The Impact of Perceived Usefulness and Perceived Ease-Of-Use on Repurchase Intention of Online Shopping App User

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ABSTRACT: This study aims to examine the effect of perceived usefulness and perceived ease of use on repurchase intention on the Shopee application in Indonesia. The independent variables in this study are perceived usefulness and perceived ease of use, and the dependent variable in this study is repurchase intention. This research is quantitative research using a descriptive approach. The data used in this study are primary data obtained from 182 respondents. The technique used when taking samples in this study is using a non-probability sampling technique with a purposive sampling method. In distributing the questionnaire using the respondent's criteria, namely people who have used the Shopee application and are domiciled in Indonesia. The results of the study using multiple regression analysis with the results that the variables perceived usefulness and perceived ease of use have a positive and significant effect on repurchase intention on the Shopee application in Indonesia.

KEYWORDS: Perceived usefulness, perceived ease of use and repurchase intention.

INTRODUCTION

Along with the current development of information, technology greatly facilitates people in their daily needs and influences consumer lifestyle behavior to become instant. Indonesian people's interest in online shopping activities is increasing from time to time. Various groups of people in Indonesia like online shopping activities with all the conveniences offered. The results of research from one research institution also noted that there was a 5 to 10 times increase in volume demand during the pandemic. It is even predicted that in the future there will be around 77 percent of consumers will continue and or increase the use of online shopping platforms compared to today. Thus, it can be assumed that the adoption of the use of e-commerce applications will continue to increase. This is because many industries innovate and do online marketing on technological systems so that it can make it easier for people to fulfill their daily lives and the repurchase intention is included in a post-purchase action (https://www.cnbcindonesia.com). Building good relationships with customers will encourage trust in customers with the emergence of intentions to repurchase. Repurchase intention is a consumer desire that aims to repurchase a product or service whose benefits and quality have been felt. Online marketing has helped in new concepts regarding paradigms in marketing and introducing products efficiently compared to conventional selling directly through stores (Duarte et al., 2018; Sharma, 2021).

Indonesia is one of the countries with the largest population of internet users in the world. According to https://selular.id, there were 204.7 million internet users in the country as of January 2022. That number slightly increased by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. It was recorded that the total population of Indonesia was 277.7 million people in January 2022. Shopee became e-commerce with the largest number of visitors in the third quarter of 2021. Based on the iPrice report, the average monthly website visits to Shopee are 158.15 million times. That number is up 85% from the same period the previous year which was 84.99 million visits. The figure also rose 7% compared to the previous quarter which amounted to 147.79 million visits. Internet-based business opportunities are very promising so that companies have innovations, for example such as Shopee (https://money.kompas.com).

Shopee's online buying and selling service is one of the most popular services in the community. However, in 2020 Shopee had experienced problems with app hacking or data leaks and resulted in a total of 91 million user data being leaked. With this incident, Shopee continues to develop the application to become a better application. It is proven that Shopee has recorded an increase in marketplace traffic in Indonesia by 1.03%, in January it was recorded at 32.04% and in March by 33.07%. In addition, the number of

monthly visits in early 2021 reached 126.4 million users (https://www.cnbcindonesia.com). With the following evidence, it can be said that there are still many users who continue to use online transactions through the Shopee shopping application.

In online shopping, the benefits and ease of application of an online site are very important and influential in repurchase intentions. Perceived usefulness can be defined as an assessment by customers in assessing a system, whether the new system will provide a perception of added value compared to the old system or not (Wilson, 2019). In addition to the usability factor, there are ease of use factors that influence consumers in determining repurchase intentions. This is evidenced by the results of research from Kim et al. (2019) and Tzeng et al. (2020) which explains that perceived ease of use is one aspect that has a positive influence on repurchase intention. So that perceived ease of use is the main aspect that supports customers in determining repurchase intention. The individual's desire to do something that is considered right is called the intention to use (Davis et al, 1989). Intention to use is also projected by many factors, such as cultural, social, personal, and psychological. The intention to use is the personality of someone who tends to want to use technology. Several factors can influence in attracting consumers to use such as attitudes, opinions, and beliefs. Based on the description above the authors are interested in conducting research on "**The Impact of Perceived Usefulness and Perceived Ease-of-use on Repurchase Intention**".

REVIEW LITERATURE

TAM (Technology Acceptance Model) is a behavioral model that utilizes information technology in a management information-based system literature. Here's an image showing the TAM:
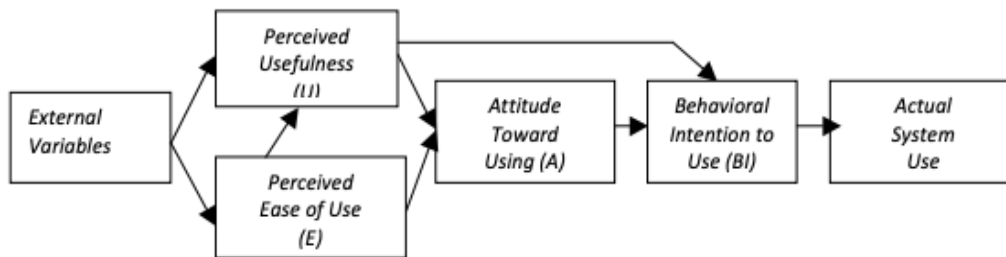

Figure 1.Technology Acceptance Model (TAM) Method Scheme

Technology Acceptance Model (TAM) is one of the models that can be used to analyze the factors that influence the acceptance of a system / information system. Several research models have been carried out to analyze and understand the factors that influence the acceptance of the use of computer technology, one of which is the Technology Acceptance Model (TAM) (Altinpulluk & Kesim, 2021; Elfeky & Elbyaly, 2021). TAM was developed from a psychological theory that explains the behavior of computer users based on beliefs, attitudes, intentions, and user behavior relationships. The purpose of this model is to explain the factors of user behavior towards the acceptance of the use of technology. The high use of an information system indicates the usefulness and ease of an information system. Someone will take advantage of the information system on the grounds that the system will generate benefits for him. The purpose of TAM is to be able to explain the main factors of information technology user behavior towards the acceptance of information technology users themselves. This model illustrates that users of information systems will be influenced by the usefulness variable and the ease of use variable, both of which have high determinants and empirically tested validity. TAM believes that the use of information systems will improve the performance of individuals or organizations, besides that the use of information systems is relatively easier and does not require hard work to use it (Ha, 2020; Ocampo-Alvarado & Ullauri-Ugarte, 2021) .

There are two variables that can explain aspects of user behavior which explains that user perceptions will determine their attitude toward using the technology. This model more clearly illustrates that acceptance of technology use is influenced by usefulness and ease of use. Perceived ease of use has a causal effect on perceived usefulness. Feature design directly affects perceived usefulness and perceived ease of use. Because design features fall into the category of external variables in Fishbein's paradigm, they are not theorized to have a direct effect on attitudes or behavior, instead influencing these variables only directly through perceived usefulness and perceived ease of use. Perceived ease of use and perceived usefulness can influence a person's attitude toward using technology. Attitude toward using in the TAM concept acts as behavior that results from using the system in the form of responses or rejections as a result of using technology. Behavioral intention to use is an attitude that tends to always apply technology (Al-Hattami, 2021; Duarte et al., 2018). Actual system usage is a clear condition in the use of the system which is conceptualized in several forms of measurement of the duration of time and frequency in the application of technology. According to Mahfouz (2009) and Jiang et al. (2013) repurchase

intention is a determination of customers to repurchase products or services from the previous company or the same company, by making expenditures aimed at obtaining goods or services and tend to be done periodically.

HYPOTHESIS DEVELOPMENT

Online repurchase intention is a situation when a customer willing and intend to engage in transactions in the future. According to Han & Li (2021) repurchase intention is the intention of a customers to buy products that have been purchased in the past. Repurchase intention is an action from consumers to want to buy or not to the product. According to Amjad-ur-Rehman et al. (2019) and Pham et al. (2018) the buying process, purchase intention or repurchase intention is closely related with their motives for using or buying products certain. The motive for this purchase is different for each customer. Customers will choose products that contain attributes that believed to be relevant to his needs.

Perceived usefulness is defined by a belief that consumers have and assume that the use of a system will help in improving performance. According to Mahfouz (2009) and Jiang et al. (2013) perceived usefulness means the extent to which a consumer believes that when using a technology system it will provide benefits in improving performance. This explanation results in the following hypotheses for this study:

H$_1$: Perceived Usefulness has a positive significant effect on repurchase intention

Perceived ease of use is the degree to which an individual believes that the technology system is simple to understand and use. If the use of technology is easier to use, then it will provide an increase in the perceived usefulness, perception of the benefits of use in the technology system (Ha et al., 2021; Sajannavar et al., 2021). This explanation forms the basis for the hypothesis of this study, including:

H$_2$: Perceived Ease of Use has a positive significant effect on repurchase intention
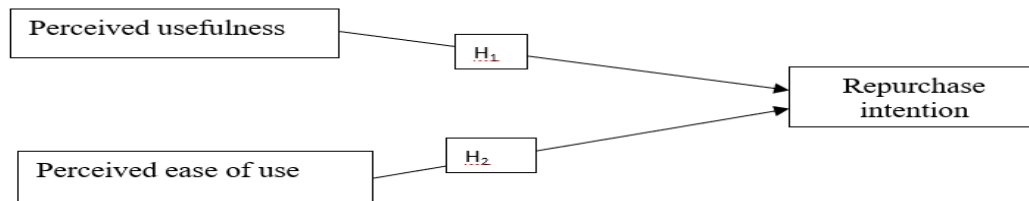

Figure 1. Research Model

RESEARCH METHODOLOGY

The scope of research, this study was carried out with the aim of testing the effect of perceived usefulness and perceived ease of use on repurchase intention of Shopee online shopping users in Indonesia. The population in this study are consumers who use the Shopee online shopping application or website in Indonesia.

This research uses a non-probability sampling technique with a purposive sampling method. The sample of this research is consumers who have used the Shopee online shopping application or website in the people of Indonesia. Researchers will target a minimum number of 200 respondents. The use of data in this study is primary data which is directly taken through filling out questionnaires by respondents who use the Shopee application in Indonesia. Questionnaire distribution results, the questionnaires in this study were distributed online via Google Forms and assisted by social media facilities such as Instagram and the WhatsApp application.

RESEARCH FINDING AND DISCUSSIONS

The object of this research are respondents who use the Shopee application in Indonesia, the distribution of questionnaires is carried out only through Google form so that the questionnaire can be distributed without having to go directly to the respondents. The process of distributing questionnaires began from 1 July 2022 up to 22 September 2022. The total number of questionnaires distributed was 200 but the number of respondents that could be tested and processed was only 182. The researcher conducted a reliability test to ascertain whether the indicators used could be answered by respondents (either the same or different) consistently over time when used repeatedly. The following below shows that all instruments from each variable used are reliable, seen from Cronbach's Alpha greater than 0.7. The Cronbach's Alpha value of each variable marked in the red box above is greater than 0.7. This shows that all the instruments used in this study are reliable (Jörg & Henseler, 2016; Shackman, 2013).

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Table 1. Reliability Test

Variable	The Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Perceived usefulness	0,805	0,866	0,648
Perceived ease of use	0,815	0,845	0,607
Repurchase Intention	0,822	0,837	0,639

Researchers tested linear correlation between independent variables. This study does not contain Collinearity Statistics problems because the Variance Inflation Factor (VIF) value in the table below is smaller than 5. All inner Variance inflation factor (VIF) numbers less than 5 indicate that there is no multicollinearity between the independent variables (Jörg & Henseler, 2016; Shackman, 2013).

Table 2. Variance inflation Factor

Variable	(M)	(y)
Perceived usefulness	1,650	1,662
Perceived ease of use	1,332	1,442
Repurchase Intention	1,484	1,717

R Square shows the ability of in this research model to explain variations in repurchase intention to use with is 0,734 and the value of repurchase intention is R Square (R^2) = 0,705 greater than 0.50 is classified as all independent variables have the ability to explain variations in the dependent variable (Jörg & Henseler, 2016; Shackman, 2013).

Table 3. R Square

Variable	R Square	R Square Adjusted
Repurchase Intention	0,734	0,705

The following are results of the PLS Algorithm processing in the research model used are as follows:
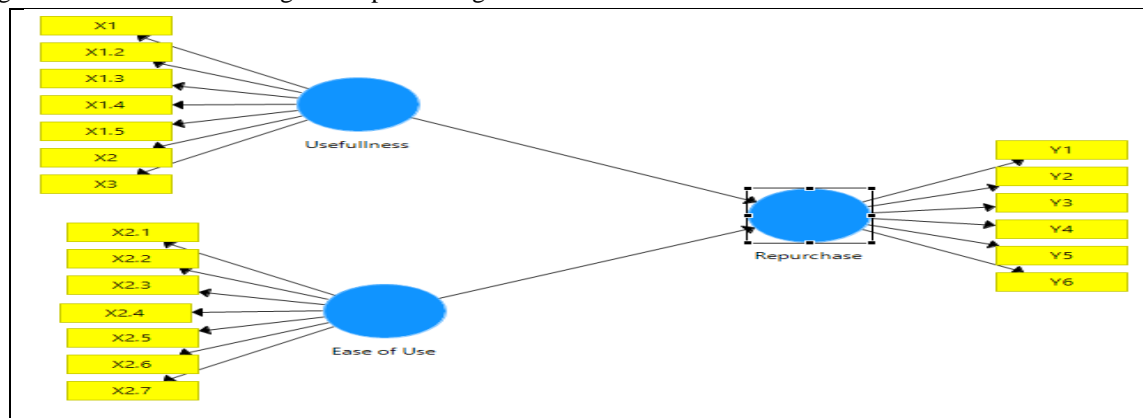

Figure 2. PLS Algorithm Model

Path Coefficients in the table below contain the path coefficient values (the numbers are located in the original sample column). All path coefficients in this study are positive as based on the Path Coefficients table, the researcher can test for each path with the results listed in the table below. A positive sign and p-value less than 0.05 indicates that the independent variable has a positive effect on the dependent variable (Jörg & Henseler, 2016; Shackman, 2013)..

Table 4. Path Coefficient

H.	Influence Between Pathways	Beta(Original Sample)	Sign	Sample Mean	T- Statistic	P-value	Meaning
H₁	Perceived usefulness ➔ Repurchase intention	0,027	+	0,493	3,036	0,043	Perceived usefulness has a positive effect

							on repurchase intention
H$_2$	Perceived ease of use ➔ Repurchase intention	0,047	+	0,344	4,683	0,025	Perceived ease of use has a positive effect on repurchase intention

Significant P-value (Sig.) At α = 5%

Perceived usefulness has a positive effect on repurchase intention, based on the results of the partial test (t), perceived usefulness has a positive and significant effect on repurchase intention in Shopee users with a significance value of 0.000 <0.05. This hypothesis is supported by the results of previous research by Mahfouz (2009) and Jiang et al. (2013) which results that the perceived usefulness variable has a positive and significant effect on repurchase intention on Shopee application users in Indonesia. Therefore, the use of applications is useful and helps consumers in their daily lives.

Perceived ease of use has a positive effect on repurchase intention, based on the results of tests carried out by the partial test (t), perceived ease of use has a positive and significant effect on repurchase intention in Shopee users with the test results of a significance value of 0.000 <0.05. This hypothesis is supported by the results of previous research by Kim et al. (2019) and Tzeng et al. (2020) with the result that perceived ease of use has a positive and significant effect on repurchase intention in consumers of e-commerce users in Indonesia. This can be interpreted that the ease of use of the application has a high influence on consumers so that they tend to repurchase intention.

CONCLUSION, IMPLICATION AND SUGGESTIONS
The conclusions that can be drawn from this research are:
1. Perceived usefulness has a positive and significant effect on repurchase intention of users of the Shopee online shopping application in Indonesia.
2. Perceived ease of use has a positive and significant effect on repurchase intention on users of the Shopee online shopping application in Indonesia.

The following implications can be drawn, among others:
1. For Shopee, it is expected to further promote its advantages so that it does not lose to competition with other e-commerce.
2. For marketers, it is expected to provide complete sales products on Shopee e-commerce. So that it is easier for consumers to shop according to their individual desires and needs.

Based on the test results and the discussion that has been explained, the researchers conclude to provide suggestions, including:
1. Share the Shopee application to develop the more interesting over Shopee application with other online shopping application like Tokopedia in terms of developing application features. In addition, it is hoped that the system can improve the security of the Shopee application so that errors or inconveniences such as hacking customer data (hacks) do not occur further in the future.
2. For further researchers, it is hoped that they will add or elaborate on this research with other independent variables not examined in this study for an example: income and lifestyle of respondent.

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