

Analysis of Factor that Influence the Acceptance of Using Online Retail Applications: a Case Study of XYZ Wholesale and Retail Stores

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Abstract— E-commerce users in Indonesia continue to increase along with advances in digitalization. This causes a trend to occur where many offline shop entrepreneurs are responding to changes in consumer behavior by creating online shopping applications to maintain the existence of their business to be consistent with time progress. This research purpose to reveal what factors influence user acceptance of online retail applications used for online shopping at XYZ stores using the UTAUT2 acceptance model. In line with changes, case studies were conducted on grocery stores and retail stores that carried out digital innovation by creating online retail applications for their consumers. The research was conducted using a mixed method, data was collected through interviews with sources and using a questionnaire spread to 149 research sample consumers. The data processing technique uses PLS-SEM with SmartPLS tools. The research results show that 4 factors influence the use of online retail applications, including hedonic motivation, habit, behavioral intention, and application use. This study results can be used as material for management considerations to increase the excellence of the application so that user interest in online shopping using the application at XYZ store increases.

Keywords— online retail applications, UTAUT2, PLS-SEM, user acceptance

I. INTRODUCTION

The increase in internet and cell phone use globally continues to occur today, including in Indonesia. According to the We Are Social & Hootsuite report, in Indonesia internet usage has experienced a significant increase in the last few years, namely to 212.9 million people in January 2023 with internet penetration reaching 77% of the total population of Indonesia [1]. This growth is driven by the increasing penetration of smart devices and the availability of easily accessible internet access. Apart from that, the COVID-19 pandemic that hit the world some time ago, including Indonesia, has drastically changed people's behavior.

One of the striking phenomena during the pandemic is the revolution in traditional markets. E-commerce users in Indonesia continue to increase, with the number reaching 196.47 million users by the end of 2023 [1]. Nowadays people tend to buy things online or through electronic devices rather than going to physical stores [2], online shopping has become an efficient and practical solution to meet consumer needs and

provide various products and services that can be accessed easily.

Apart from that, the increasing use of e-commerce in Indonesia has also led to a trend where many offline shop entrepreneurs are responding to changes in consumer behavior by creating online shopping applications to overcome the influence of the pandemic Covid-19 on their business and become a strategic step to remain competitive and maintaining the existence of their amidst changes in society shopping paradigm [3], business people have taken advantage of the moment to increase their sales and market by utilizing technology, both applications and websites [4].

In line with these changes, the case study in this research is a wholesale and retail shop that is implementing digital innovation by creating an online retail application for its shop. Based on observations, the XYZ wholesale and retail store was founded in 1999 with more than 20 years of experience and reaches more than 200 cities, districts, sub-districts, and villages in Lubuklinggau City, South Sumatra, and its surroundings. At the beginning of pioneering the wholesale and retail store, XYZ was a small shop selling kerosene and oil in one of the westernmost cities of South Sumatra province, namely the city of Lubuk Linggau in 1999. Over the years, this XYZ store has become bigger and has penetrated the world. wholesaler. During the COVID-19 pandemic, XYZ shop faced various obstacles that required XYZ shop to look for innovations to survive.

During COVID-19, this wholesale and retail shop realized that there were many obstacles faced by its consumers, such as consumers who were afraid to shop directly at the shop because they could not leave the house or social distance. Then, people affected by Covid-19 were isolated at home, and made them unable to store (supply) food or other household necessities, so this forced people to do many activities online, including shopping, this was the driving force for XYZ store to do innovation through digital technology, namely the launch of the online shopping application.

The launch of this application is intended to overcome the problems faced by consumers from XYZ stores. This online retail application provides various products that consumers need, both wholesale and retail, with free shipping costs, which

is expected to enable existing customers of the XYZ store to continue shopping through the online system and get many new customers who previously could not be reached by the XYZ store.

Before digital innovation through this application, they only comes from offline sales, namely consumers who come to the shop, this XYZ shop also does not have better management like now, after the pandemic, there was a change in market behavior which made consumers and XYZ shop employees switch to the online system, apparently with online sales Many changes have occurred at the XYZ store, such as increasing income through online shopping, the store can also reach consumers outside the city and district, and the addition of a fleet of cars and motorbikes for delivering goods to consumers, then the addition of new divisions at the XYZ store.

Apart from that, it was found that online shopping was successful in helping to solve the problems experienced by XYZ store consumers for a long time, such as the problems experienced by stall owners, who constitute 80% of this shop's consumers when they wanted to restock their stalls (restock), stall owners must first close the stall for shopping or ask someone else to help guard the stall. This of course costs the shop owner money and time to find someone who can be trusted.

Therefore, it is hoped that the online retail application can solve this problem so that shopping for grocery store needs can be more efficient because it is done online and also so that we can add new consumers such as household consumers by shopping online via the application.

Therefore, with the existence of the KT application, it is highly expected to solve the mentioned problems. This is to make the process of shopping for convenience store necessities more efficient through online transactions. Additionally, it aims to attract new consumers, such as household consumers, through online shopping via the application. Currently, the KT application has been downloaded more than 10 thousand times from both the Play Store and the App Store.

However, in an interview conducted with the CEO of XYZ store, several realities were identified that did not align with the expectations of XYZ store. This was evident through numerous complaints from consumers, such as unmet sales growth targets and active users who use the KT application for shopping. Upon investigating the root cause of this issue, it was found that some consumers still place orders outside the application, using platforms like WhatsApp, and others prefer traditional in-store shopping.

This raises the question of whether the goal of the KT application, to be used by existing consumers and attract new ones, has been achieved. Therefore, the urgency of this research is to assess the user acceptance of the KT application.

The implementation of information technology is always linked to user acceptance. To determine the success of such implementation, it is crucial to understand how well users accept and comprehend the technology [10]. Hence, it is necessary to explore user acceptance of the KT application.

The objective of this research is to identify the factors

influencing user acceptance of the KT application and provide recommendations to the organization for evaluation and guidance in managing the KT application.

II. STUDY OF LITERATURE

A. Literature Selection Method

The literature selection method in this research used a SLR (Systematic Literature Review). SLR is the process of identifying, assessing, and interpreting available data research to answer the specific research questions. The SLR procedure is planning the review, identifying studies, selecting papers, and extracting data [5]. The stages in the SLR procedure are shown in the following stages:

1. Planning Goals

This stage determines the research question and database that will be used, namely "What are the factors that influence the acceptance of using online retail application and recommendations that can be given?" and the databases used in this research are *IEEE Explore, ScienceDirect, Taylor and Francis, ACM Digital Library* ".

2. Research Identification

At this stage, search keywords are determined, namely by:

- Connect the search keywords and their synonyms with "factor accepting in using marketplace "
- Verify and adjust search sentences in each database.
- Select and select the literature you are looking for using search criteria, namely: journals from the last 5 years, publications in English, research journals, and complete publications. The keywords used are "factor accepting in using marketplace".
- Data extraction

From relevant literature, literature data extraction is carried out so that the required information is collected according to the objectives of the literature review.

3. Search result

The total number of documents obtained from four databases was 42 pieces of literature. From this number, further selection was carried out by studying the literature in more depth to obtain 7 pieces of literature or previous research that were relevant to the questions in this research.

B. Business Models of Business Actors in Trading Through Electronic System (PPMSE) in Indonesia

Regulation of the Minister of Trade of the Republic of Indonesia No. 31 of 2023 about Business Licensing, Advertising, Development and Supervisions of Trading Business Actors via Electronic Systems in Chapter 2 Article 2 states that the domestic PPMSE business model is in the form of [6]:

1. Online retail is a trader who carries out PMSE using a website or commercial application that is designed, owned or managed by himself
2. A marketplace is a provider facilities where part or all of the transaction process is carried out in the system of electronic in the form of website or commercial applications as a forum for traders to offer products or services.
3. A price comparison platform is a means for running the system of electronic in the form of an application or website with commercial purposes that displays price comparisons for products or services sold on other applications or websites.
4. Online classified advertising is a means of running in the system of electronic in the form of an application or website with commercial purposes that brings together sellers and buyers whose entire the process of transaction happens outside the application or website.
5. Daily deals are a means of running i the system of electronic in the form of an application or website with commercial purposes in the form of selling discount vouchers or other convenience facilities that can be used as a means of payment by consumers to purchase goods or services.
6. Social commerce is a means for running in the system of electronic in the form of an application or website with commercial purposes in the form of selling discount vouchers or other convenient facilities that can be used as a means of payment by consumers to purchase goods or services.

In this research, the case study that is the research location is the XYZ wholesale and retail store where the XYZ store already has a physical store and carries out PMSE with the means of an application that is created and owned by itself, so the case study in this research is classified as Online retail.

C. . Wholesaler

Wholesale is the sale of products in large quantities to various retailers or outlets for further sale, either directly or through intermediaries. Wholesalers can sell their products at cheaper prices because they sell in large quantities, thereby reducing handling time and costs [7]. Wholesalers are parties who deal directly with manufacturers, buying products in large quantities and selling them in smaller quantities to retailers [8].

D. Retail

Retailing is the sale of services and goods to consumers, unlike wholesale trade which is the sale to professional or institutional customers. Retailers buy goods from manufacturers in large quantities, either directly or through wholesalers, and then resell smaller quantities to customers at a profit [9].

E. User Acceptance

As a user's desire to use the technology of information created to assist them in their work and is considered an internal influence that regulates the failure or success of the application of information technology [10]. User acceptance is also the willingness of user's to use technology for the tasks for which it was designed [11].

F. Online Shopping

A form of electronic commerce that provides facilities for customers to buying services or products directly from sellers via the internet using a browser or web application [12]. Online shopping can generally provide greater satisfaction to consumers who seek convenience and speed of shopping [13]. The success of online shopping is highly dependent on user satisfaction and other factors which will ultimately increase customer loyalty intentions towards technology [14]. Management needs to understand the main motives and obstacles faced by consumers in online shopping, to implement appropriate marketing strategies and encourage online sales growth [15].

G. UTAUT 2

According to Venkatesh & L [21] an individual will use a system if they believe that the system can help improve performance, provide convenience in reducing effort and time, have the perception that influential people determine behavior in using the system, also have the belief that infrastructure is available to support the system, derive pleasure motivation from using the system, and the perceived benefits of using technology outweigh the costs. This acceptance model is known as UTAUT2. UTAUT was initially developed by Venkatesh et al., combining eight technology adoption theories such as the Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM -TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The UTAUT model consists of four main constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. Venkatesh et al. later expanded UTAUT into UTAUT2 by adding three new constructs to the model: hedonic motivation, price value, and habit. UTAUT2 explains user behavior in adopting information technology [21]. Venkatesh et al. reveal that among the eight mentioned models, UTAUT has proven to be 70% successful compared to others.

The research model used in this study is the UTAUT2 acceptance model as presented in studies by [22][18][19]. The adopted variables from this research include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, behavioral intention toward online retail application, application use, and moderator variables such as gender and age.

1. Performance Expectancy: To determine the extent to which customers perceive that the system will facilitate them in achieving benefits/performance [22].
2. Effort Expectancy: Defined as the level of ease with which consumers can utilize the system or technology [22].
3. Social Influence: Described as the level of user perception based on individuals important to them regarding the use of new systems/technology [22].
4. Facilitating Conditions: To determine how much consumers believe that the existing infrastructure or facilities support the use of online retail application [22].

5. Hedonic Motivation: Variable explaining the feelings of pleasure or enjoyment users gain when using technology. In this study, if the KT application can provide pleasure or enjoyment to consumers, it is likely to attract more consumers [18].
6. Price Value: Variable representing the perceived value or benefit that consumers derive from using the online retail application [18].
7. Habit: Defined as the extent to which an individual tends to use a system or technology automatically due to a learning process or repetition [23]
8. Behavioral Intention towards Online Retail Application: The likelihood of an individual to engage in online shopping through the online retail application [23].
9. Application Use: Refers to the ongoing commitment to the product. Application use refers to the amount of usage and quality of usage (variation of use) in how consumers use the application for shopping [23].

III. RESEARCH METHODS

This research employs a mixed-method approach, combining quantitative and qualitative data to address the research problem. It falls into the category of a case study conducted in the wholesale and retail store XYZ. The quantitative research is carried out during data collection through questionnaires distributed to KT application users, while qualitative research is conducted to formulate alternative recommendations from KT application stakeholders. Data sampling for this research uses purposive sampling, where data is randomly selected based on the characteristics and objectives of the study. The research stages are illustrated in Figure 1.

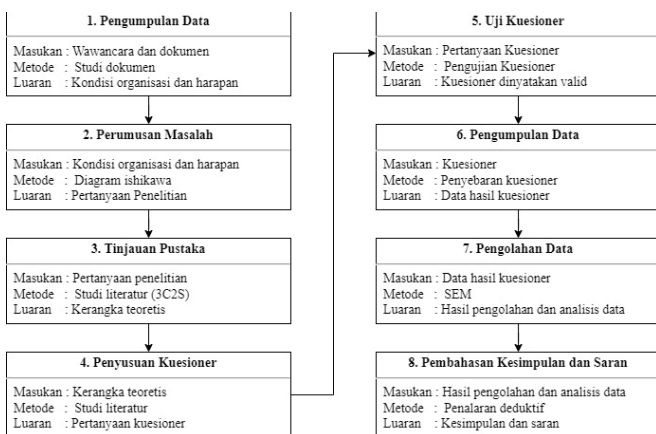


Fig 1. Research Flow

This study explores nine variables, requiring a minimum sample size of $9 \times 10 = 90$ respondents. Data collection is performed by distributing questionnaires both online and offline. The quantitative data analysis is conducted using Partial

Least Square Structural Equation Modeling (PLS-SEM). SEM-PLS is chosen due to the small sample size and the absence of a requirement for normally distributed data. SEM-PLS has been utilized in many studies and can explain and illustrate the relationships between constructs in the research model [16]. Therefore, the author opts for the SEM-PLS approach to analyze the data in this study. This research comprises seven latent variables divided into endogenous and exogenous variables, with two mediator variables. As it is a non-parametric study with ordinal data that doesn't meet the normality assumption, the data analysis follows these steps:

A. Measurement Model (Outer Model)

1. *Reliability Indicator*: loading factor value
2. *Convergent Validity*: AVE (Average Variance Extracted) value
3. *Internal Consistency Reliability*: Composite Reliability (CR) and Cronbach Alpha (CA) values
4. *Discriminant Validity*: AVE value squared.

B. Structural Model (Inner Model)

1. Model Feasibility Test (*Goodness of Fit*)
2. Determination Coefficient Test (*Adjust R²*)
3. The significance of *the structural model* based on *the path coefficient*
4. Significance of *structural models* with *bootstrapping*

IV. ANALYSIS AND DISCUSSION

A. XYZ Shop Online Retail Application

The application can be downloaded on Android and iOS. The features and appearance of the Android and iOS versions are generally the same. After downloading the application, consumers are asked to fill in the registration requirements such as full name, email address, telephone number, username, password and home address. After the registration process, consumers will go to the home page. On the home page, information on available product selection categories is displayed, such as kitchen spices, electronics, bath necessities, necessities, etc., apart from that, there is also information regarding products that are currently the *best deal*.

The application is very easy to use, like other marketplaces where consumers can directly select the product they want, then they will be taken to the product page which displays star ratings, prices and other product information. Next, consumers can select the "buy now" feature, and the product will go into the basket, then after determining the number of products to buy, click checkout and set the shipping address and payment method.

B. Respondent Demographics

Demographic variables observed in this study include gender, age, occupation and domicile. As presented in Table 1, it is known that in this research the majority of respondent were female, 102 people (68.5%), with the age of most ranging between 17 - 25 years, namely 64 people (43.0%). Most of the respondents were shop owners, namely 68 people (45.6%) and

housewives, namely 52 people (34.9%). The largest number of respondents came from East Lubuklinggau 1, namely 37 people (24.8%).

Table 1. Respondent Demographics

Demographic Variables	Frequency	Percentage
Gender		
a. Woman	102	68.5%
b. Man	47	31.5%
Age		
a. ≥44 years old	17	11.4%
b. 35-43 years old	11	7.4%
c. 26-34 years old	57	38.3%
d. 17-25 years old	64	43.0%
Work		
a. Household Consumers	52	34.9%
b. Stall Owner	68	45.6%
c. ASN/Police	3	2.0%
d. Teacher	7	4.7%
e. Entrepreneur/Private Employee	8	5.4%
f. Trader	4	2.7%
g. IRT	2	1.3%
h. Student	5	3.4%
Domicile		
a. South Lubuklinggau 1	8	5.4%
b. South Lubuklinggau 2	22	14.8%
c. West Lubuklinggau 1	19	12.8%
d. West Lubuklinggau 2	9	6.0%
e. East Lubuklinggau 1	37	24.8%
f. East Lubuklinggau 2	33	22.1%
g. North Lubuklinggau 2	12	8.1%
h. Musi Rawas Regency	7	4.7%
i. Rejang Lebong Regency	2	1.3%

C. Outer Model Evaluation (Figure 2)

1. Reliability Indicators

Referring to Table 2, it is known that the loading factor value of each indicator for each research variable shows that all indicators have a loading factor value of ≥ 0.70 [16]. Thus, the conclusion is drawn that in this study all indicators are valid and able to represent each variable in the model.

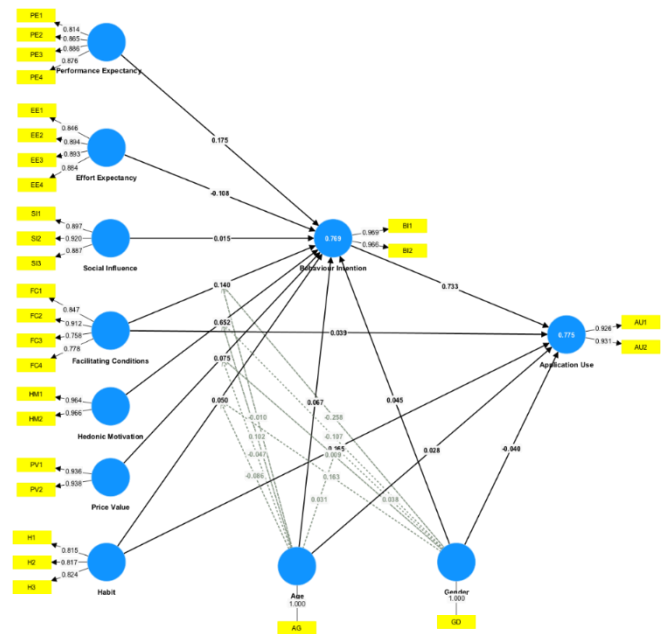


Fig 2. Outer SEM-PLS model

2. Internal Consistency Reliability

Referring to Table 3, it is found that the Cronbach's Alpha and Composite Reliability values of all research variables contained in the model have values greater than 0.70. Thus, the conclusion is drawn that all research variables in the model are reliable and have high reliability.

3. Convergent Validity

Based on Table 3, it is known that all AVE values of the variable in the research model have a value of $AVE \geq 0.5$ [16]. This means that all variables in this research model can explain on average more than half of the variance of the indicators and it is said that each construct is valid.

4. Discriminant Validity

Referring to Table 4, the AVE root value for each variable is greater than the value of correlation between latent variables, which reveals that the accepted discriminant validity value is above 0.70. Thus, it can be concluded that the model in the research has met the criteria for discriminant validity.

Table 2. Loading Factor Values

	Outer loadings		Outer loadings
AG <- Age	1,000	HM2 <- Hedonic Motivation	0.966
AU1 <- Application Use	0.926	PE1 <- Performance Expectancy	0.814
AU2 <- Application Use	0.931	PE2 <- Performance Expectancy	0.865
BI1 <- Behavioral Intention	0.969	PE3 <- Performance Expectancy	0.886
BI2 <- Behavioral Intention	0.966	PE4 <- Performance Expectancy	0.876

EE1 <- Effort Expectancy	0.846	PV1 <- Price Value	0.936
EE2 <- Effort Expectancy	0.894	PV2 <- Price Value	0.938
EE3 <- Effort Expectancy	0.893	SI1 <- Social Influence	0.897
EE4 <- Effort Expectancy	0.884	SI2 <- Social Influence	0.920
FC1 <- Facilitating Conditions	0.847	SI3 <- Social Influence	0.887
FC2 <- Facilitating Conditions	0.912	Gender x Price Value -> Gender x Price Value	1,000
FC3 <- Facilitating Conditions	0.758	Age x Facilitating Conditions -> Age x Facilitating Conditions	1,000
FC4 <- Facilitating Conditions	0.778	Age x Habit -> Age x Habit	1,000
GD <- Gender	1,000	Age x Hedonic Motivation -> Age x Hedonic Motivation	1,000
H1 <- Habit	0.815	Gender x Habit -> Gender x Habit	1,000
H2 <- Habit	0.817	Gender x Hedonic Motivation -> Gender x Hedonic Motivation	1,000
H3 <- Habit	0.824	Gender x Facilitating Conditions -> Gender x Facilitating Conditions	1,000
HM1 <- Hedonic Motivation	0.964	Age x Price Value -> Age x Price Value	1,000

Age	1,000																		
AU	0,069	0,928																	
BI	0,059	0,868	0,967																
EE	0,163	0,711	0,641	0,879															
FC	0,187	0,614	0,634	0,775	0,656														
Gender	0,193	0,102	0,134	0,089	0,113	0,100													
Habits	0,171	0,687	0,673	0,691	0,688	0,691													
HM	0,121	0,819	0,805	0,663	0,652	0,617													
P.E	0,243	0,607	0,662	0,833	0,635	0,618													
PV	0,013	0,732	0,702	0,713	0,943	0,545													
SI	0,148	0,562	0,563	0,574	0,544	0,502													

Table 3. Loading Factor Values

Variable	Cronbach's alpha	Composite reliability	AVE
Application Use	0.84	0.841	0.862
Behavioral Intention	0.931	0.933	0.936
Effort Expectancy	0.902	0.905	0.773
Facilitating Conditions	0.843	0.849	0.682
Habits	0.77	0.812	0.67
Hedonic Motivation	0.926	0.927	0.931
Performance Expectancy	0.883	0.884	0.741
Price Value	0.86	0.861	0.878
Social Influence	0.884	0.885	0.812

Table 4. Discriminant Validity

Variable	Age	AU	BI	EE	FC	Gender	Habits	HM	PE	PV	SI
Age	1,000										
AU	0,069	0,928									
BI	0,059	0,868	0,967								
EE	0,163	0,711	0,641	0,879							
FC	0,187	0,614	0,634	0,775	0,656						
Gender	0,193	0,102	0,134	0,089	0,113	0,100					
Habits	0,171	0,687	0,673	0,691	0,688	0,691					
HM	0,121	0,819	0,805	0,663	0,652	0,617					
PE	0,243	0,607	0,662	0,833	0,635	0,618					
PV	0,013	0,732	0,702	0,713	0,943	0,545					
SI	0,148	0,562	0,563	0,574	0,544	0,502					

D. Inner Model Evaluation

1. Model Feasibility Test

Referring to Table 5, it is known that the SRMR value of the research model is 0.068. This value is smaller than 0.08 (SRMR < 0.08), means that the model is said to be good fit, then looking at the NFI value, which is 0.711, it shows that the model is in the marginal fit category. Thus, based on the decision criteria used, it can be concluded that the SRMR value is included in the good fit category, which means that the research model is declared to be a fit model.

2. Coefficient of Determination Test

Referring to Table 6, it is known that the Application Use variable has a R2 value of 0.775 and Behavior Intention has a R2 value of 0.769. This shows that R2 of both constructs is ≥ 0.75. Therefore, it can be concluded that Application Use and Behavior Intention have strong/substantial predictive power [17].

Table 5. Model Feasibility Test

	Saturated models	Estimated model
SRMR	0.068	0.071
d_ULS	1.865	2.027
d_G	1.451	1.479

Chi-square	1185.898	1168.22
NFI	0.711	0.716

Table 6. Model Feasibility Test

	<i>R-square</i>	<i>R-square adjusted</i>	Information
<i>Application Use</i>	0.775	0.764	Substantial
<i>Behavioral Intention</i>	0.769	0.739	Substantial

3. Coefficient of Determination Test

Referring to Table 7, the outcomes of the SEM-PLS analysis show that there are three accepted hypotheses, namely H6, H9 and H10. This shows that:

a. The relationship between *performance expectancy* and *behavior intention*

The significance value between *performance expectancy* and *behavior intention* is $0.093 > 0.05$, which means that the first hypothesis is rejected. This shows that the use of the online retail does not affect matters related to *performance expectancy*. This finding is in accordance with research by Gutabaga Hugilo & Budiyo Setyohadi [18]. In this study, it is known that the *performance expectation* variable has no effect on users' intentions to shop online and is different from research conducted by Tak & Panwar [19], where in this study *performance expectations* positively influence the intentions to use mobile application for online shopping. This research explains that users trust that using mobile applications for online shopping can be beneficial and increase efficiency in their shopping activities.

b. The relationship between *effort expectancy* and *behavior intention*

The significance value between *effort expectancy* and *behavior intention* is $0.343 > 0.05$, means that the second hypothesis is rejected. This shows that the use of the online retail application by consumers is not influenced by things related to *effort expectancy*, this is in line with previous research by Gutabaga Hugilo & Budiyo Setyohadi [18] where in this study the variable *effort expectancy* had no impact on users' intention to shop online, but the results of this study agree by theory of Tak & Panwar's [19]. The results of this research do not support the theory of Venkatesh et al [20] which states that *effort expectancy* can influence the intention to use technology.

c. The relationship between *social influence* and *behavior intention*

The significance value between *social influence* and *behavior intention* is $0.812 > 0.05$, which means that the third hypothesis is rejected. This reveals that consumers' use of the online retail application is not affected by the social environment. These findings agree with research by Gutabaga Hugilo & Budiyo Setyohadi [18] and however contradict research conducted by Tak & Panwar [19] that *social influence* such as friends and family influence users to use *online shopping applications*.

d. The relationship between *facilitating conditions* and *behavior intention*

The significance value between *facilitating conditions* and *behavior intention* is $0.223 > 0.05$, which means that the fourth hypothesis is rejected. This shows that the use of the online retail application is not affected by the condition of facilities such as the internet, technological devices and the presence of helpful admins. This is in accordance with research by Gutabaga Hugilo & Budiyo Setyohadi [18] and in contrast to research by Tak & Panwar [19] where this research shows that there is an influence *among facilitating conditions* with *behavior intention*. Referring the findings of interviews with sources, there were also problems related to slow connections, applications loading and suddenly *force closing* and other obstacles of a technical nature.

e. The relationship between *facilitating conditions* and *application use*

The significance value between *facilitating conditions* and *application use* is $0.521 > 0.05$, which means that the fifth hypothesis is rejected. This is in accordance with research by Tak & Panwar [19] that *facilitating conditions* with *use* has a significant influence and is in contrast to research conducted by Gutabaga Hugilo & Budiyo Setyohadi [18].

f. The relationship between *hedonic motivation* and *behavioral intention*

The significance value between the *hedonic motivation variable* and *behavior intention* is $0.000 < 0.05$, which means that the sixth hypothesis is rejected. This reveals that consumers' use of the online retail application is affected by the consumer's feelings when shopping using the online retail application, namely fun, entertaining and comfortable (HM1, HM2 and HM3). These findings agree with research by Tak & Panwar [19] that *hedonic motivation* influences the use of intention mobile applications for *online shopping*. This research argues that consumers feel happy using shopping application through their features and functions. This also shows that consumers are motivated by the satisfaction of the shopping process and their involvement in online shopping activities. This research also contradicts research by Gutabaga Hugilo & Budiyo Setyohadi [18] where this research does not consider *hedonic motivation* to influence *behavior intention*.

g. The relationship between *price value* and *behavior intention*

The significance value between *price value* and *behavior intention* is $0.578 > 0.05$, which means that the seventh hypothesis is rejected. This is in contrast to research conducted by Gutabaga Hugilo & Budiyo Setyohadi [18] where this research considers that *promos, discounts and vouchers* can influence users' desire to shop online using applications or *websites*.

h. The relationship between *habit* and *behavior intention*

The significance value between *habit* and *behavior intention* is $0.561 > 0.05$, which means that the eighth

hypothesis is rejected. This is in contrast to research by Gutabaga Hungilo & Budiyo Setyohadi [18] and Tak & Panwar [19].

i. Relationship between *habit* with *application use*

The test results for the *habit variable* with *application use* produced a *pvalue* of $0.033 < 0.05$, means that the ninth hypothesis was accepted. Based on these results, it shows that consumers use the online retail application because of their habit of the application. This is in line with research by Tak & Panwar [19] that habit variables have a strong impact on the use of mobile applications for shopping, but is contrary to research by Gutabaga Hugilo & Budiyo Setyohadi [18].

j. The relationship between *behavior intention* with *application use*

The test results for the *behavior intention variable* with *application use* produced a *pvalue* of $0.000 < 0.05$, which means that the tenth hypothesis was accepted. This is in contrast to research by Gutabaga Hungilo & Budiyo Setyohadi [18] and Tak & Panwar [19].

k. The relationship between *age* with *habit* towards *behavioral intention*

The test results for the *age variable* with *habit* on *behavior intention* produced a *p value* of $0.424 > 0.05$, means that the eleventh hypothesis was rejected. In the previous analysis on H8, habit did not affect intentions. This results is not in line with the theory of Venkatesh et al [20] which states that age can influence habits on intentions to use technology.

l. The relationship between *age* with *facilitating conditions* for *behavioral intention*

The test outcomes of the *age variable* with *facilitating conditions* on *behavior intention* produced a *pvalue* of $0.935 > 0.05$, which means that the twelfth hypothesis was rejected. Referring to the outcomes of the previous analysis in H4, it is proven that *facilitating conditions* do not influences intention to use. This is contrary to the theory Venkatesh's et al [20] which states that *age* can influence *facilitating conditions* on intentions to use technology.

m. The relationship between *age* with *hedonic motivation* on *behavioral intention*

The test results of the *age variable* with *hedonic motivation* on *behavior intention* produced a *pvalue* of $0.297 > 0.05$, which means that the thirteenth hypothesis was rejected. Referring to the results of the previous analysis in H9, it was found that *hedonic motivation* impacts the intention to use the application but is not affected by *age*. These findings do not support the theory of Venkatesh et al [20] which states that age can influence *hedonic motivation* on intentions to use technology.

n. The relationship between *age* with *price value* on *behavioral intention*

Age variable test with *price value* on *behavior intention* produced a *pvalue* of $0.706 > 0.05$, which means that the

fourteenth hypothesis was rejected. This is the same as the previous analysis regarding *price value* (H7) does not influence intention to use the online retail application. These findings do not support the theory of Venkatesh et al [20] which states that *age* can affect *price value* on intentions to use technology.

o. The relationship between *age* with *habits* toward *application use*

Test results for *age* and *habit variables* on *application use* produces a *pvalue* of $0.385 > 0.05$, which means that the fifteenth hypothesis is rejected. From the results of the previous analysis, the habit variable has no effect on intention, but has an effect on the use of the online retail application, but is not moderated by age. These findings do not support the theory of Venkatesh et al [20] which states that *age* can influence application usage *habits*.

p. Relationship between *genders* with *habit* towards *behavior intention*

Gender variable test with *habit* on *behavior intention* produced a *pvalue* of $0.340 > 0.05$, which means that the sixteenth hypothesis was rejected. From the results of the previous analysis, the habit variable has no effect on intention, but has an effect on the use of the online retail application but is not moderated by gender. These findings do not support the theory of Venkatesh et al [20] which states that gender can influence habits on application usage intentions.

q. Relationship between *genders* with *price value* on *behavior intention*

gender variable test with *price value* on *behavior intention* produced a *pvalue* of $0.971 > 0.05$, which means that the seventeenth hypothesis was rejected. Referring to the results of the previous analysis in H8, *price value* does not impact *behavior intention* . These findings do not support the theory of Venkatesh et al [20] which states that gender can influence *hedonic motivation* on intentions to use technology.

r. Relationship between *genders* with *hedonic motivation* on *behavior intention*

gender variable test with *hedonic motivation* on *behavior intention* produced a *pvalue* of $0.691 > 0.05$, which means that the eighteenth hypothesis was rejected. Referring to the results of the previous analysis in H5, it is seen that the *hedonic motivation variable* impact on intention to use, but is not controlled by gender. These findings do not support the theory of Venkatesh et al [20] which states that gender can influence *hedonic motivation* on intentions to use technology.

s. Relationship between *genders* with *facilitating conditions* for *behavior intention*

The test outcomes of the *gender variable* with *facilitating conditions* on *behavior intention* produced a *pvalue* of $0.170 > 0.05$, which means that the nineteenth hypothesis was rejected. Referring to the previous analysis, H4 is *facilitating conditions* does not influence intention to use.

These findings do not support the theory of Venkatesh et al [20] which states that gender can influence *facilitating conditions* on intentions to use technology.

t. Relationship between *gender*s with *habits* towards *application use*

Test results for *gender variables* with *habits* regarding *application use* produces a *pvalue* of $0.578 > 0.05$, which means that the twentieth hypothesis is rejected. Based on previous analysis, H9 shows that habit influences the use of online retail applications but is not moderated by gender . The results of this research do not support the theory of Venkatesh et al [20] which states that gender can influence *habits* on the use of technology.

V. CONCLUSION

Factors influencing user acceptance of the online retail application at XYZ store are fourfold: hedonic motivation, habit, behavioral intention, and use. Meanwhile, the gender and age variables, serving as moderators, do not have a significant impact on user acceptance in this study. The research contributes theoretical implications by confirming and strengthening previous studies related to UTAUT2 in the context of online retail applications. From a practical standpoint, the study provides specific implications, particularly for application developers. Recommendations are given to enhance application usage, such as offering discounts or loyalty programs, providing exclusive discounts or rewards, creating special promotions available only for app users to encourage usage, and implementing gamification by integrating elements like rewards, badges, or levels to make the shopping experience more engaging and enjoyable.

As for suggestions for future research, it is proposed to conduct further studies on variables that showed no influence (such as performance expectancy, effort expectancy, social influence, facilitating conditions, price value, gender, and age). Future research should also consider using a larger sample size and explore additional variables such as shopping experience. Additionally, factors like privacy-related risks, including the risk of data loss such as location, phone number, and other personal information, should be considered. Furthermore, investigating repurchase intention and repurchase behavior in detail to understand the post-technology adoption phase is recommended.

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