Consumer Perceived Ease of Use and Consumer Perceived Usefulness in Using the Shopee Application in Surakarta with Discount as a Moderation Variable

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ABSTRACT

This article aims to explain the effect of perceived ease of use, perceived usefulness, attitude, intention to use, on the actual use of online shopping facilities through Shopee in Surakarta. This research is moderated by discount variable. Literature reviews were conducted by several highly reputable national and international journals including research from Zhong et al. (2021) and Gusni et al. (2020). This article uses the Technology Acceptance Model (TAM) to identify the variables used in creating the conceptual model. The research method used the structural equation model (SEM) analysis technique through SmartPLS 4. The results of the study found that there was a positive influence between perceived ease of use, perceived usefulness, attitude, intention to use, on actual use. In addition, the discount variable also moderates the relationship between perceived ease of use on attitude and attitude on intention to use, but the discount variable does not moderate the relationship between perceived usefulness on attitude and intention to use on actual use. Researchers hope that this research can add insight and help e-commerce, especially Shopee, to design effective strategies in terms of marketing to influence consumers. This research is also expected to provide theoretical and practical contributions and is expected to be used for future studies.

Keywords: Actual Use, Perceived Ease of Use, Perceived Usefulness, Technology Acceptance Model (TAM).

I. INTRODUCTION

Shopee is a website-based e-commerce provider that functions to provide benefits but also has risks in making transactions. Many buyers are not sure that transacting via online e-commerce media is safe, because there are still buyers who complain about the incompatibility of goods received by consumers and the delivery time is not fast enough. In addition, selling online makes many possibilities, such as someone making a website used for fraud and crime. In addition, websites are also often used for negative things, so customers who want to make transactions feel afraid and cause distrust (Faizah et al., 2021). Research related to online learning such as that conducted by Haque et al. (2009) examined the factors that influence consumer shopping behavior in terms of internet marketing in influencing customer behavior. There are factors that influence shopping behavior such as the marketing environment in online shopping, familiarity, product characteristics, confidence and promotions offered which have a significant influence on customer intentions about online marketing. Uncertainty in transaction security is the underlying reason for consumers not being ready to make transactions (Anthony & Sama, 2021). Consumers believe that online transactions are not secure enough to protect payment methods as one of the information that is exposed. Another study by Gefen and Straub (2004) says that trust and familiarity are the main mechanisms for reducing social uncertainty. This is due to the lack of regulations and customs on the internet especially e-commerce. However, the lack of interpersonal interaction and when making transactions on the internet makes this consumer trust unique, because trust relationships are maintained through online interactions among consumers. In relation to trust, Mayer and Gavin (2005) said that trust will affect managerial performance. Research by Jarvenpaa and Todd (2016) shows that the online shopping experience is generally enjoyable, but at the same time the online shopping experience is frustrating. Consumers also experience time savings and reduced effort compared to traditional shopping. Overall, it shows that online web commerce needs to be designed to be more responsive by considering performance on several factors that influence consumer behavior such as product perception, shopping experience, and customer service. In order to increase the level of consumer confidence in conducting online transactions, a vendor owner must be able to provide an innovative web appearance by providing a sense of security or security such as private data, ease of use of applications, a sense of comfort in using and good quality of service on the website. Hoflan's opinion (2014) that e-commerce vendor service providers must always improve the quality of website services such as ease of access, ease of operating applications, safe from hackers so that consumer privacy is protected has an impact on increasing high consumer confidence in making online purchases.
Research on the behavior of consumers who make purchases online includes research that examines studies on purchases through websites or online, as a challenge in online sales is the convenience and how to grab consumers and shift the culture of shopping from the traditional way to purchase online. Much research on online purchases has been carried out, such as purchasing airplane tickets with e-ticketing in Malaysia by Nikhashem and Yasmin (2011), buying e-tickets in Spain by Sanz-blas and Ruiz-mafe (2009) which examines the process of motivating people in Spain. to buy tickets through the web or online. Research was also carried out by Li (2017) who studied e-ticketing application or web makers to attract consumers.

This research attempts to design a model that describes the behavioral phenomenon of using online shopping facilities through Shopee in Surakarta. By collaborating from several different studies, several variables were obtained, namely: perceived ease of use, perceived usefulness, attitude, intention to use and actual use moderated by a discount.

Referring to previous research by Rachbini et al. (2019) explained that perceived ease of use and perceived usefulness have a direct or indirect effect on repurchase intentions on e-commerce mobile platforms. Meanwhile, trust and credibility also play an important role in transactions in e-commerce so as to convince consumers that the e-commerce platform is a place to shop that can be trusted. Another study by Zhong et al. (2021) who examined factors such as facilitating conditions, perceived enjoyment, coupon availability, personal innovation, perceived usefulness, Perceived ease of use and attitude are the main drivers of customer decisions to use payment through facial recognition and there is a moderating variable of sex differences in the adoption of payment for facial recognition. There are several other studies that examine the effect of perceived ease of use and perceived usefulness, attitude, intention towards actual use widely and in various uses of digital platforms (Davis, 2015; Gusni et al., 2020; Song et al., 2021).

In this study using the Technology Acceptance Model which has become the most widely used model to find out about the use of information technology systems. The Technology Acceptance Model states that intention to use and actual use are determined by two variables, namely perceived usefulness which is defined as the extent to which a person can be sure that using the system will improve his performance. Then the second is perceived ease of use which is defined as the extent to which a person believes that using the system is easy (Davis, 2015). Perceived ease of use and perceived usefulness will have a positive impact on consumer attitudes in technology users. Attitude reflects a person's acceptance or rejection of technology products (Gusni et al., 2020).

As for motivating consumers to use online to meet their needs, products offered online usually have prices below their actual prices. Discount is one way to attract and motivate consumers by providing attractiveness in terms of the price offered (Degeratu et al., 2000). When an e-commerce platform holds a large discount or promo, it will make people enthusiastic about shopping at the e-commerce. This is in line with research conducted by Lestari and Dwijayanti (2021) which explains that there is a positive influence between discounts and purchasing decisions on e-commerce Shopee.

Discounts can encourage consumers to increase their intention and use of e-commerce applications.

Based on the background and some of the theories above, it makes research on perceived ease of use, perceived usefulness, attitude, intention to use, on actual use moderated by this discount interesting to do with online shop users, specifically for Shopee e-commerce system users. , the authors raise the title "Perceived Ease of Use and Perceived Usefulness of Consumers in Using the Shopee Application in Surakarta with Discounts as a Moderating Variable".

II. LITERATURE REVIEW AND HYPOTHESIS

A. Technology Acceptance Model (TAM)

Technology acceptance model (TAM) is an information system model that shows how users accept and use technology. According to Davis (1989), the level of acceptance of use in the TAM model uses 6 constructs, namely external variables, perceived ease of use, perceived usefulness, attitudes toward using, behavior to keep using (intention to use), and actual users (actual usage).

Until now, TAM is one of the most influential research models in studying the use of information technology and has proven to be a theoretical model that is very instrumental in helping to understand and explain user behavior in the application of information systems (Song et al., 2021).

B. Actual Use

Actual use is the actual duration of use of the system (Davis, 1989). Users of an application will be happy to use a system if the user believes that the system is not difficult to use and is proven to increase user productivity.

In the context of application system use, behavior is conceptualized in actual use as measured by the duration of time spent interacting with an application and the frequency of its use. Users will be satisfied using an application if they believe that the application is easy to use (Gusni, 2020).

C. Perceived Ease of Use

Perceived ease of use is the consumer's perception in assessing an item that is felt to have ease in operating it, so that it influences and makes the consumer's intention to use the item to meet their needs. The benefits that consumers receive when shopping are that they feel that they are getting it easier and faster, thus influencing the consumer's decision to shop online because it is felt that it saves time and effort and gets goods cheaper.

The TAM (Theory Acceptance Model) research concentrates and focuses exclusively on IT analysis and establishes a priori, two main perceptions namely ease of use and usability (Gefen & Straub, 2004). Research conducted by Davis (2015) also suggests that ease of use is an antecedent for feeling usability in other hands, we can say if the website is friendlier, we feel more usability, and we will like using the web. A high level of site quality explains that customers find it easy and comfortable to find the information they need and make transactions on the website. This explanation can be indicated that, the higher the consumer's perceived ease of use, the higher the consumer's attitude towards online applications.
H1: Perceived ease of use has a positive effect on attitude towards using Shopee.

D. Perceived Usefulness

Perceived usefulness indicates the belief that someone who uses new technology will be able to improve their performance (Davis, 2015; Gusni et al., 2020). Belief in the benefits or benefits that will be felt by someone tends to influence someone to use a technology. Davis (1989) suggests that perceived usefulness plays an important role in predicting user attitudes toward technology. Perceived usefulness is a level where individuals believe that the use of a particular system can improve the user's work performance, which can be interpreted that the benefits of using information technology can improve the performance of the technology that uses it. A number of studies illustrate that perceived usefulness has a positive relationship with consumer attitudes towards online shopping intentions. This explanation indicates that the higher the consumer's perceived usefulness, the higher the consumer's attitude towards the shopee application, thus the hypothesis proposed.

H2: Perceived usefulness has a positive effect on attitude towards using Shopee.

E. Attitude

Attitude is an expression of feelings of pleasure, liking, disliking, agreeing or disagreeing with an object, brand, service or person's behavior (Schiffman & Wisenblit, 2019). Howard's research (1989) states that attitude is defined as a measure for buyers in expecting the brand to be able to provide satisfaction for their needs. Attitudes toward brands are consumer behavior that is closely related to brand values and consumer expectations (Rossiter, 1992). Attitudes towards the brand are considered positive depending on which brand is preferred, so the brand will be remembered more (Till et al., 2005; Krishnan, 2001). The explanation stated above indicates that the higher the attitude expressed by consumers, the higher their intention to use online applications for shopping, in this case the Shopee application. Thus, the hypothesis proposed is:

H3: Attitude has a positive effect on intention to use on using Shopee.

F. Intention to Use

Intention to use according to research by Faizah et al. (2021) defines intention to use as the extent to which a person has made a conscious plan to do or not to do a specific behavior in the future. Intention to use is a person's desire to perform a certain behavior. The real conditions for applying the system are Davis (1989) which says that users of an application will be happy to use a system if consumers believe that the system is not difficult to use and is proven to increase the productivity of a user. When the perceived usefulness and ease of use of information technology increases, the intention to use information technology also increases. Perceived intention to use is assumed to have a direct positive effect on actual use (Hanggono et al., 2015). The explanation put forward indicates that the higher the intention to use by consumers, the higher the actual use in using the online Shopee application. Thus, the hypothesis proposed is:

H4: Intention to use has a positive effect on actual use on using Shopee.

G. Discount

Discount is a critical issue that stimulates consumer motivation (Fui et al., 2014). Price quality and prestige sensitivity about discounts are recognized as positive perceptions of price on consumer intention making in making a purchase. According to Degeratu et al. (2000) defines that quality discount as a price cue level that is positively related to the level of product or service quality.

If someone is going to buy a product through an online service or from a website, they cannot see or judge the product physically. Consumers are not yet sure that what is presented on the web is consistent with what is conveyed through advertisements so that discount perceptions play an important role in determining post-purchase satisfaction and intention to return because discounts will be perceived by consumers as an advantage for them (Jarvenpaa & Todd, 2016). Research conducted by Lestari and Dwijayanti (2021) which explains that there is a positive influence between discounts and purchasing decisions on e-commerce Shopee. Discounts can encourage consumers to increase their intention and use of e-commerce applications, so that the discount variable can moderate the relationship between perceived ease of use and perceived usefulness to consumers' actual use in using e-commerce applications. This explanation indicates that discounts can moderate the relationship between perceived ease of use and perceived usefulness of consumers' actual use in using e-commerce applications. The higher the discount perception felt by consumers, the higher their attitude and intention towards the shopee application. Thus, the hypothesis proposed:

H5: Discount moderates the relationship between perceived ease of use and attitude towards using Shopee.

H6: Discount moderates the relationship between perceived usefulness and attitude towards using Shopee.

H7: Discount moderates the relationship between attitude towards intention to use on using Shopee.

H8: Discount moderates the relationship between intention to use and actual use on using Shopee.

Based on the development of the conceptual hypothesis, Fig. 1 below is the resulting conceptual model framework.

![Conceptual Model Framework](image-url)
III. RESEARCH METHODOLOGY

This study observes the individual evaluation process regarding the intention to use a Shopee application system. This study is included in research that aims to test the hypothesis between the dependent variable and the independent variable in accordance with the research objectives, namely examining the acceptance process for using the shopee application based on perceived ease of use, perceived usefulness, attitude, intention to use towards actual use moderated by discount that might be received by consumers in the Surakarta region. Source of data used in this research is primary data. The population in this study are consumers who make purchases online using the shopee application in Surakarta. The samples taken were 504 consumers in Surakarta who intend to make purchases using the Shopee application. The determination of the number of samples is based on the minimum number of samples for SEM (Number of indicators + number of latent variables) x (5 to 10 times) (Hair et al., 2017). The sampling method used purposive sampling based on predetermined criteria.

Collecting data using a questionnaire as a data collection tool. Data collection techniques are shared online via Telegram, Instagram, Whatsapp, Twitter. The measurement scale used is a 5-point Likeart scale to find out how strongly respondents agree with the statements given (Sekaran et al., 2016). The sampling method used purposive sampling based on predetermined criteria. Collecting data using a questionnaire as a data collection tool. Data collection techniques are shared online via Telegram, Instagram, Whatsapp, Twitter. The measurement scale used is a 5-point Likeart scale to find out how strongly respondents agree with the statements given (Sekaran et al., 2016). The sampling method used purposive sampling based on predetermined criteria. Collecting data using a questionnaire as a data collection tool. Data collection techniques are shared online via Telegram, Instagram, Whatsapp, Twitter. The measurement scale used is a 5-point Likeart scale to find out how strongly respondents agree with the statements given (Sekaran et al., 2016).

A. Data Analysis

The analysis technique used in this research is using the Structural Equation Model (SEM) technique with the Partial Least Square (PLS) program using SmartPLS 4 software. Structural Equation Model (SEM) is a common and very useful multivariate analysis technique that aims to predict a causal relationship between the dependent variable and the independent variable in a model (Hair et al., 2017). SEM with PLS consists of Outer Model Analysis (Measurement) which uses 3 tests which can be seen from construct reliability and validity and discriminant validity. Then there is the Inner Model test (Structural Model Analysis) which uses 2 tests, namely the R-Square test and the Goodness of Fit (GOF) test. Furthermore, the hypothesis test and moderation test were carried out.

IV. RESULTS AND DISCUSSION

Respondents who filled out this research were consumers who made purchases online using the shopee application in Surakarta. The total number of respondents who were collected in this study were 504 respondents who fulfilled data collection in the form of respondents who made purchases using the Shopee application in Surakarta.

This questionnaire consists of 2 parts, namely in the first part contains the identity of the respondent. The characteristics of each in the respondent's identity data are grouped such as gender, age, occupation, income and the number of shopping applications used. The second part, there are questions related to this research.

<p>| TABLE I: CHARACTERISTICS OF RESPONDENTS |
|-------------------------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>Variable</th>
<th>Items</th>
<th>Number of Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Man</td>
<td>287</td>
<td>56.94%</td>
</tr>
<tr>
<td>Age</td>
<td>Woman</td>
<td>217</td>
<td>43.06%</td>
</tr>
<tr>
<td>Work</td>
<td>Student / Student</td>
<td>167</td>
<td>33.13%</td>
</tr>
<tr>
<td></td>
<td>Office employees</td>
<td>221</td>
<td>43.85%</td>
</tr>
<tr>
<td></td>
<td>Businessman</td>
<td>110</td>
<td>21.83%</td>
</tr>
<tr>
<td></td>
<td>Influencers</td>
<td>6</td>
<td>1.19%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Income</td>
<td>&lt; Rp. 1,000,000</td>
<td>117</td>
<td>23.21%</td>
</tr>
<tr>
<td></td>
<td>Rp. 1,000,000 - Rp. 3,000,000</td>
<td>50</td>
<td>9.92%</td>
</tr>
<tr>
<td></td>
<td>Rp. 3,000,000 - Rp. 5,000,000</td>
<td>113</td>
<td>22.42%</td>
</tr>
<tr>
<td></td>
<td>&gt; Rp. 5,000,000</td>
<td>224</td>
<td>44.44%</td>
</tr>
<tr>
<td>Number of shopping apps used</td>
<td>1 app</td>
<td>165</td>
<td>32.74%</td>
</tr>
<tr>
<td></td>
<td>2 apps</td>
<td>227</td>
<td>45.04%</td>
</tr>
<tr>
<td></td>
<td>3 apps</td>
<td>110</td>
<td>21.83%</td>
</tr>
<tr>
<td></td>
<td>&gt; 3 apps</td>
<td>2</td>
<td>0.40%</td>
</tr>
</tbody>
</table>

A. Construct Reliability and Validity Test

In Table II, it can be seen that each variable in this study has CR and AVE values that meet the requirements of the convergent validity test. So based on the results of Table II it can be concluded that this study has met the convergent validity test, because the value of the outer loading item is > 0.7, CR > 0.7 and AVE > 0.5 (Hair et al., 2017). For the reliability test results in Table II, it shows that each variable has very good reliability, seen from Cronbach's alpha > 0.7 or Composite Reliability value > 0.7. Therefore, it can be concluded that this study has fulfilled the reliability test, or it can be said to have been reliable.

| TABLE II: CONSTRUCT RELIABILITY AND VALIDITY TEST |
|-----------------------------------------------|-----------------|-----------------|-----------------|
| Perceived Ease of Use                         | Cronbach's alpha | Composite reliability (rho a) | Composite reliability (rho c) | Average variance extracted (AVE) |
| Perceived Usefulness                          | 0.888            | 0.89              | 0.922            | 0.748                     |
| Attitude                                      | 0.815            | 0.865             | 0.898            | 0.639                     |
| Intention to Use                              | 0.807            | 0.816             | 0.886            | 0.723                     |
| Actual Use                                    | 0.729            | 0.733             | 0.848            | 0.652                     |
| Discounts                                     | 0.846            | 0.852             | 0.889            | 0.616                     |
B. Discriminant Validity Test

The Fornell Larcker Criterion was used to evaluate the discriminant validity results of this study where the value of discriminant validity was considered satisfactory if the root of the AVE in the construct was higher than the construct’s correlation with other latent variables (Hair et al., 2017). The results obtained show that the discriminant validity test is indicated well according to Table III which is shown by the root correlation value of AVE on the Fornell Larcker Criterion (numbers in bold) each variable with the variable itself has the greatest value when compared with the correlation value with other variables.

C. R-Square Test

Table IV shows that the R-square value is 0.759 for the attitude variable, the R-square is 0.724 for the intention to use variable and the R-square is 0.583 for the actual use variable. This means that the three research variables have an effect on actual use of 58.3%, attitude has an effect of 75.9%, and intention to use has an influence of 72.4% and the rest can be explained by other factors outside the model.

D. Goodness of Fit Test

Table IV shows that the R-square value is 0.759 for the attitude variable, the R-square is 0.724 for the intention to use variable and the R-square is 0.583 for the actual use variable. This means that the three research variables have an effect on actual use of 58.3%, attitude has an effect of 75.9%, and intention to use has an influence of 72.4% and the rest can be explained by other factors outside the model.

The results of the GoF test are obtained by multiplying the average root value of AVE with the average root r-square shown in Table V.

Where the GoF calculation as (1).

\[ GoF = \sqrt{(AVE \times R^2)} \]  

From the results of (1), the GoF value is 0.680. So it can be concluded that the model in this study has a large goodness of fit. So that the greater the GoF value, the model in the study has a good value in explaining the data in it.

E. Hypothesis Testing

Based on the results of the path coefficient analysis above, the results of the hypothesis test are obtained in Table VI.

1) The effect of perceived ease of use on attitude in using Shopee

Based on the results of the hypothesis test, it can be seen that there is a positive influence between perceived ease of use on attitude with a coefficient value of 0.602. The result of the t-statistic is 6.783, where 6.783 > 1.96 and the P-value is 0.000 where 0.000 < 0.05. This shows that perceived ease of use has a significant effect on attitudes towards using Shopee and the H1 hypothesis is supported. The results of this study are in line with research conducted by Davis (2015) which states that perceived ease of use is positively related to attitude. When there is ease of use in a friendlier website, we will experience more usability, and we will like using the web.

2) The effect of perceived usefulness on attitude in using Shopee

Based on the results of hypothesis testing, it shows that there is a positive influence between perceived usefulness on attitude with a coefficient value of 0.256. The t-statistic result is 4.091 where 4.091 > 1.96 and the P-value is 0.000 <0.05. This shows that perceived usefulness has a significant effect on attitudes towards using Shopee and the H2 hypothesis is supported.
The results of this study are in line with research conducted by Juniwati (2014) which indicates that perceived usefulness has a positive relationship with consumer attitudes towards online shopping intentions. The higher the consumer's perceived usefulness, the higher the consumer's attitude towards the shopee application.

3) The effect of attitude on intention to use in using Shopee

Based on the results of hypothesis testing, it can be seen that there is a positive influence between attitude towards intention to use with a coefficient value of 0.195. The result of the t-statistic is 2.459, where 2.459 > 1.96 and the P-value is 0.014 where 0.014 < 0.05. This shows that attitude has a significant effect on intention to use on the use of Shopee and the H3 hypothesis is supported. The results of this study are in line with research conducted by Till et al. (2005) which explains that consumer attitudes have a positive relationship to intention to use. The higher the attitude expressed by consumers, the higher their intention to use online applications for shopping, in this case the Shopee application.

4) The effect of intention to use on actual use in using Shopee

Based on the results of hypothesis testing, it shows that there is a positive influence between intention to use on actual use with a coefficient value of 0.565. The result of the t-statistic is 7.359 where 7.359 > 1.96 and the P-value is 0.000 < 0.05. This shows that intention to use has a direct positive effect on actual use. Based on the results of hypothesis testing, it can be seen that intention to use on actual use on Shopee usage and the H4 hypothesis is supported. The results of this study are in line with the research conducted by Hanggono et al. (2015) which explains that intention to use has a direct positive effect on actual use.

5) The discount effect moderates the relationship between perceived ease of use and attitude on using Shopee

Based on the results of hypothesis testing, it can be seen that the discount strengthens the relationship between the variables perceived ease of use and attitude positively. The coefficient value is 0.138. The t-statistic value is 2.536 where 2.536 > 1.96 and the P-value is 0.011 where 0.011 < 0.05. This shows that the discount moderates the relationship between perceived ease of use and attitude significantly and the H5 hypothesis is supported.

6) The discount effect moderates the relationship between perceived usefulness and attitude on using Shopee

Based on the results of hypothesis testing, it can be seen that the discount does not strengthen the relationship between perceived usefulness and attitude variables positively. The coefficient value is -0.077. The t-statistic value is 1.504 where 1.504 < 1.96 and the P-value is 0.133 where 0.133 > 0.05. This shows that the discount does not significantly moderate the relationship between perceived usefulness and attitude towards using Shopee and the H6 hypothesis is not supported.

7) The discount effect moderates the relationship between attitude towards intention to use on using Shopee

Based on the results of hypothesis testing, it can be seen that the discount strengthens the relationship between attitude variables and intention to use positively. The coefficient value is 0.192. The t-statistic value is 5.645 where 5.645 > 1.96 and the P-value is 0.000 where 0.000 < 0.05. This shows that discount moderates the relationship between attitude and intention to use significantly and hypothesis H7 is supported.

8) The discount effect moderates the relationship between intention to use and actual use on using Shopee

Based on the results of hypothesis testing, it can be seen that the discount does not positively strengthen the relationship between intention to use and actual use variables. The coefficient value is -0.051. The t-statistic value is 1.122 where 1.122 < 1.96 and the P-value is 0.262 where 0.262 > 0.05. This shows that the discount does not significantly moderate the relationship between intention to use and actual use on Shopee usage and the H8 hypothesis is not supported.

V. CONCLUSION

This study provides an alternative model that is different from previous research on the influence of consumer behavior on the use of online shopping facilities. This study tries to develop a model that describes the behavioral phenomenon of using online shopping facilities through Shopee in Surakarta by collaborating from several different studies by adding a discount moderation variable. The results of the study found that there was a positive influence between perceived ease of use, perceived usefulness, attitude, intention to use, on actual use. In addition, the discount variable also moderates the relationship between perceived ease of use and attitude and moderates the relationship between attitude and intention to use. The discount variable does not moderate the relationship between perceived usefulness and attitude and does not moderate the relationship between intention to use and actual use. Researchers hope that this research can add insight and help e-commerce, especially Shopee, to design effective strategies in terms of marketing to influence consumers. This research is also expected to provide theoretical and practical contributions and is expected to be used for future studies.

REFERENCE


