



The Influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Value on Intention to Use E-Commerce

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ABSTRACT

This research looks into how the ideas of usefulness, ease of use, and value affect the desire of Generation Z to use online shopping sites. Information was gathered from online shoppers living in the Jabodetabek region by employing a quantitative approach through survey methods. The findings show that all three factors heavily influence the desire to use. Perceived Usefulness plays a key role in driving user intention, using a technology becomes more appealing to people when they see the advantages, such as saving time, easy transactions, and increased productivity. These advantages, as mentioned in the Technology Acceptance Model (TAM), have a significant impact on how likely people are to start using it. The way people see how easy it is to use something matters a lot. This means that if an online shopping site is simple to use, people are more likely to want to use it. This is especially true for younger people like those in Gen Z who grew up with technology. Furthermore, Perceived Value shows a strong influence on Intention to Use, indicating that users value platforms that offer not only convenience and functionality but also emotional and economic benefits. These findings emphasize the importance of designing e-commerce platforms that are not only useful and easy to use but also deliver a holistic and positive user experience.

INTRODUCTION

Over the past few years, the online shopping industry in Indonesia has seen a notable increase in size.. This growth is due to increased internet usage, better digital facilities, and changing shopping habits among the people. Easier access to digital services and platform innovations have expanded adoption across all demographics. According to Statista (2025), the number of e-commerce users continues to increase significantly and is expected to rise further through 2025.

This growth is supported by government programs such as Indonesia Merdeka Sinyal, which expand internet access to rural areas (Yonatan, 2025), along with improvements in logistics, including warehouse expansion, regional distribution hubs, and advanced tracking technologies. These developments have enabled faster and more accurate deliveries at lower cost, enhancing the online shopping experience. Inclusive payment systems have also contributed to broader access and supported the government's push toward digital financial literacy.

Globally, e-commerce is expected to grow by 10.4% in 2024, while Indonesia leads with a projected growth of 30.5%, underscoring its dynamic potential (Yonatan, 2024). In terms of transaction value, Indonesia's e-commerce market reached IDR 487 trillion in 2024 over ten times its 2017 value making e-commerce a vital driver of digital economy, recovery, and financial inclusion (Yonatan, 2025).

Generation Z plays a central role in this growth, accounting for 87.02% internet penetration and 34.% of total

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internet users in Indonesia (APJII, 2024). As digital natives, Gen Z demands efficiency, intuitive design, and emotional as well as functional value in their online experiences making them a key demographic in the current e-commerce landscape.

Despite the increasing number of users, user feedback reveals persistent issues. Reviews from app stores highlight slow and ad-heavy interfaces, failed OTPs, and confusing navigation, pointing to low perceived ease of use. Complaints about unhelpful customer service and misleading promotions also suggest low perceived usefulness. However, users often continue using platforms due to discounts and deals, indicating the importance of perceived value, even amid dissatisfaction.

Social media reviews echo these frustrations, including poor user experience, technical glitches, and even financial losses. These negative perceptions of usefulness, ease, and value can lower intention to use, and even discourage others from trying the platform.

In this context, perceived ease of use, perceived usefulness, and perceived value are critical factors shaping user preferences. The Technology Acceptance Model (TAM) provides a relevant theoretical framework, emphasizing PU and PEOU as key predictors of technology adoption. Previous studies have confirmed these relationships in the context of e-commerce platforms like Shopee and Lazada (Agung Ayu Puty Andrina et al., 2022; Mohd Tanos et al., 2024; Wafiyah & Kusumadewi, 2021).

However, conventional TAM often overlooks perceived value the extent to which users feel the benefits outweigh the costs. Research shows that PV significantly influences satisfaction and repurchase intention (Anshori et al., 2022; Hermantoro & Albari, 2022; Kustiwi & Isnalita, 2018), but it has rarely been explicitly integrated into TAM, especially in Indonesia's e-commerce context.

LITERATURE REVIEW

Theoretical and Conceptual Background

In the analyzed research, the author employs a few crucial theories to understand what impacts on people's desire to use online shopping platforms. One idea is called the Technology Acceptance Model, or TAM for short. This model looks at how what people think about how helpful and simple technology is affects their choice to start using it. Moreover, the perceived value assigned to e-commerce applications is shown to significantly impact users' decisions to use these platforms. The intention to use these platforms serves as the main factor that researchers are interested in, which is affected by the previously mentioned elements.

Perceived Usefulness

In the Technology Acceptance Model (TAM), Perceived Usefulness (PU) refers to the belief that using a system enhances task performance, such as making online shopping easier and more efficient (Davis, 1989). PU reflects the practical value users see in a system and strongly influences their acceptance of digital platforms (Nuralam et al., 2024). It also represents the added value compared to conventional methods (Wilson, 2019) and is linked to technology's role in helping users achieve goals and improve daily efficiency (Febrian & Keni, 2022). In e-commerce, PU includes benefits like saving time, easier product search, and faster transactions (Wafiyah & Kusumadewi, 2021). Studies also show that higher PU increases users' intention to adopt digital platforms (Kurnia et al., 2023; Mohd Tanos et al., 2024).

To measure PU, this study refers to indicators used in prior research, including perceptions that the application improves performance, facilitates daily tasks, accelerates the shopping process, provides real benefits, and enhances productivity (Adam et al., 2022; Kurniawan et al., 2023; Widyaprabha et al., 2016; Wilson et al., 2021). Additionally, ease of use, effectiveness, and tangible benefits are key elements influencing consumers' PU toward e-commerce platforms in Indonesia (Nuralam et al., 2024).

Perceived Ease of Use

The concept of Perceived Ease of Use (PEOU) is essential in the Technology Acceptance Model (TAM), initially proposed by Davis (1989). It refers to how users think the operation of an online shopping platform is simple and designed for ease of use. It reflects the perceived effortlessness of system usage and interface simplicity (Nuralam et al., 2024). Rasakdiri & Wahyuni (2020) emphasized that the easier a system is to use, the more likely users are to adopt it. Similarly, Wilson (2019) noted that PEOU involves users' evaluation of how much effort is needed to operate the system. Budi et al. (2023) suggested that frequent and comfortable interactions between users and systems indicate perceived ease. Moreover, Febrian & Keni (2022) stressed that ease of use builds user trust, while Saraswati & Rahyuda (2024) considered it an early indicator of system feasibility. In e-commerce, PEOU reflects the perception that shopping platforms are simple to use, with intuitive interfaces and efficient transaction processes. Wafiyah & Kusumadewi (2021) found that PEOU significantly influences repurchase intention, while Hamid & Mohamed (2022) highlighted its role in enhancing digital engagement.

This study includes PEOU as a key variable, as ease of use strongly influences users' intention to continue using e-commerce platforms (Bigné-Alcaiz et al., 2008; Kurnia et al., 2023; Wilson et al., 2021). Indicators such as ease of learning, clarity, adaptability, user control, and comfort are used to measure this

perception (An et al., 2023; Nuralam et al., 2024). Adam et al. (2021) also highlighted the importance of system clarity and user independence in shaping ongoing technology use.

Perceived Value

Understanding perceived value is essential in knowing how people judge a product or service. They do this by considering the advantages they think they'll get compared to what they'll give up. Grönroos (1997) defines it as the value derived from both core solutions and additional services compared to the costs incurred in the buyer-seller interaction. According to Samudro et al., (2020), the worth people see in something is deciding between the good parts (benefits) and the things you have to give up (costs, like money, time, and energy). When people believe that the advantages of a product or service are greater than its costs, they usually think of it as valuable in a good way (Peng et al., 2019). According to Kotler et al., (2018), perceived value results from comparing the total benefits received with the total costs paid, often influencing consumers' continued use. Durve & Satyawaksakul, (2023) emphasize that the belief about a product's value has a powerful impact on the decision to buy or buy again. Especially in developing countries, perceived value significantly influences consumers' willingness to adopt e-commerce platforms, as explained by Anwar et al., (2021), where a higher sense of value increases the likelihood of usage despite perceived risks or limited purchasing power.

Various scholars propose dimensions to measure perceived value. El-adly, (2018) includes aspects such as self-gratification, aesthetics, price, prestige, hedonism, and quality. Samudro et al., (2020) categorize it into product, technical solution, service, and economic value. Rabee et al., (2021) focus on accessibility, flexibility, interactivity, and reliability, while Safitri et al., (2024) emphasize emotional, social, quality, and price/monetary value. Peng et al., (2019) classify perceived value in the social e-commerce context into price, functional, emotional, and social value ranging from cost-efficiency and product performance to emotional satisfaction and social identity. Hermantoro & Albari, (2022) and J. Wang et al., (2023) propose economic, functional, service, and relationship value as key components, where shopping cost savings (economic), platform usability (functional), information completeness (service), and user-provider relationship (relationship value) collectively shape consumers' perception of value. Thus, perceived value plays a central role in influencing users' intention to adopt and continuously engage with e-commerce platforms.

Intention to Use

The term "intention to use" signifies a person's clear intention or desire to repeatedly interact with a digital platform in the future. This factor plays a crucial role in forecasting a user's actual behavior patterns. (Zhu et al., 2022). In the Technology Acceptance Model (TAM), a person's choice to use technology is greatly influenced by how they see its benefits and how simple they think it is to operate (Davis, 1989), while perceived value also plays a vital role by highlighting emotional, functional, and economic benefits (Kim, 2019). To capture the multidimensional nature of user intention, Fauzi et al., (2021) proposed four dimensions: transactional interest, or the desire to choose a product that fulfills personal needs; referential interest, the willingness to recommend the product; preferential interest, a strong irreplaceable preference; and exploratory interest, the drive to further explore a previously favored product. Similarly, Tong & Xiong, (2022) introduced four e-commerce intention dimensions: knowledge-based, usefulness-driven, commitment/preference-based, and trust-based intentions, addressing various motivational aspects behind continued system use. Further, Kurnia et al., (2023) identified three key indicators to measure sustained user intention in digital applications: (1) the desire to keep using the app in the future, (2) the tendency to use it regularly in daily life, and (3) the willingness to recommend it to others. Complementing these, J. Wang et al., (2023) divided intention into will and will often use. Although derived from a cashless payment context, these indicators are adaptable to e-commerce settings as they assess users' sustained behavioral commitment toward digital systems.

RESEARCH AND METHODOLOGY

Guided by the Technology Acceptance Model (TAM), this study examines how PU, PEOU, and PV influence Gen Z's intention to use e-commerce platforms. PU reflects perceived shopping efficiency, PEOU relates to platform usability, and PV compares perceived benefits to costs. Using purposive sampling and Cochran's formula, data were collected from 400 Gen Z respondents in Jakarta between January and July 2025.

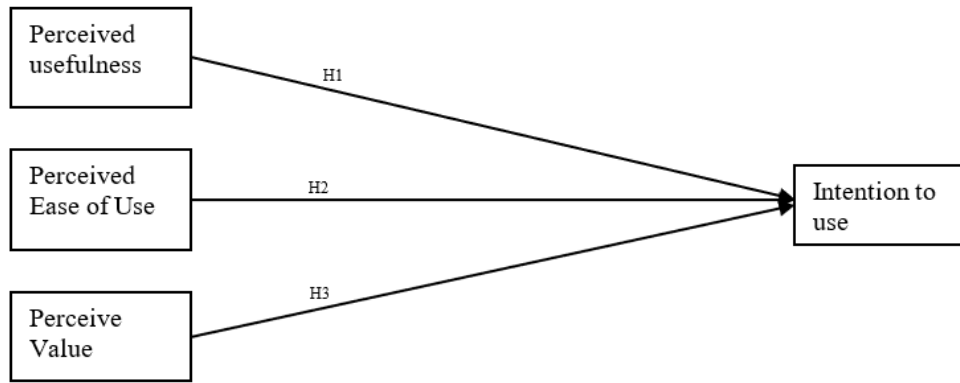


Figure 1. Theoretical Framework
Source: Authors (2023)

H1: Perceived usefulness has a significant effect on intention to use e-commerce.

H2: Perceived ease of use has a significant effect on intention to use e-commerce.

H3: Perceived value has a significant effect on intention to use e-commerce.

In this study, the writer assesses each factor by using a number of reliable signs that have been changed from earlier research. These signs are designed to represent how useful, easy to use, valuable, and likely to be used things are in online shopping for Gen Z customers. Each factor is rated on a scale from 1 to 6, where 1 means completely disagree and 6 means completely agree. Below is the chart that shows the exact details of how each factor is measured.

Table 1. Item Measurement

Variable	Dimension	Item Measurement	Source
Perceived usefulness	Efficiency	E-commerce platforms help me shop more efficiently	Nuralam et al., (2024); Adam et al., (2022)
		E-commerce platforms help me save time when shopping	
	Convenience	E-commerce platforms make shopping activities easier.	
		E-commerce platforms make it easier for me to find the products I need.	
	Actual Benefits	E-commerce platforms make me feel comfortable when shopping	
		E-commerce platforms offer special deals or discounts when purchasing.	
Productivity	Using e-commerce platforms helps me achieve my shopping goals.		
Effectiveness	Shopping through e-commerce platforms increases the efficiency of my shopping activities		
	Using e-commerce helps me achieve better and faster shopping results.		
Perceived ease of use	Ease to Use	E-commerce platforms are easy to use.	Adam et al., (2022); Nuralam et al., (2024); An et al., (2023)
		Using e-commerce platforms does not require much effort	
	Ease of Learning	I find e-commerce platforms easy to learn	
		I can use e-commerce platforms without frequently referring to user guides.	
	Ease of Becoming Skillful	I can download e-commerce platforms without difficulty.	
		I do not easily make mistakes when using e-commerce platforms.	
clear and understandable	I find it easy to become skillful in using e-commerce platforms.		
Overall Ease of Use	E-commerce platforms are clear and easy to understand.		
Overall Ease of Use	Overall, e-commerce platforms are easy to use.		
Perceived Value	Economic Value	I believe e-commerce platforms provide good economic value for me	Hermantoro & Albari (2022); Wang et al., (2023); Zhu et al., (2022); Peng et al.,

Variable	Dimension	Item Measurement	Source
		The products or services I purchase on e-commerce platforms help reduce my expenses	(2019)
	Functional Value	I can save time when shopping on e-commerce platforms	
		E-commerce platforms offer a wider variety of products	
	Service Value	Shopping on e-commerce platforms is very easy to do.	
		I do not need to put in much effort to complete a purchase on e-commerce platforms.	
	Emotional Value	Shopping through e-commerce platforms is an enjoyable experience.	
		I enjoy the shopping experience itself when using e-commerce platforms.	
	Social Value	Using e-commerce platforms can create a positive impression on others.	
		Using e-commerce platforms makes me feel accepted in my social environment.	
Intention to use	Will Use	I will continue using e-commerce platforms in the future.	Wang et al. (2023); Tong & Xiong, (2022); Fauzi et al., (2021)
	Will Often Use	I will consistently try to use e-commerce platforms in my daily life.	
		I plan to use e-commerce platforms regularly.	
	Exploratory Interest	I am interested in trying new features offered by e-commerce platforms.	
	Referential Interest	I would like to recommend the use of e-commerce platforms to my colleagues or family members.	
	Knowledge-based intention	I am willing to use e-commerce systems because I have sufficient knowledge and understanding of how to use them.	

Source: Authors (2025)

RESULT AND DISCUSSION

Result

In this study, 400 people took part who often shopped online in the Jakarta area, also known as Jabodetabek. The table below displays the demographic makeup of these participants, including their gender, age, educational background, marital status, residential location, and monthly earnings. These elements provide a full picture of the people involved in the study and help us see the patterns linked to Generation Z's desire to buy things online.

Table 2. Descriptive Statistics of Respondents

	Category	Total	Percentage (%)
Gender	Female	249	62,3
	Male	151	37,8
Age	17 – 20 Years Old	212	53
	21 – 24 Years Old	123	20,8
	25 – 28 Years Old	65	16,2
Educational level	Junior High School	0	0
	High School	212	53
	Diploma	25	6,3
	Bachelor's Degree	163	40,8
	Master's Degree	0	0
Marital Status	Single	337	84,3
	Married	63	15,7
	Divorced/Seperated	0	0
	Widowed	0	0
Residence	Jakarta	146	36,5
	Bogor	68	17
	Depok	61	15,2
	Tangerang	69	17,3

	Category	Total	Percentage (%)
	Bekasi	56	14
Monthly Income	<Rp1.000.000	3	0,8
	Rp1.000.000 – Rp2.000.000	18	4,5
	Rp2.000.001 – Rp5.000.000	218	54,5
	Rp5.000.001 – Rp10.000.000	155	38,8
	>Rp10.000.000	6	1,5

Source: Authors (2025)

The study involved 400 respondents, mostly female, aged 17–20, single, and based in Jakarta, with high school or bachelor's education and monthly incomes ranging from Rp2,000,001 to Rp5,000,000.

Table 3. Convergent Validity (Outer Loading)

Item	Outer loading
PU1.	0.806
PU2.	0.765
PU3.	0.785
PU4.	0.841
PU5.	0.802
PU6.	0.832
PU7.	0.812
PU8.	0.783
PU9.	0.813
PEOU1.	0.836
PEOU 2.	0.849
PEOU 3.	0.796
PEOU 4.	0.796
PEOU 5.	0.825
PEOU 6.	0.804
PEOU 7.	0.789
PEOU 8.	0.763
PEOU 9.	0.794
PV1.	0.841
PV 2.	0.844
PV 3.	0.843
PV 4.	0.878
PV 5.	0.827
PV 6.	0.843
PV 7.	0.86
PV 8.	0.879
PV 9.	0.840
PV 10.	0.839
ITU 1.	0.876
ITU 2.	0.866
ITU 3.	0.845
ITU 4.	0.853
ITU 5.	0.884
ITU 6.	0.827

Source: SmartPLS 4 (2025)

Convergent validity is confirmed as all outer loading values for PU, PEOU, PV, and ITU exceed 0.70, indicating that each item effectively represents its intended construct.

Table 4. Discriminant Validity (HTMT)

	Intention to use	Perceived ease of use	Perceived usefulness	Perceived value
Intention to use				
Perceived ease of use	0.841			
Perceived usefulness	0.834	0.84		
Perceived value	0.798	0.793	0.825	

Source: SmartPLS 4 (2025)

Discriminant validity is established as all HTMT values are below 0.90, confirming that each construct is empirically distinct.

Table 5. Discriminant Validity (Fornell-Larcker)

	Intention to use	Perceived ease of use	Perceived usefulness	Perceived value
Intention to use	0.859			
Perceived ease of use	0.784	0.806		
Perceived usefulness	0.779	0.785	0.805	
Perceived value	0.754	0.751	0.781	0.85

Source: SmartPLS 4 (2025)

Discriminant validity is backed up by the Fornell-Larcker rule, which shows that the square root of the Average Variance Extracted (AVE) for each concept is greater than its connections with other concepts.

Table 6. Reliability

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
Intention to use	0.929	0.93	0.944	Reliable
Perceived ease of use	0.932	0.934	0.943	Reliable
Perceived usefulness	0.932	0.934	0.943	Reliable
Perceived value	0.957	0.958	0.963	Reliable

Source: SmartPLS 4 (2025)

All the parts have great dependability, as shown by Cronbach's Alpha and Composite Reliability scores that are much higher than 0.70. This means that each hidden variable is measured reliably and accurately.

Table 7. R-Square Result

	R-square	R-square adjusted
Intention to use	0.705	0.703

Source: SmartPLS 4 (2025)

An R-square value of 0.705 along with an adjusted R-square of 0.703 means that the model accounts for 70.5% of the differences in how likely people are to use it. This shows that the model is very good at predicting and fits well with the data.

Table 8. F-Square Result

	Perceived ease of use	Perceived usefulness	Perceived value
Intention to use	0.148	0.093	0.071

Source: SmartPLS 4 (2025)

The f-square results indicate that every factor increases the Intention to Use, with Perceived Ease of Use having the biggest influence, and then Usefulness and Value coming next.

Table 9. Q-Square Result

	Q ² predict
ITU1	0.533
ITU2	0.539
ITU3	0.489
ITU4	0.501
ITU5	0.533
ITU6	0.443

Source: SmartPLS 4 (2025)

Every Q-square number for Intention to Use is above zero, ranging from 0.443 to 0.539. This shows that the model has a strong ability to predict outcomes, particularly for ITU1, ITU2, and ITU5.

Table 10. Hypothesis Result

Hypothesis	Original sample	T statistics	P values	Description
Perceived ease of use \square Intention to use	0.433	4.546	0.000	Accepted
Perceived usefulness \square Intention to use	0.248	2.253	0.024	Accepted
Perceived value \square Intention to use	0.236	2.434	0.015	Accepted

Source: SmartPLS 4 (2025)

Hypothesis testing shows how easy something is to use, how useful it is, and how valuable it seems all have a big effect on the desire to use it. The ease of using it has the biggest impact ($\beta = 0.433$, $t = 4.546$, $p = 0.000$), meaning that when something is easy, people are more likely to want to use it. The usefulness of it also plays a role ($\beta = 0.248$, $t = 2.253$, $p = 0.024$), which means that when something is useful, it makes people want to use it more. Likewise, feeling that something is valuable is important too ($\beta = 0.236$, $t = 2.434$, $p = 0.015$), showing that people are more inclined to use things they consider valuable. All the p-values are less than 0.05, which means we can accept all the hypotheses.

Discussion

The results of the study indicate that how helpful someone thinks an online shopping site is has a big impact on their wish to use it. Basically, the more users feel the site is useful, the more they want to use it. In this situation, perceived usefulness means how much people think that using an online shopping site can make their buying experience better and faster. The strong effect of how useful people think e-commerce is on their desire to use it comes from the traits of Generation Z. This group really wants technology to be efficient and to give clear results (Ruiz-herrera et al., 2023). They are not merely attracted to visually appealing features but place greater value on platforms that truly simplify activities and support productivity (Arizal & Listihana, 2024). When e-commerce provides benefits such as fast transactions, easy product searches, and integration with digital wallets, it strengthens the perception that the platform is worth using (Wilson, 2019). Therefore, perceived usefulness becomes a key driver in shaping usage intention, as Gen Z tends to choose technologies that provide concrete added value in their daily lives. This outcome matches what Assaker (2019) discovered, which is that if a review platform is seen as helpful, people are more likely to use it. Tarhini et al. (2014) The study found similar outcomes, indicating that how helpful students think something is greatly influences their willingness to use e-learning tools. This is because students feel that these types of systems can improve their learning journey. This also connects with what Mohd Tanos et al. (2024) found, showing that simple and useful online shopping systems encourage people to continue using them, particularly in farming, because users are more likely to use technology if they believe it helps them achieve their goals or get better results.

The findings from the hypothesis test indicate that how simple people believe a system is to operate plays the most significant role in their decision to use it. This means that if a website for shopping online is easy to explore, users are more inclined to want to use it. The way Gen Z thinks makes it easier for them to want to use something, and this is likely because of how easy they find it to use, who naturally have high digital literacy and have been using technology from an early age (Boro et al., 2024). They not only adapt quickly to digital interfaces but also have high expectations of platforms that are practical and easy to operate (Binani et al., 2023). So, how easy a person thinks it is to use something really affects their decision to use it on online shopping sites. Earlier research also backs this up. Islam et al., (2017) showed that perceived ease of use is a dominant predictor of intention to use e-commerce. Wilson (2019) added that ease of use affects not only initial intention but also repurchase intention. Likewise, Mohd Tanos et al. (2024) found that easy-to-use e-commerce systems promote continued usage, particularly in the agribusiness sector.

The results from the test indicate that how much value people feel influences their desire to use something. In simple terms, if users think they are getting good benefits for what they put in, like time or money, they are more likely to want to shop online. This strong connection between perceived value and willingness to use something

highlights that Generation Z sees online shopping as important for both its usefulness and their feelings (Muhammad et al., 2024; Rana et al., 2024). The perceived value comes not only from efficiency and competitive prices but also from the enjoyment during the process (Rana et al., 2024). Therefore, the higher the comfort and satisfaction felt in each digital interaction, the greater the likelihood that Gen Z will develop a sustained intention to use the platform (M. Wang et al., 2025). It's clear that the value people think a product or service has is significant in persuading and keeping Gen Z's interest in using it digitally. These findings align with Rabee et al. (2021), who found that customer perceived value influences the tendency to use websites. Anshori et al. (2022) also demonstrated that perceived value greatly influences someone's intention to return, Zhu et al. (2022) found a positive effect of perceived value on continuing to use online-to-offline shopping platforms.

In addition, the influence of perceived usefulness, perceived ease of use, and perceived value may vary across different e-commerce platforms, as each platform offers distinctive features and strategies. For example, Shopee emphasizes Shopee Mall, ShopeePay integration, and free shipping programs, which enhance both usefulness and ease of use. Tokopedia provides services such as TopAds, Tokopedia Play, and a wide marketplace that strengthen perceived usefulness and value. Lazada focuses on exclusive promotions, LazMall guarantees, and fast delivery options, which reduce risk perception and increase trust, while Blibli builds customer loyalty through BlibliMart, Blibli Rewards, and reliable shipping services. These platform-specific characteristics demonstrate that although the three variables are important predictors of intention to use, their actual influence can be shaped by the strategic differences among e-commerce providers.

Building on these findings, practical implications can be drawn for platform developers to strengthen Gen Z's intention to use e-commerce. Enhancing efficiency and service speed through accurate search tools and seamless checkout processes can reinforce perceived usefulness, while designing simple and intuitive interfaces directly supports perceived ease of use. At the same time, perceived value can be increased by incorporating interactive features such as gamification, dynamic promotions, and visually appealing designs. Introducing innovative yet user-friendly features and leveraging word-of-mouth strategies through referral programs and social media sharing may further engage Gen Z users. By aligning platform development with the unique digital habits and expectations of this generation, e-commerce providers can foster stronger engagement and long-term loyalty.

CONCLUSION

This study examined the influence of perceived usefulness, perceived ease of use, and perceived value on the intention to use e-commerce platforms among Generation Z in Jabodetabek. The findings reveal that all three factors have a significant and positive effect, with perceived ease of use emerging as the strongest predictor of intention to use. This indicates that when platforms are perceived as practical, user-friendly, and valuable, users are more likely to adopt and continue using them.

From a practical perspective, these findings suggest that e-commerce providers should prioritize efficiency, speed, and simplicity in their platforms to enhance perceived usefulness and ease of use. At the same time, value can be reinforced by developing engaging features, interactive promotions, and transparent review systems. By aligning platform strategies with the preferences of digital-native consumers, e-commerce companies can strengthen user intention and foster long-term loyalty.

Based on the findings, e-commerce platforms should continue developing features that align with perceived usefulness, ease of use, and value. Interactive and personalized features, such as recommendation systems and gamification, can enhance user engagement and perceived value. For Generation Z, who are familiar with digital technologies, the presence of intuitive navigation, quick checkout systems, and responsive interfaces significantly strengthens perceived ease of use. Furthermore, the integration of social features, such as review sharing, live chat, or referral programs, can create additional value by combining economic and social benefits. These developments not only improve user satisfaction but also encourage repeat usage, reinforcing long-term loyalty toward the platform.

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