



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 nowadays, online shopping has penetrated people's lives with various functions. This study examined how much consumers expect the benefits (perceived usefulness) from the fact that 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 was recognized as suitable, with the RMSEA table with a value above 0.05 is theoretically not good. 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 affected the intention to use. The perceived ease of use variable had 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 love to shop as a way to fulfill their needs. When people shop, they must come to the store with various places visited to get the goods they need. However, sometimes it is not enough just to shop by only visiting one store for the desired item. In online shopping, the expectation when buying something, the time spent for online shopping, the convenience, the benefits obtained, and the ease of shopping online become challenges on how to make online shopping developers provide all these things so that people become interested in online shopping.

Through online shopping, people expect more efficient service and time-efficient, as it tends to be faster than offline shopping. This is also a reduction in non-monetary costs. The online shopping application also enables customers to enjoy a very flexible time when shopping since they do not need to visit the store, which will take a lot of time. Online shopping applications can also provide convenience to customers by creating a sense of security and comfort when transacting. In online shopping, applications do not directly provide funds to the seller in question, but there are procedures that have

to be passed so that shopping online is safe for customers. With these expectations and convenience in online shopping, people will get many positive benefits obtained, and the conveniences offered in online shopping make many customers more interested in using applications as well as taking advantage of the various features available.

Since the beginning of the emergence of online shopping, it has become a special attraction in the business world, which 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 online amounted to 90%, while China is in second place with 82%, and Germany and the UK occupy positions 3 and 4 with a percentage of 81%.

This research was conducted with Bandung residents as the population and a sample of 392 people, with the subjective norm, convenience, perceived enjoyment, perceived usefulness, perceived ease of use, and intention to use variables. This research described things that have been successfully done by online shopping, as well as the obstacles that will be faced by online shopping applications. It was revealed that 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].

This study used the Technology Acceptance Model (TAM), which is the model used in Information Systems Technology Research. Here, TAM is also widely studied by researchers in the TAM model, which is an empirical information system research model. This explains 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 variables. This survey also finds out the applications that customers choose to meet customer expectations when shopping. It can also examine different customer reactions when buying different products [2].

Many studies, such as [3], found that the characteristics of online shopping were advantageous and had a positive impact on online shopping desires and decisions. In addition, ease of use also becomes a considerable aspect of online shopping.

Previous research conducted by Ines and Nina [4] 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, as well as personal relationships in online shopping.

A study conducted by [5] 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. Perceived ease of use and mobility were variables that had a direct positive impact on the behavioral intentions of application users.

This is in accordance with the evidence that online shopping by vendors made up the majority of online shopping, and many variables indicated that people felt very benefited from the various conveniences they got when shopping online. This is because of customers' curiosity about online shopping, the benefits of online shopping features that help customers do many things, and online shopping that also allows them to make better shopping decisions.

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

Online shopping that is easy to understand and use increases customers' intention to use online shopping applications. This has been demonstrated in some research about the close relationship between perceived ease of use and ease of use [6, 7].

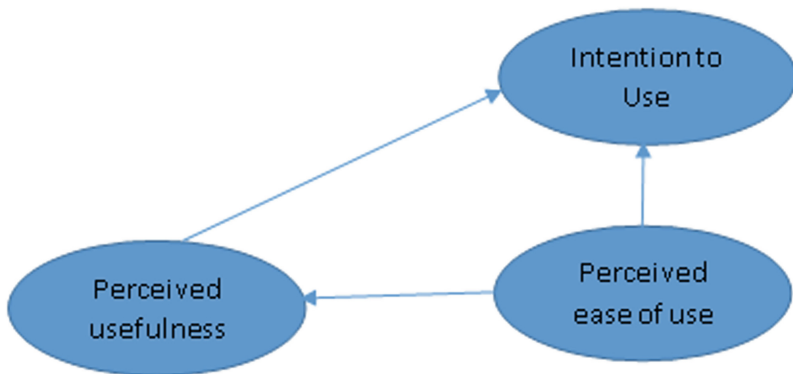
H2: Perceived ease of use affects the intention of use.

The intention to use online shopping applications can also be influenced in terms of ease of use, resulting in greater interest in using online shopping applications. In previous studies [6] and [7] 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 Methods

The population surveyed was obtained from residents of Bandung. The survey respondents were familiar with online shopping, with a total sample of 392. This study used a probabilistic sampling technique [8]. This may be in accordance with certain samples taken from residents of Bandung.



3 Results and Discussion

a) CFA test

There are three variables in this study involving perceived ease to use, perceived usefulness, and intention to use:

From Fig. 1, the output regression weight shows that when the P value (probability) looks insignificant (above 0.05), the indicator must be removed. In Fig. 1, it can be seen that the overall P value is above 0.05. Although the perceived ease of use on the intention to use is not significant, the P value is still above 0.05 so it is still significant.

a) Goodness of fit test (Model Feasibility Test)

A test was carried out on the suitability of the model against various criteria with the following results:

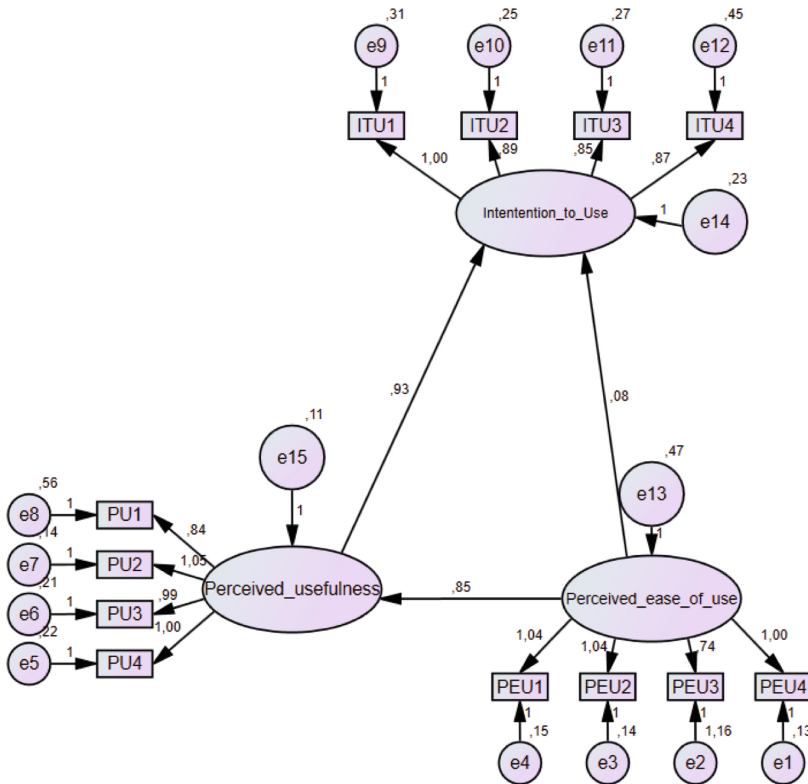


Fig. 1. Construct analysis model

Table 1. Goodness of fit test results

Goodness of Fit	Cut off value	Result	Decision
Probability of 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 Table 1, it can be seen in the table, there are 5 criteria that have met the fit standard, 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.

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