of these variables were small, and the model only elucidated 34.4% of the variance in the dependent variable (as indicated by the R-square value). This finding underscores the necessity for future research to explore additional factors that might better elucidate users' intention to use e-commerce applications.

## **6.3 Recommendation**

First, although PEOU is not a strong predictor of ITU in this study, Shopee still needs to maintain a user-friendly interface, especially for new users. However, rather than focusing solely on simplifying the application, it would be better for Shopee to focus on optimizing the interface based on feedback from existing users, ensuring the application continues to meet evolving user needs and preferences.

Second, since PU has a significant effect on ITU, Shopee must continue to emphasize the tangible benefits of using the platform, such as helping users save time when searching for products and completing transactions, enabling quick and accurate purchasing decisions through personalized recommendations and product comparisons, and streamlining the shopping and transaction process with one-click purchase features and efficient order tracking.

Lastly, given the significant influence of SI on ITU, Shopee could consider developing a more appealing referral program by increasing incentives for users who successfully invite friends or family to use the Shopee app. Additionally, Shopee could create community features that allow users to share experiences and product or service recommendations, making users more inclined to use products that have been reviewed and recommended by others.

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