



Perceived Ease of Use and Perceived Usefulness of Intention in Shopping Online Bandung

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Abstract. Due to the various conveniences that appear now, online shopping has penetrated people's lives with various functions that accompany online shopping. Based on this, this study reveals how much consumers expect the benefits (perceived usefulness) from the convenience (perceived ease of use) of online shopping can attract consumers to take advantage of online shopping applications. Overall, the model used in this study is recognized as suitable, for the RMSEA table with a value above 0.05 is theoretically not sound. Overall, the P-values have been shown to support the research hypothesis. The results showed that the perceived ease of use variable had a significant effect on perceived usefulness and the perceived usefulness variable on intention to use. The perceived ease of use variable has no significant effect on the intention to use.

Keywords: Online Shopping · Intention to Use · Perceived Ease to Use · Perceived Usefulness

1 Introduction

Shopping has become a necessity and a routine activity carried out by various groups of people, both young and old, all love to shop by shopping, people will fulfill their needs, but shopping must come to the store, with various places visited to get the goods they need. Desired, but sometimes it is not enough just to shop by only visiting one store for the desired item. With online shopping, the hope when buying something, the time spent shopping online, the convenience when shopping online, the benefits obtained from shopping online, and the ease of shopping online is a challenge in itself how to make online shopping developers provide all these things so that people become interested in using online shopping.

In people's shopping, everyone who uses it hopes for a more efficient service, and can be done at any time, in online shopping, the time used by the user (customer) is relatively shorter, where this can be proven by the shopping time which tends to be faster, when compared to shopping. By shopping offline, this too is a reduction in non-monetary costs for online shopping. The online shopping application is also designed so that customers can enjoy a very flexible time when shopping, where online shopping is not done by

going to an offline store, where when shopping at an offline store it will take a lot of time (time in transit, time when queuing at the cashier), things this is solely done by online shopping applications for the convenience of customers, for the convenience of online shopping also by creating a sense of security and comfort when transacting, where online shopping applications do not directly provide funds to the seller in question, but there are procedures that are passed so that shopping online to be safe for customers. With expectations made from shopping online, more flexible time when shopping online, convenience in shopping online, so that people feel the many positive benefits obtained from shopping online, and conveniences in online shopping are offered in various forms, so that many customers are more interested in using applications in online shopping, as well as taking advantage of the various features available in online shopping.

Since the beginning of the emergence of online shopping, it has become a special attraction in the business world, this is illustrated by online shopping users who continue to increase from year to year, accompanied by these developments, online shopping users in 2019 in Indonesia mostly shopped by doing online shopping. With 90% of customers in Indonesia, while China is in second place with 82%, and Germany and the UK occupy positions 3 and 4 with a percentage of 81%.

Researchers conducted research with a population of Bandung residents, and a sample of 392 people, with the variables Subjective Norm, Convenience, Perceived Enjoyment, Perceived Usefulness, Perceived ease of use, and Intention to Use, which describe things that have been successfully done online shopping, as well as the obstacles that will be faced by online shopping applications, with the introduction of online shopping as well as the amount of income from online shopping has reached USD 1.3 trillion in 2017 this number has increased by 2.3 million, and in 2021 it is estimated to be 4.88 trillion USD. This illustrates that the use of the internet has become a big role in the progress of online shopping [1].

In this study, the Technology Acceptance Model (TAM) is used, which is the model used in Information Systems Technology Research. Here, researchers widely study TAM in the TAM model, which is an empirical information systems research model. Explain the behavioral aspects of using e-commerce. This survey can explain the customer's desire to be satisfied with online shopping, with subjective norms, convenience, perceived enjoyment, perceived usefulness, perceived ease of use, and intention to use. Applications that customers choose to meet customer expectations when shopping. It can also take the form of different customer reactions when buying different products.

Many studies so far, such as Yunita and Dyah's [2] research that the characteristics of online shopping are advantages, have a positive impact on online shopping desires and decisions the advantages. Also, ease of use online is affected by shopping.

2 Method

Previous research accepted the validity and reliability of the entire model. This is evidenced by the 85% variation in usage intentions that can be explained by existing research models and personal relationships in online shopping. This is very influential and cannot be ignored.

Certain. Utility variable. Perceived ease of use and mobility are variables that directly impact the behavioural intentions of application users. A study proved and perceived that five of the eight hypotheses were significant in terms of utility value, ease of use, and expectations when using the application.

This follows online shopping by vendors who make up the majority of online shopping. Many variables indicate that people benefit significantly from the various conveniences they get when shopping online. This is because online shopping, customers' curiosity about online shopping, the benefits of online shopping features help customers do many things, and online shopping also allows them to make better shopping decisions.

H1: Perceived Usefulness has an effect on intention of use.

Online shopping that is easy for customers to understand and use makes them want to use online shopping applications. This has been demonstrated by the consensus of most researchers about the close relationship between perceived ease of use and ease of service [3] and [4].

H2: Perceived ease of Use affects the Intention of Use.

The desire to use online shopping applications can also be influenced in terms of the ease of use of the online shopping application in question, resulting in greater interest in shopping using online shopping applications. In previous studies [3] and [4] which examined the ease of online shopping, this affected the number of customers who use online shopping applications.

H3: Perceived Usefulness has an effect on perceived ease of use.

2.1 Population, Sampling Technique and Research Sample

This study uses a probabilistic sampling technique [5]. The population surveyed was obtained from residents of Bandung City. The survey respondents are familiar with online shopping, with a total sample of 392. This may be under specific samples taken from residents of Bandung. Conceptual framework shown in Fig. 1.

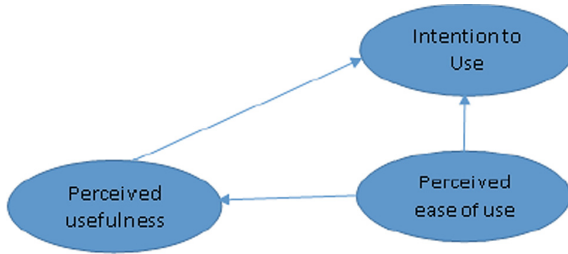


Fig. 1. Conceptual Framework.

3 Result and Discussion

a) CFA test

There are three variables in this study, perceived to use, perceived usefulness, and intention to use. Construct analysis model show by Fig. 2.

Table 1 show the result of CFA test.

From Table 1, the output regression weight shows that when the P value (probability) looks insignificant (above 0.05), the indicator must be removed. Table 1 shows that the overall P value is above 0.05; although the Perceived ease of use on the intention to use is not ***, the P value is still above 0.05, so it is still significant.

b) Goodness of fit test (Model Feasibility Test).

Here, a test is carried out on the suitability of the model against various criteria, Table 2 show the result of the test.

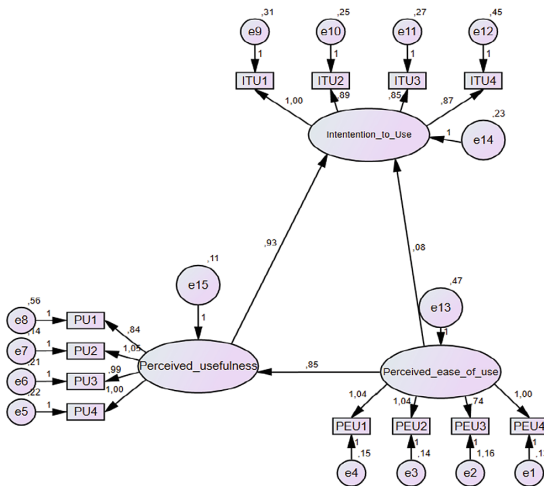


Fig. 2. Construct an analysis model.

Table 1. CFA Test Result.

			Estimate		C.R	P	Label
Perceived_usefulness	←	Perceived_ease_of_use	,846	,084	17,538	***	Par_12
Intention_to_Use	←	Perceived_usefulness	,926	,139	6,651	***	Par_10
Intention_to_Use	←	Perceived_ease_of_use	,081	,126	.637	,524	Par_11
PEU4	←	Perceived_ease_of_use	1,000				
PEU3	←	Perceived_ease_of_use	,735	,085	8,603	***	Par_1
PEU2	←	Perceived_ease_of_use	1,039	0,43	23,949	***	Par_2
PEU1	←	Perceived_ease_of_use	1,041	0,45	23,212	***	Par_3
PU4	←	Perceived_usefulness	1,000				
PU3	←	Perceived_usefulness	,991	0,53	18,761	***	Par_4
PU2	←	Perceived_usefulness	1,051	0,51	20,560	***	Par_5
PU1	←	Perceived_usefulness	,841	0,68	12,324	***	Par_6
ITU1	←	Intention_to_Use	1,000				
ITU2	←	Intention_to_Use	,893	,048	18,515	***	Par_7
ITU3	←	Intention_to_Use	,849	0,48	17,575	***	Par_8
ITU4	←	Intention_to_Use	,873	,056	15,650	***	Par_9

Table 2. Goodness of fit test results.

Goodness of Fit	Cut off value	Hasil	Keputusan
Probabilitas Chi Square	$\geq 0,05$		Bad Fit
CMIN/DF	$\leq 2,00$	4,295	Bad Fit
GFI	$\geq 0,90$	0,912	Fit
AGFI	$\geq 0,90$	0,865	Bad Fit
CFI	$\geq 0,90$	0,948	Fit
TLI	$\geq 0,90$	0,933	Fit
NFI	$\geq 0,90$	0,934	Fit
IFI	$\geq 0,90$	0,948	Fit
RMSEA	$\leq 0,08$	0,092	Bad Fit
RMR	$\leq 0,05$	0,062	Bad Fit

From the output of Table 2, it can be seen that, 5 criteria have met the fit, so it can be concluded that the mode can be said to be fit. In this case, the overall goodness of fit can be assessed based on a minimum of five criteria.

4 Conclusion

The results showed that the perceived ease of use variable had a significant effect on perceived usefulness and the perceived usefulness variable on intention to use. The perceived ease of use variable has no significant effect on the intention to use.

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