

**MEDIATING ROLE OF PERCEIVED CONNECTEDNESS IN THE RELATION
BETWEEN INTENTION TO USE AND ACTUAL E-MARKETPLACE USAGE IN
FASHION ONLINE SHOPPING IN JAKARTA: AN EXTENDED TAM APPROACH**



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FASHION ONLINE SHOPPING IN JAKARTA: AN EXTENDED TAM APPROACH**

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Master of Business Administration

CERTIFICATE OF APPROVAL

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Topic : Mediating Role of Perceived Connectedness in The Relation Between
Intention to Use and Actual E-Marketplace Usage in Fashion Online
Shopping in Jakarta: An Extended TAM Approach

We hereby declare that this Thesis is from student's own work, has been read and presented to Sekolah Tinggi Manajemen IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

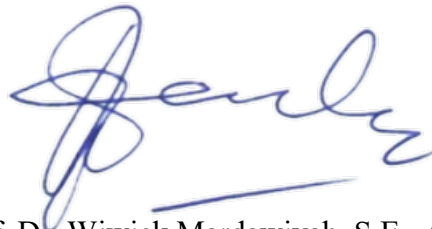
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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others is involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfilment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, September 1st , 2022

Fernanda Ciandra

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ABSTRACT

The use of social media and instant messaging for fashion online shopping in Indonesia are as high as 55% and 94%. Meanwhile, the percentage of Indonesia people use e-marketplace for fashion online shopping is only 22% in 2020. There is a reason behind the decline of usage percentage in the marketplace because instant messaging has a social platform which perceived ease, useful, connectedness and enjoyment by a consumer. On the other hand, to purchase on marketplace, factors like connectedness become less focused compare to features in the social media / instant messaging. Thus, this research aims to help e-marketplace platform to improve their platform. This study aims to research on the feature that people wish to be applied in marketplace, and can attract more people to shop in marketplace. Little has been known about the mediating role of the perceived connectedness in the relationship between intention to use and actual marketplace usage have a stronger effect. The objective of the study is to analyse the mediating role of perceived connectedness in the Technology Acceptance Model (TAM). The population observed is the fashion online shopper in Greater Jakarta Area, using purposive sampling. The sample size was 243 collected during the period of April 2021. The data was analyzed using SPSS v25 and Smart PLS3. The result showed that Perceived Connectedness mediate the relationship between intention to use the marketplace and actual usage of marketplace. The finding contributes to TAM model literature with the mediating variable of Perceived Connectedness.

Keywords: Technology Acceptance Model, Perceived Connectedness, Perceived Ease of Use, Perceived Usefulness, Intention to Use Marketplace

CHAPTER 1

INTRODUCTION

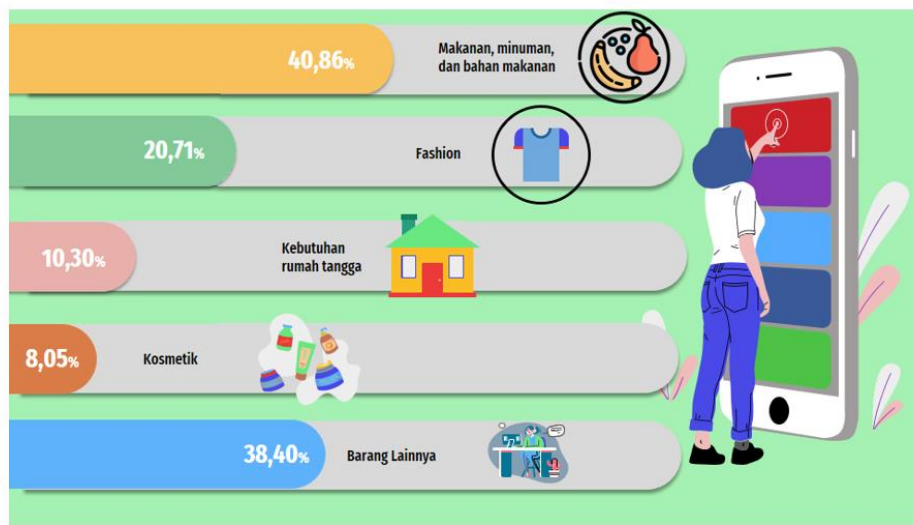
1.1 Background of Study

According to Datareportal.com, Indonesia internet users by January 2021 were 202.6 million users. Between 2020 and 2021, the number of internet users in Indonesia increased by 27 million (+16%). Out of 274.9 million people in Indonesia, 73.7% of Indonesia used the internet in January 2021. (Kemp, 2021) The increased use of the internet and smartphones has resulted in numerous changes in societal buying habits. This is aided by multiple online sales media venues that are easily accessible, allowing for practical, quick, and efficient sales transactions. Online sales media, from the standpoint of businesspeople, is an opportunity to increase profits and broaden the target market in cyberspace. (BPS, 2020)

The Director of Information Empowerment, Directorate General of Information Applications at the Ministry of Communication and Informatics, Septriana Tangkary stated that the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent, the highest in the world. (Skalanews, 2019) The marketplace is an online marketplace where people may buy and sell goods and services. The marketplace is an online mall service provider; however, the vendor is a member who registers on the marketplace's website to offer their products.(Humaizi et al., 2020)

The COVID-19 pandemic has forced people to limit their mobility outside their homes, whether to work, worship, or shop. The transition from offline (direct) shopping methods to online (E-Commerce) was an unavoidable phenomenon as information technology advances. The online shopping method makes it easier for customers to choose various products/services based on the preferences they want. The food, beverage, and groceries groups were the types of goods/services

that are sold the most via the internet in 2020, the total business selling these goods/services was 40.86 percent of the total businesses that were sampled for E-Commerce. The type of goods/services that were mostly sold in the second place is fashion with the proportion of businesses selling as much as 20.71 percent.



Catatan: Data berasal dari pertanyaan dengan *multiple answers*

Figure 1.1 Percentage of E-Commerce Businesses by Goods and Services Sold

Source: BPS Indonesia, 2021

According to a report by POLRI in September 2020, online fraud (28.7 percent) was the most widely reported cybercrime. From 2016 to 2020, there were a total of 7,047 complaints of online fraud cases. If calculated on average, it means that there are 1,409 cases of online fraud occurring every year. Currently there are 202.6 million internet users in Indonesia. There are 170 million active social media users. Of that number, as many as 87 percent use the WhatsApp messaging network application. While as many as 85 percent access Instagram and Facebook (KataData, 2021)

Actually, this online buying and selling fraud case can be overcome by using a third party, or we can say that we do not interact directly between the seller and the buyer. In this day and age, there are many online shopping applications called e-marketplace such as Shopee, Tokopedia, Lazada, and many more. The use of an application as a third party will ensure security in buying and selling online. This is because the application already has digital security or digital security to detect, avoid, and manage various cybercrime threats, especially online buying and selling fraud. Furthermore, e-commerce will give money from the buyer to the seller after the transaction is successful, so it is not possible to commit fraud.(CNN Indonesia, 2021)

This fact is also supported by data from BPS Indonesia below.

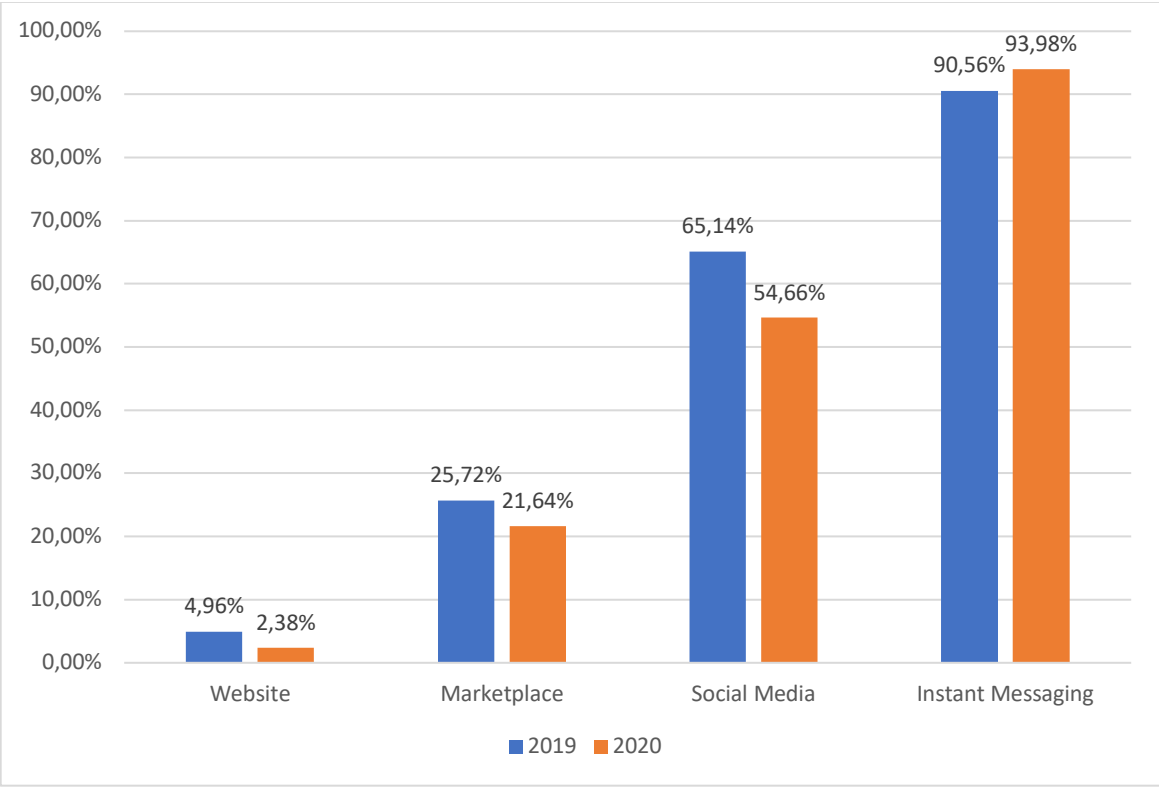


Figure 0.2 E-Commerce Business Percentage by Sales Media

Source: BPS Indonesia, 2021

Based on the data provided by the Central Bureau of Statistics (BPS) 2021, The survey results confirmed that more than half (54.66 percent) of e-commerce businesses sell online through social media and moreover, 93.98 percent through the instant messaging. Furthermore, only 21.64 percent of businesses have sales accounts on digital marketplaces platforms, in which it decreased 4,08 percent from 2019. In facts, online buying through marketplace platforms like Tokopedia, Shopee, and Lazada has a built-in infrastructure and lower risk of fraud because the transaction will be more secure as it is guaranteed by the marketplace company. In comparison, social media /instant messaging has higher risk of fraud because there are many unknown sellers with no guarantee that they will send the products after pay. This leads to many fraud experienced by the customers who shopped online. This research aims to help marketplace platform to improve their service, so that online shopper in Indonesia are interested in switching to marketplaces platforms to minimize online shop fraud in Indonesia. Yet there were still 78.36 percent of e-commerce businesses that have not utilized this sales media based on the data above.

Social commerce is also predicted to take over the world of e-commerce in the next decade. There are several reasons for this, one of the strongest being that most people love to share their favorite brands on social media. Social media users generally like to post photos of the clothes they are going to buy. Another fact is that 88% of people trust their friends' recommendations more than influencers. All of the above activities are very common on social media. Furthermore, a page on campaignasia.com even mentions that the number of social shoppers in Southeast Asia is estimated at 64 million people. They are young people with 55% of them women and 60% of them under 34 years old. The number of users can certainly increase over time. This is because being able to shop

and entertain in one app is “something”. In fact, social commerce offers something more practical and minimizes the distance between sellers and buyers. (Hafizulhaq, 2022)

Furthermore, on social media, the shopping experience will be more interactive. Users can share the desired or newly purchased product with their mutual friends directly through the same social media. They can also discuss the selected product before finally buying or offering the product they bought. (Pertiwi, 2020)

Another facts shown below is that even the merchants prefer to sell their products through social media because they can connect / approach friends, relatives, or communities.

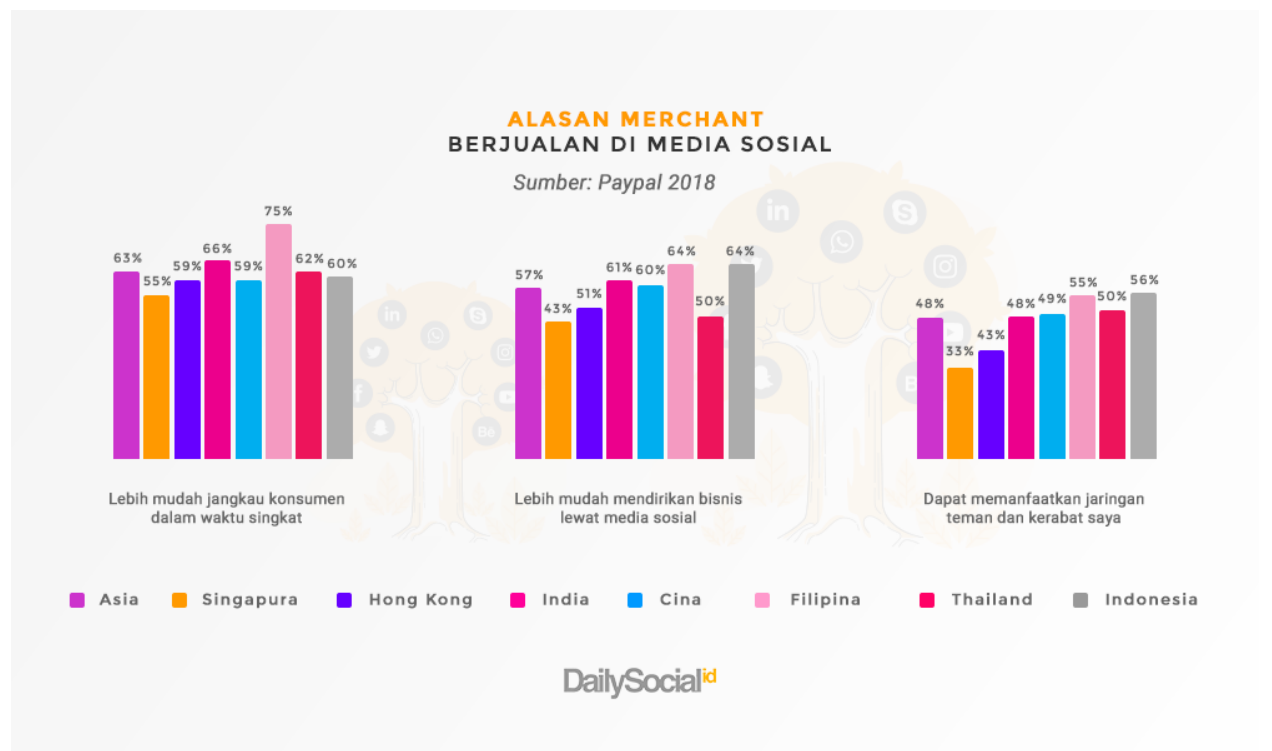


Figure 1.3 Reasons Merchants Sell on Social Media

Source: Paypal (2018)

This study involved 4,000 consumers from China, India, Hong Kong, Singapore, Thailand, the Philippines, and Indonesia, as well as 1,400 SME merchants. As many as 94% of traders in the Philippines used Facebook, as well as in Indonesia (92%), and India (89%). Instagram was the most used by merchants from Indonesia (72%), the Philippines (56%), and Hong Kong (50%). (Nabila, 2019)

Ease of access and trust are two factors that Indonesian customers consider when deciding whether or not to shop on e-commerce platforms.(Suleman, 2018) The perception of the value of 'perceived usefulness,' as indicated by fast work performance, increased productivity, making work easier, useful, and 'perceived ease of use,' as indicated by ease of learning, controllability, clear and understandable, flexible ease of being skilled, easy to use, are all factors can influence the success of the results of technology acceptance. A Technology Acceptance Model (TAM) theory was established to explain how people assess the utility and ease of use of technology.(Davis, 1989)

To attract more buyers, it's critical to manage consumer perceived connectedness in marketplace. Mobile application like social media is popular because it connects people, whereas people want to feel like they are part of a community. When it came to customers engagement in mobile apps, sociability was one of the most crucial elements. Users' emotional connections to the world, resources, and others are based on their feeling of connectedness. The sense of community among users has been discovered to be a major factor influencing their online interaction with brands. Through SNSs (social networking sites), users might be satisfied or comforted by psychological connectivity. Users' feelings of connectedness via social media undoubtedly influence their attitudes toward the platform. Perceived connectedness is found to be favorably associated to attitudes regarding social media usage.(Hussein & Hassan, 2017)

Various studies have been conducted using the Technology Acceptance Model (TAM) to investigate user perceptions in determining their behaviour in utilizing technology, such as perceived ease of use and perceived usefulness; however, there are only a few studies on the online marketplace shopping context using TAM that integrated the mediating variable Perceived Connectedness into the TAM framework especially in fashion products and empirically tested to contribute to the body of knowledge as well as to business practice.

1.2 Research Gap and Novelty

Many researches have been conducted on the intention to use the social media to shop online using Technology Acceptance Model (TAM) however, the perceived connectedness of fashion online shopping in marketplace has not been much elaborated as a mediating variable that adding value between intention to use technology and technology usage. Table 1.1 listed online shopping studies on TAM to show the gap in the literature.

Table 0.1 List of Previous Related Research

No	Author & Title of Research	Variable of Interest	Findings
1	(Cheema et al., 2013) The trend of online shopping in 21 st century: Impact of enjoyment in TAM model	Perceived usefulness, Perceived ease of use, Perceived enjoyment, TAM	The perceived ease of use and perceived enjoyment are the factors that affect online shopping intention
2	(Melorose et al., 2015)	E-commerce, trust, TAM, familiarity,	Customer trust is as important to online

No	Author & Title of Research	Variable of Interest	Findings
	Trust and TAM in Online Shopping: An Integrated Model	cognition-based trust, trust building processes, Net-enhanced B2C systems	commerce as the widely accepted TAM use-antecedents, perceived usefulness and perceived ease of use
3	(Davis, 1989) Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology	User acceptance, end user computing, user measurement	PEU, PU has a positive impact on purchase intention in websites and another platform
4	(Venkatesh & Davis, 2000) Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies	Adoption of information Technology, Technology Acceptance model, Social influence, Perceived usefulness	Both social influence processes (subjective norm, voluntariness, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and perceived ease of use) significantly influenced user acceptance.

No	Author & Title of Research	Variable of Interest	Findings
5	(Cho & Son, 2019) The effect of social connectedness on consumer adoption of social commerce in apparel shopping	Social connectedness, attitudes, intentions, social commerce	Social connectedness enhances social media users' perception of social commerce and positive leads to the adoption of social commerce in apparel shopping
6	(Hussein & Hassan, 2017) Customer engagement on social media: How to enhance continuation of use	Social media platforms, continuation of use, determinants, customer engagement	Perceived connectedness, enjoyment were found to have a significant effect on attitude toward social media use
7	(Humaizi et al., 2020) The use of online marketplace websites in Indonesia: A study of consumers' motives and gratification	Uses and gratification, online, marketplace, motives	Users were gratified in information, entertainment, and social interaction motives
8	(Suleman, 2018)	Theory of Planned Behaviour, e-	The attitude of perception greatly affect

No	Author & Title of Research	Variable of Interest	Findings
	FAKTOR PENENTU KEPUTUSAN KONSUMEN INDONESIA MEMILIH TEMPAT BELANJA DISEBUAH E-COMMERCE (Theory of Planned Behavior)	commerce, perceived risk, perceived of use, perceived usefulness	decision-making such as sense of security, reliable, and accessible that makes customers decide to choose in one e-commerce

Source Author (2022)

As shown in Table 1.1, The previous research that utilized Technology Acceptance Model (TAM) to investigate the intention to use digital marketplace platform and actual online shopping with various extended variable. However, little has known the use of variable of perceived connectedness in fashion online marketplace shopping in the relationship between intention to use and actual to use of technology. Hence, this study contributed to the body of knowledge using modified TAM theory and introduced mediating variable Perceived Connectedness as a novelty in this study and examines the effect on the actual e-marketplace usage in fashion online shopping.

1.3 Problem Identification

Based on the data provided by the Central Bureau of Statistics (BPS) from 2018-2020, social media and instant messaging are the most popular for online sales media. Social media, such as Facebook and Instagram, had significant growth of usage from 19.52% in 2018 to 65.14% in 2019 and 54.66% in 2020, and instant messaging, such is still leading the most popular use of online sales

media by 80.92% in 2018, 90.56% in 2019, and keep increasing to 93.98% in 2020. Meanwhile the marketplace was only 21.64% in 2020. There are two reasons behind the decline of usage percentage in the marketplace: first is because of instant messaging has a social platform which perceived ease, useful, connectedness and enjoyment by a consumer. On the other hand, to purchase on marketplace, factors like connectedness become less focused compare to features in the social media / instant messaging. Thus, this first study aims to research on the feature that people wish to be applied in marketplace, and can attract more people to shop in marketplace.

Therefore, it is critical to manage consumer perceived connectedness in marketplace and will be further analysed in this study. This study used the foundation theory of The Technology Acceptance Model, which claims that the use of a system may be predicted based on user intention to use technology, perceived usefulness (PU), and perceived ease of use. Then, Intention to use technology will affect the actual usage of the technology.

Based on the research gap mentioned previously, perceived connectedness is the variable that can influence the actual marketplace usage. Many types of research have been written based on the TAM model in online shopping; however, little has been known about the mediating effect of perceived connectedness towards marketplace. Therefore, the second aims of the study are to analyze the mediating effect of perceived connectedness in between Intention and actual marketplace using a Technology Acceptance Model (TAM) framework for Fashion online shopping.

1.4 Research Questions

This research would like to address the following questions based on the background information and the problem indicated above:

- 1) How is the effect of Perceived Ease of Use on Intention to Use Marketplace in fashion online shopping in Jakarta?
- 2) How is the effect of Perceived Usefulness on Intention to Use marketplace in fashion online shopping in Jakarta?
- 3) How is the effect of intention to use Marketplace on the Actual Marketplace Usage in fashion online shopping in Jakarta?
- 4) Does Perceived Connectedness mediate the relationship between intention to use Marketplace and Actual marketplace usage in fashion online shopping in Jakarta?

1.5 Research Objectives

The research aims are as follows, in accordance with the research questions above:

- 1) To determine the influence on Perceived Ease of Use on Intention to Use Marketplace in fashion online shopping in Jakarta
- 2) To determine the influence on Perceived Usefulness on Intention to Use Marketplace in fashion online shopping in Jakarta
- 3) To determine the influence on Intention to use marketplace on Actual Marketplace usage in fashion online shopping in Jakarta
- 4) A. To determine the influence on Intention to use marketplace on Perceived Connectedness in fashion online shopping in Jakarta

B. To determine the influence on Perceived Connectedness on Actual Marketplace Usage in fashion online shopping in Jakarta

1.6 Scope of the Study

This study focuses on the intention to use and actual usage of Marketplace to shop online using Technology Acceptance Model (TAM). The online shopper in the Jakarta area will be observed using non-probability purposive sampling. This study will analyse the effect of perceived connectedness in the TAM framework, and determiner the factors to support perceived connectedness of a marketplace.

1.7 Significance of the Study

The findings of this study will help with:

A. Theoretical Contribution

- 1) Improve the body of knowledge of the modified TAM by extending the model using variable Perceived Connectedness as additional mediating variable
- 2) This research is expected to encourage quantitative methods using PLS-SEM; in the Technology Acceptance model which is still limited.

B. Practical Contribution

- 1) To give insight to marketplace company to maximize the usage of their marketplace by instilling perceived connectedness in the platform
- 2) To give insight to marketplace company on what features are prioritized to be added to their platform to support perceived connectedness of the marketplace.

1.8 Thesis Structure

As a methodical procedure, this thesis is divided into six chapters, as follows:

Chapter I: Introduction

The requirements for an investigation are outlined in this section. The research background, problem identification, research questions, research aims, research scope, and research significance are all included.

Chapter II: Literature Review

The theoretical review that guided the inquiry was the emphasis of this section. It also includes a definition and the results of past research. Journals, periodicals, and other sources of information to support study are considered literature sources.

Chapter III: Methodology

The methods for finishing the investigation are explained in this section. The type of study, the population and sampling technique, data processing, and hypothesis testing are all factors to consider.

Chapter IV: Data Analysis

This section goes into the specifics of data analysis, which is an important aspect of the research. This section depicts the data processing techniques, followed by the results of the data processors, and finally an analysis of the results.

Chapter V: Conclusion and recommendations

This is the concluding chapter of the study, and it outlines the complete analysis from beginning to conclusion. The recommendations are provided in order to assist future researchers, academicians, marketers, and higher education board members.

CHAPTER 2

LITERATURE REVIEW

5.1 Technology Acceptance Model (TAM)

With the rapid advancement of technology, particularly information and communication technologies (ICT), and its incorporation into people's personal and professional lives, the question of whether to accept or reject it remains open. The scientific community's interest in answering this subject during the last few decades has resulted in the development of certain theories and models of technology adoption and practical application. More than a quarter-century ago, (Davis, 1989) proposed the technology acceptance model (TAM), which has since become a popular methodology in researching factors affecting users' acceptance of technology. People want to use technology to the extent that they believe it will help them accomplish their jobs better. It is known as perceived usefulness. Furthermore, even if prospective customers agree that the technology is valuable, they may consider that the systems are too difficult to use and that the performance benefits of using the application are diluted by the effort required to use it. The activities imply that, in addition to utility, perceived ease of use is thought to influence usage. Moreover, TAM's Intention to Use establishes the System's Actual Usage and, as a result, determines the technology's adoption. Davis' technology acceptance model (TAM) is based on Ajzen and Fishbein's Theory of Reasoned Action (TRA), which proposes that an individual's reactions and expectations determine his or her attitude and behaviour.

In a complex link between system characteristics (external variables) and potential system usage, the TAM assumes that perceived usefulness plays a mediating function. TAM has taken the lead

in understanding users' views and behaviour toward technology, based on the premise that a person's reaction and interpretation of something determines their attitude and actions. (Figure 2.1) According to (Marangunić & Granić, 2014), the model evolved over time as a result of study and numerous extensions, eventually leading to the TAM model. During the model construction, Davis and his colleagues discovered that attitude did not fully mediate Perceived Usefulness and ease of use.

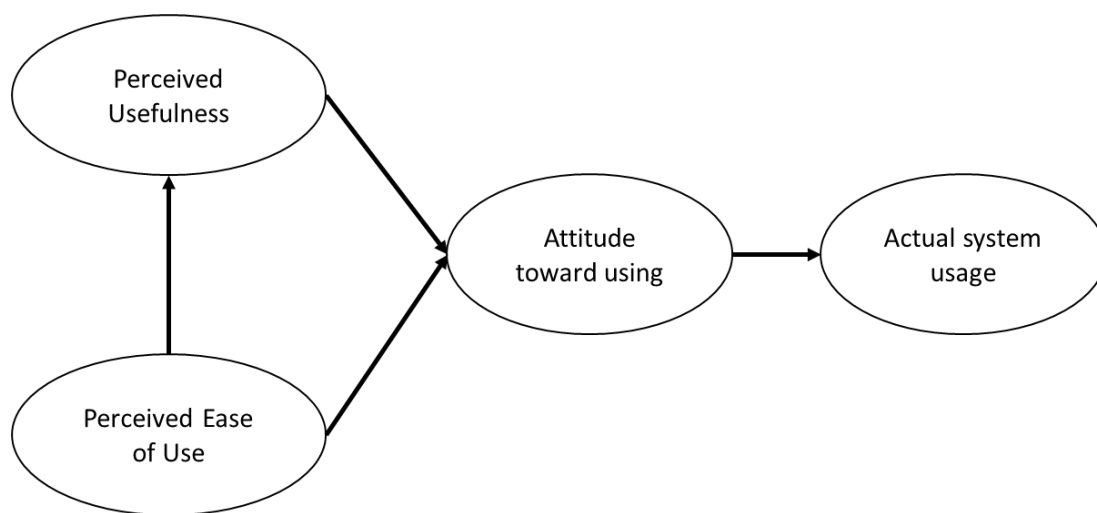


Figure 2.1 Original Technology Acceptance Model

Source: (Davis, 1989)

As a result of these findings, the attitude construct was deleted from the model and the behavioural intention construct was introduced, resulting in a modified version of TAM. (Figure 2.2)

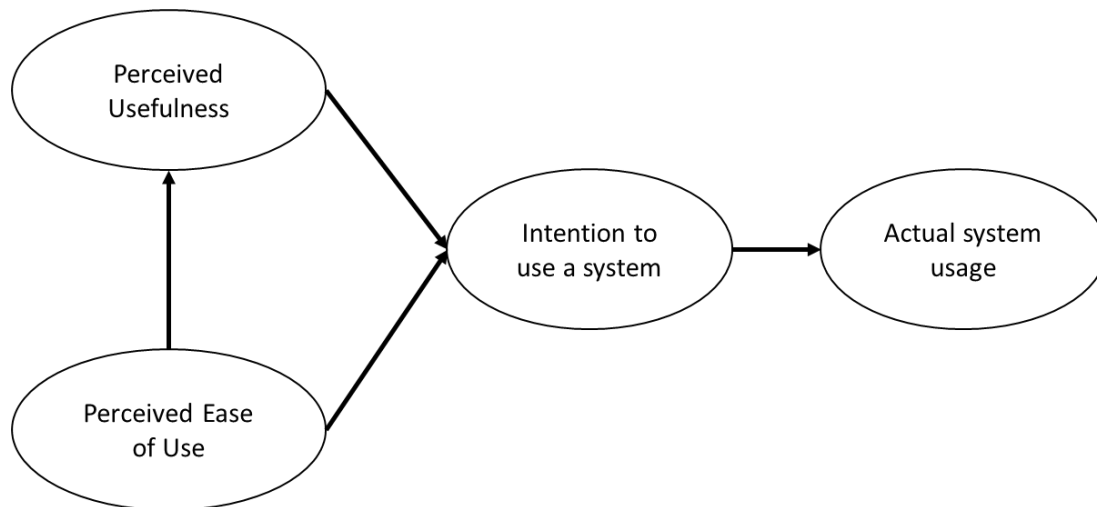


Figure 2.2 Modified Technology Acceptance Model

Source: (Venkatesh & Davis, 2000)

Another addition to the original TAM was the consideration of other elements, known as external variables, that could alter a person's beliefs toward the system. System characteristics, user training, user participation design, and the nature of the implementation process were all common external variables. During later rounds of the experiment, Davis tweaked his model to add more variables and change the relationships that were originally proposed. Similarly, other researchers have proposed and implemented a number of changes to TAM. As a result, TAM has evolved into a dominant model for describing and predicting system use over time. TAM has become so well-known that it is mentioned in almost every study on user acceptance of technology. We use perceived connectedness as a mediating variable in this study.

Because of its apparent capacity to explain a large portion of the variances between behavioural intention and actual behaviour extracted primarily from research on the purchasing of technologically based goods, (Lim & Ting, 2012) use TAM as a research model to understand

customer online shopping acceptance. TAM's usage as a research model to understand customer acceptance of online shopping is backed up by prior studies that claim TAM can explain behaviour.(Ashraf et al., 2014)

5.2 Perceived Ease of Use (PEU)

The degree to which a person believes that adopting technology will need less effort to complete an activity is known as Perceived Ease of Use (PEU). The degree to which a person believes that using a given system would be free of effort is referred to as PEU.(Valencia-Arias et al., 2019) Users are more inclined to accept an application that is perceived to be easier to use than another. PEU, according to TAM, is a critical factor that determines a technology's acceptability.(Davis, 1989) When someone finds it simple to utilize a technology, it is called perceived ease of use. In e-marketplaces, perceived ease of use influences brand image and purchase intention. Because perceived ease of use has a considerable impact on intentions, consumers must feel comfortable and willing to adopt the service if complicated electronic procedures are to be avoided. Furthermore, convenience influences e-marketplace purchase intentions. For active internet users, accessibility and speed will be beneficial, as the ease of online purchasing will influence purchase intention. There is an intriguing trend in the area of ease of use, which is the desire for online customers to have free shipping. To get it, the customer has to spend a minimum amount of purchase. This criteria will be difficult for some people if their overall purchases do not achieve it. Additionally, in order to receive additional discount benefits, customers must use the e-payment marketplace's method. Because it requires opening an account and placing a deposit in an e-marketplace account, not everyone is comfortable using this payment option. Therefore, Perceived ease of use has a beneficial impact on intention to use marketplace.(Prakosa & Sumantika, 2021)

5.3 Perceived Usefulness

The degree to which a person believes that using technology will improve their performance is related to perceived usefulness. The amount of belief in the operating efficiency of an information system is referred to as perceived usefulness. According to (Davis, 1989), PU is the degree to which the user believes that utilizing the device will help them perform better. A system with a high perceived usefulness is one in which the user believes there is a good user-performance relationship. Online retail platforms that can give users with a wide range of useful features and functionalities that make it easier for customers to make better buying decisions will be considered appropriate, and will thus contribute to the establishment of a positive desire to shop online.(Faqih, 2013)

According to (Harrigan et al., 2021) Various helpful features would add to a positive willingness to use the online shopping medium. The benefit that someone gets from using technology is referred to as perceived usefulness. The intention to use technology has an impact on users' competence, and the intention is influenced by perceived ease of use and perceived usefulness. Subjective norms and perceived usefulness influence online purchase intentions in a favourable and significant way. Consumer intention to use is influenced by perceived risk, perceived usefulness, social influence, and perceived ease of use, followed by confirmation and usefulness. To expand the range of financial technology use is not sufficient to introduce it. Potential users, on the other hand, must gain confidence in the technology. Ascertain that the system is operating in a secure, private, and user-friendly manner. A website or media application is one of the most important parts of technology for an e-marketplace. The usability of a website or application might be related. The apps on the e-marketplace are slow to load and use on smartphones with low system

requirements. There is also a problem with the internet network in Indonesia, which is not particularly fast. The e-user marketplace's interface is also rather cluttered, with several menu options that make it difficult for some users to navigate. Perceived usefulness has a favourable impact on how people feel about shopping online.(Prakosa & Sumantika, 2021)

5.4 Intention to Use Marketplace in online shopping

The degree to which an individual wants to use technology in the future can be described as intention to use technology.(Joo et al., 2018) Positive emotions and attitudes about a product/service or private label shop can influence a customer's purchasing intention.(Roshan Priyankara et al., 2017) Intention is a crucial sign of how far people go to do a specific behaviour and how many times they strive to attain a specific conduct.(Ajzen, 1991) on the other hand, The lack of intention to buy products via the internet is a big challenge in online purchasing.(Natarajan et al., 2018) One of the previous studies on Thai consumers found that attitude, subjective norms, and PBC, as well as consumer purchase intention, strongly influenced customers' online shopping behaviour.(Alatawy, 2019)

According to certain previous studies, a consumer's intention plays a critical role in shaping their actual transaction behaviour. TAM was used in this study to explain online buying attitude; as a result, TAM-specific characteristics were examined. TAM was employed by a number of researchers to look at the impact it has on online shopping attitudes, intentions, and willingness to adopt it.(Diallo, 2012) Consumer views toward online buying are unaffected by TAM variables such as ease of use, utility, and enjoyment. On the other hand, Exogenous factors such as the consumer's personality, situation, products, past online experience, and trust, influenced buying

behaviour.(Al-Rahmi et al., 2019) The intention to use technology in this study refers to an attempt to purchase a good or service on a marketplace.

5.5 Actual Marketplace Usage in Online Shopping

A form of external psychomotor response that a person measures with real use is described as the use of the actual system. The term "actual system usage" refers to using the system in a real-world situation. Actual System Use refers to how a person uses a system in actual life.(Davis, 1989) Someone will be satisfied with the system if they believe it is simple to use and will help them improve their performance, as evidenced by the real conditions of users. According to the study, Managerial, organizational, operational, and IT infrastructure elements all have a beneficial impact on PU and PEU.(Salloum et al., 2019) The results of a study from (Sonneberg et al., 2019) on shared mobility services for passengers show that perceived compatibility has the greatest impact on behavioural intention to use ride-pooling services, whereas perceived ease of use and perceived safety had little bearing on adopting ride-pooling services.

Actual System Usage technology users will be satisfied with a technology system if it is easy to use, simplifies work, and boosts user productivity, as seen by actual usage conditions. In assessing the growth of information technology systems, actual usage is utilized to predict and explain user acceptance. If the number of users grows and continues to grow, an information technology system is considered to be successful. A person will be satisfied with the service if he believes it is easy to use and can boost productivity, as evidenced by the actual usage conditions.(Adhiputra, 2015) (Isaac et al., 2018) research Employee internet usage has a positive impact on customer satisfaction and performance. Perceived ease of use has a favourable impact on perceived usefulness, actual

usage, and user satisfaction, according to the research. The perceived usefulness has a significant impact on actual usage and user satisfaction. Actual usage has a significant positive effect on performance. Islamic study The impact of perceived usefulness and perceived ease of use on actual system usage in Makassar, as measured by attitudes toward utilizing the Ruangguru application. The study's findings show that perceived usefulness and ease of use have a favourable and significant impact on users' attitudes toward using the app. However, with the Ruangguru online tutoring program, perceived usefulness, perceived ease of use, and attitude toward using had a favourable and significant effect on actual system usage. (Islami, Asdar, & Baumassepe, 2021)

5.6 Perceived Connectedness

Individuals can exchange information and communicate with others inside their online networks via social networking sites and other Internet-based services. These online tools have changed the landscape of human contact by providing individuals with extra channels of communication. Individuals are inherently motivated to form and maintain social ties with others, such as by joining groups and reaching out to existing friends. "Belonging and relatedness, based on quantitative and qualitative social assessments and relationship salience," is how social connectedness is defined. Developing a sense of social connectedness is an important part of human life that benefits a variety of psychological wellbeing. Social connectedness can be derived from the usage of social media in the online environment, particularly for those who join and use social networking sites for the objectives of gathering information, maintaining friendships, and building relationships with others. When people have similar interests and beliefs on social networking sites, they are more likely to feel connected. People who feel connected on social media are more likely to believe

that purchasing on social media is easy, useful, and enjoyable. In Facebook, perceived connectedness has a significant impact on perceived usefulness. Furthermore, both utilitarian (i.e., information acquisition) and hedonic (i.e., fun) values are linked to positive behavioural intentions in online social interactions. Users of social media are encouraged to share information and express emotional problems as a result of these encouraging interactions. When consumers are socially connected through social media, for example, they communicate with other consumers by sharing practical shopping information such as product quality and seller trustworthiness. By giving information that influences the consumer's sense of ease of use and usefulness in the social commerce purchasing experience, sharing this information raises the consumer's utilitarian shopping experiences. Furthermore, when wearing the clothes product to an event, users may share hedonic experiences such as having fun and receiving compliments. This information is not only valuable for lowering the risks that other consumers face when making purchases, but it also contributes to a sense of pleasure and enjoyment.(Cho & Son, 2019) When it came to customer engagement in mobile apps, sociability was one of the most crucial factors. The sense of community among users has been discovered to be a major factor influencing their online engagement with brands.(Hussein & Hassan, 2017)

5.7 The effect of Perceived Ease of Use on Intention to use Marketplace

(Min et al., 2019) used TAM to investigate the factors that influence Uber app users' intentions, finding that relative advantage, compatibility, complexity, observability, and social influence all had a substantial impact on intentions ease of use. (Chen & Li, 2020) also used TAM to arrange online tours for Chinese college students as part of their research; they discovered that perceived ease of use influences behavioural intention. According to previous research on customer

acceptance of online services, PEU was an important precedent for the adoption of new web technologies by consumers in a range of studies.(Ma et al., 2017) Scholars have hypothesized that the intention to use technology is a type of technology adoption behaviour that is related to Perceived Ease of Use.(Abdullah et al., 2016) Based on the following explanation, it is hypothesized that

H1: Perceived Ease of Use has a positive effect on Intention to Use Marketplace in online shopping

5.8 The Effect of Perceived Usefulness on Intention to Use Marketplace

(Moon & Kim, 2001) tested TAM in the context of the World Wide Web and found that PU increases the intention to buy and enter the e-commerce system through the website. (Arfat et al., 2018) looked at the perceived usefulness of e-Government as a way to increase the intention of using e-Government services. The findings show that the perceived usefulness of e-government is connected with a higher intention of using e-government services. As a result, this study inferred and suggested that Perceived Usefulness (PU) had a favourable effect on Intention to Use Marketplace. Scholars have hypothesized that the intention to use technology is a form of technology acceptance behaviour related to Perceived Usefulness.(Chow et al., 2012; Joo et al., 2018; Lee & Lehto, 2013) Based on the following explanation, it is hypothesized that

H2: Perceived Usefulness has a positive impact on intention to use marketplace

5.9 The Effect of Intention to Use Marketplace on Actual Marketplace Usage

Many research, such as (LY & LE-HOANG, 2020) in food online purchase, (Sugandini, Effendi, Istanto, Arundati, & Rahmawati, 2019) study on social media marketing in SMEs tourism, and (Nugroho et al., 2017) case study of Traveloka, have used the technological acceptance model as

proof that there is a positive correlation between intention to use and actual usage. (Kamal et al., 2020) recent telemedicine research, which used TAM, revealed a positive impact of intention to use on actual usage. based on the above mentioned research, we offer the following hypotheses for the current study:

H3: Intention to use marketplace has a positive impact on Actual Marketplace usage

5.10 Relationship Between Intention to Use Marketplace and Perceived Connectedness

Individuals are inherently motivated to form and maintain social ties with others, such as by joining groups and reaching out to existing friends. "Belonging and relatedness, based on quantitative and qualitative social assessments and relationship salience," is how social connectedness is defined. Developing a sense of social connectedness is an important part of human life that benefits a variety of psychological wellbeing. When people have similar interests and beliefs on social networking sites, they are more likely to feel connected. Therefore, The intention to use Marketplace will be more converted to actual usage. As a result, the following hypothesize is proposed

H4: Intention to Use Marketplace has a positive impact on Perceived Connectedness

5.11 Relationship Between Perceived Connectedness and Actual Marketplace Usage

People who feel connected on social media are more likely to believe that purchasing on social media is easy, useful, and enjoyable. Furthermore, both utilitarian (i.e., information acquisition) and hedonic (i.e., fun) values are linked to positive behavioural intentions in online social

interactions. As a result of the contact with human and a sense of belonging that are inherent to the social commerce platform, customers are more likely to consider social commerce as easy and useful (utilitarian value) as well as enjoyable (hedonic value).(Cho & Son, 2019) As a result, the following hypothesize is proposed

H5: Perceived Connectedness has a positive effect on Actual Marketplace Usage

5.12 Research Framework and Hypothesis Development

The Technology Acceptance Model was used to analyse the actual use of the marketplace, as well as the variable component of perceived connectedness, based on the above relationship between variables and hypothesis formed. The following is the study's framework:

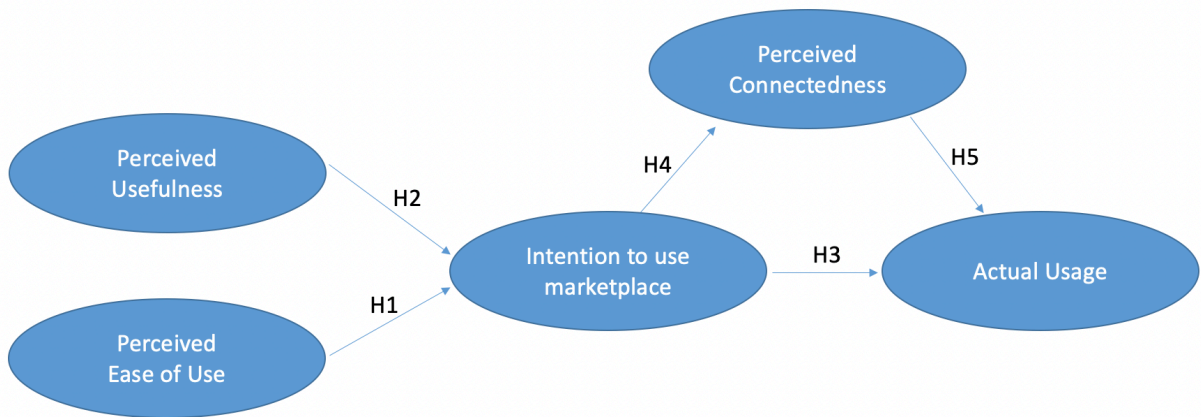


Figure 2.3 Research Framework

Source: Author, 2022

This study proposes five hypothesis as follow:

H1 Perceived Ease of Use has a positive effect on Intention to Use Marketplace in fashion online Shopping in Jakarta

H2 Perceived Usefulness has positive effects on Intention to Use Marketplace in fashion online Shopping in Jakarta

H3 Intention to Use Marketplace has a positive effect on Actual Marketplace Usage in online Shopping in Jakarta

H4 Intention to Use Marketplace has a positive effect on Perceived Connectedness in fashion online shopping in Jakarta

H5 Perceived Connectedness has a positive effect on Intention to Use Marketplace in fashion online shopping in Jakarta

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

This chapter would cover the methodologies and processes utilized to achieve the study's objectives, such as the research design, sample size, population, sampling method, research instrument, data collection method, data quality and reliability, and the instrument used for analysis.

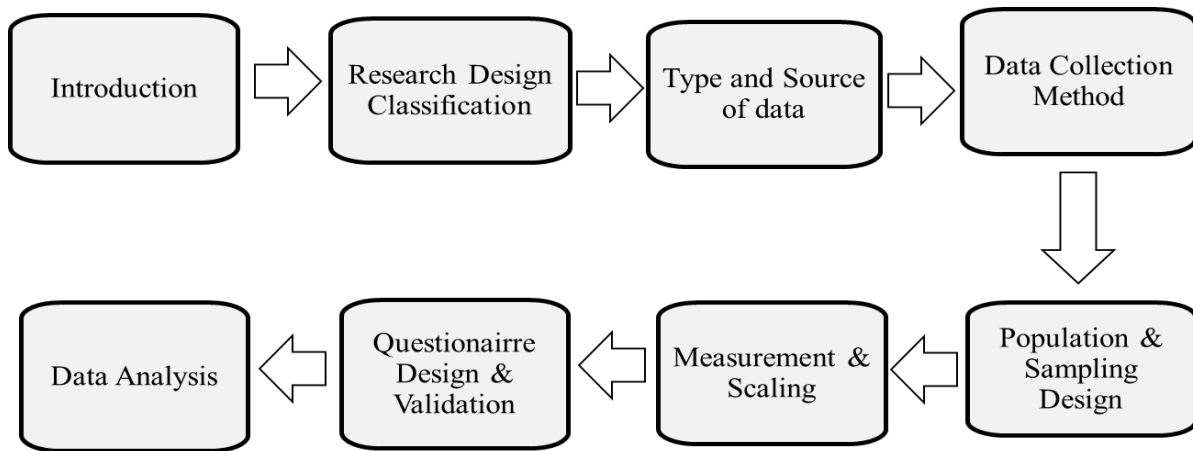


Figure 3.1 Flow Chart

Source: Malhotra, N.K., 2010

3.2 Research Design

This research employed the Saunders Research Onion as a guide, which depicts the stages involved in doing research work (Saunders, Lewis, Thornhill, & Bristow, 2015) and has proven to be

adaptable to practically any research technique and can be used in a variety of contexts. (Becker, Bryman, & Ferguson, 2012) The model is depicted in Figure 3.2.

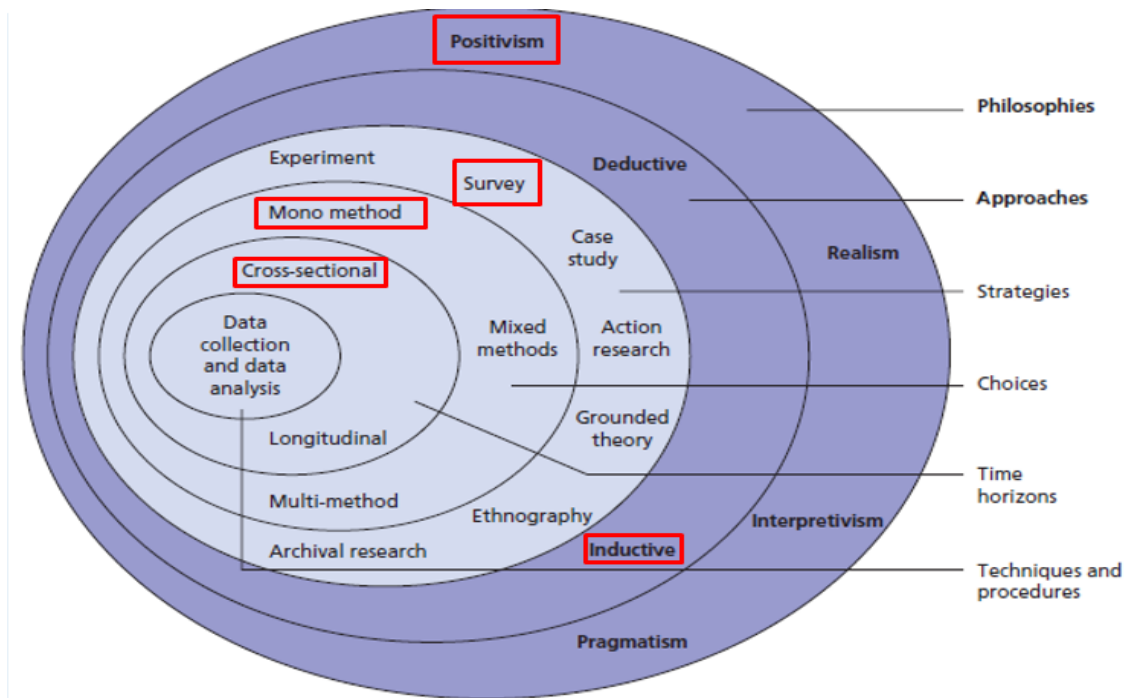


Figure 3.2 Research Onion Diagram

Source: (Saunders, Lewis, Thornhill, & Bristow, 2015)

The research onion, which is an extension of the research methods tree, is described as follows, from outer to inner layer:

- The first layer of philosophy used is positivism, which generates research questions and hypotheses that may be tested by the researcher.
- Because the focus is on employing the TAM theory from the beginning, the second layer is deductive.

- In the third layer, a quantitative approach is chosen to assess the extent of influence of consumers' perceived connectedness and acceptance of marketplace purchases. It is believed that it will calculate the degree of online shopper performance and acceptance in e-commerce.
- This study will employ a Survey strategy, which will entail sampling a representative percentage of the population in order to observe contributing variables and collect a large amount of data to answer the research question.
- The fifth layer chooses cross-sectional to observe the variables in the research framework, and the data will only be linked for one time period, March to April 2022. A sample of research respondents will be used to carry out the data collection technique. Forms of target respondents who are online shoppers who use e-Commerce can use Google's online surveys.

3.3 Types and Source of Data

Primary data and secondary data are the two forms of data and information employed in this study. Primary data is a type of research data that is gathered directly from the source (rather than through intermediaries) in the form of individual opinions in order to solve research problems. Primary data for this study came straight from questionnaires filled out by respondents. Meanwhile, secondary data is a type of research data that is gathered by looking for and collecting materials from businesses, such as books, reports, brochures, and other information gathered by others (Table 3.1).

Table 3.1 Type and Source of Data

Type of Data	Description	Source of Data
Primary Data	Respondent's responses to questionnaires regarding Actual Marketplace Usage, Perceived Connectedness, Intention to Use Marketplace, Perceived Usefulness, Perceived Ease Of Use	Respondent using e-commerce for fashion online shopping
Secondary Data	Indonesia e-commerce report, consumer behaviour report, Online transaction fraud cases, Social Commerce Trend	BPS, Kemeninfo, CNN Indonesia, Paypal

3.4 Data Collection Method

In order to be efficient within a suitable timeframe, data will be collected utilizing a questionnaire approach provided to respondents through an online form in this study. A questionnaire is a collection of written questions with a formula. (Sekaran & Bougie, 2016) Google Forms will generate an online questionnaire and send it to targeted respondents via WhatsApp. The questionnaire will also be distributed to the respondents of the demographic sample, which was limited to Greater Jakarta (Jakarta) shoppers who use e-commerce (marketplaces / instant messaging) for fashion online shopping. Closed-ended questions are employed in the questionnaire; the Likert scale is often used to evaluate a person's intention, attitudes, views, or perceptions concerning social phenomena in the form of interval scales. A Likert scale question is one in which the response is given on a five-point scale. The researcher employs a scale of 1-5 in this study, with each meaningful scale as: "1" Strongly Disagree, "2" Disagree, "3" Neutral, "4" Agree, and "5" Strongly Agree.

3.5 Population and Sample

Rather than studying the entire population, the study is usually conducted on a subset of the subject. Through data gathering and subsequent analysis, the survey is useful and influential in uncovering answers to study questions. A sample is a subset of the population, while a population is a whole group of individuals with a specific set of characteristics. The researcher would derive conclusions that were generalizable to the community of interest by assessing the study. The population in this study is persons who have done fashion online shopping. Sampling is the process of selecting the appropriate research person, object, or event. The sampling technique utilized in this study is non-probability purposive sampling. Respondents have no known or planned likelihood of being chosen as sampling subjects in non-probability sampling. (Sekaran & Bougie, 2016) Respondents were chosen for purposive sampling based on the following criteria: 1) having shopped fashion online 2) lives in DKI Jakarta. We focus on Jakarta area only because e-marketplace is mostly use in Jakarta and people there have knowledge about the platform. Based on the latest data from the Department of Population and Civil Registration, the total population of DKI Jakarta in 2019 reached 11,063,324, this number includes foreigners as many as 4,380 people. (Akbar, 2020) As many as 84.32% of DKI Jakarta residents have used ICT devices in the form of mobile phones or computers, while 73.46% have accessed the internet. (Akbar, KOMUNIKASI & INFORMATIKA, 2020) It means 8,127,118 people have accessed the internet in 2020. According to (CNN Indonesia, 2021) The Financial Services Authority (OJK) noted that 88.1 percent of internet users in Indonesia have used e-commerce services to buy a number of products. Therefore, it can be considered that 88.1% of Jakarta people who have accessed the internet have shopped online, resulting 7,159,991 people. Based on (BPS, 2020) the percentage of fashion product in e-

commerce sales is 20,71%. So, The number of people who meet the respondent criteria is estimated to be 1,482,834 people.

According to (Joseph, Barry, & Rolph, 2010), there is a relationship between significant level, number of relationships between constructs, and sample size towards minimum coefficient of determination because this study employs PLS SEM (R2). Using the Cohen Table (Table 3.2) and G Power analysis (Fig.3.3), this study calculates the sample size.

Table 3.2 Cohen Table

Exhibit 1.7 Sample Size Recommendation a in PLS-SEM for a Statistical Power of 80%												
Maximum Number of Arrows Pointing at a Construct	Significance Level											
	1%				5%				10%			
	Minimum R ²				Minimum R ²				Minimum R ²			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Source: Cohen, J. A power primer. *Psychological Bulletin*, 112, 155–519.

Because this study uses a significance level of 5% and a minimum R2 of 0.25 percent, as well as 2 (two) arrows pointing at the construct (as stated in Table 3.2), the sample size for this study will be 52.

G Power analysis is a second extensively used approach for determining the sample size for social and behavioural research.(Erdfelder et al., 1996) G Power version 3.1.9.2 calculates the required sample size as 129 based on f^2 values of at least 0.15, a probability error of 5%, and statistical power of 0.95, with a number of a predictor of 4. (Figure 3.3).

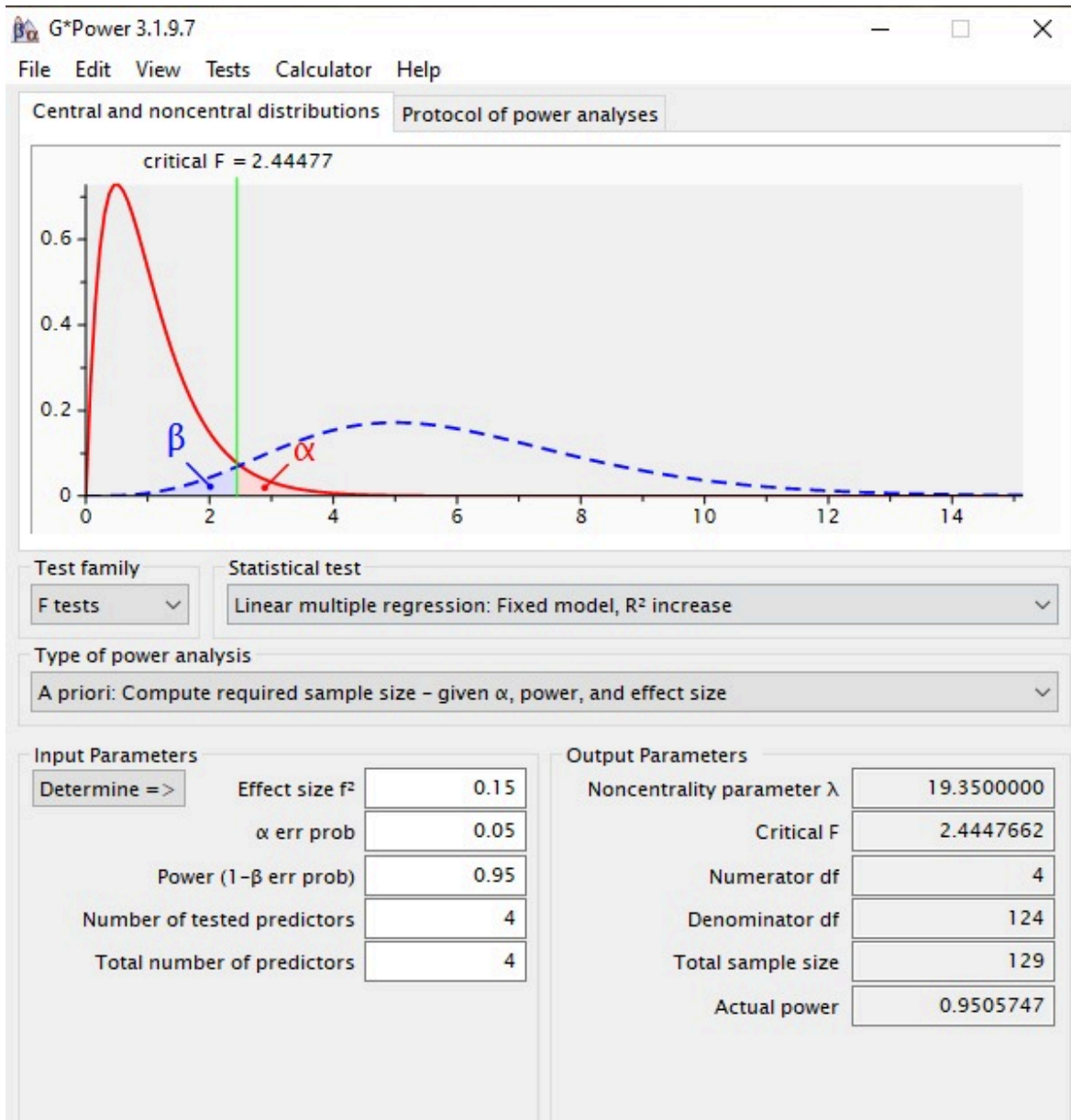


Figure 3.3 G Power Sample Size Calculation

Source: Data processes by author's G Power software version 3.1.9.2 (2022)

Based on the Cohen Table and G Power analysis, it was concluded that a minimum of 250 fashion online shoppers living in DKI Jakarta are necessary for this study.

3.6 Questionnaire Design

The questionnaires are divided into two sections: section A and section B. The demographic profile of the respondents is addressed in Section A. (gender, age, profession). Additional questions are introduced in order to comprehend the features that must be included to the website in order for business owners to increase sales and revenue. In Section B, you will be asked questions on descriptive analysis using a Likert scale of 1 to 5. It is created based on the study's operational variables.

3.7 Measurement and Scaling

For each statement, the research variables are measured on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The explanation and measurement item for the variables are listed in the table below in the form of a questionnaire design:

Table 3.3 Operationalization of Variables

Variable	Definition	Items	Measurement item	Source
Perceived Ease of Use (PEU)	the degree to which an individual believes	PEU1	I find the marketplace to be easy to shop online	Venkatesh & Davis, 2000

Variable	Definition	Items	Measurement item	Source
	that using marketplace would be free from an effort to search for goods or services (Davis, 1989), Van der Heijden 2004).	PEU2	I think it would be possible for me to shop online on marketplace without the help of an expert.	
		PEU3	I think that I would have no problems interacting with the marketplace when shopping	
Perceived Usefulness (PU)	the degree to which an individual believes that using a marketplace system will enhance his or her intention to search for goods or	PU1	Using marketplace for shopping enables me to accomplish shopping tasks more quickly	Venkatesh & Davis, 2000
		PU2	I find the system to be useful in shopping online.	

Variable	Definition	Items	Measurement item	Source
	services (Davis, 1989), Van der Heijden 2004).	PU3	Using marketplace for shopping improves the effectiveness of shopping online.	
Intention to Use Marketplace	The degree to which an individual believes they will adopt marketplace to make a purchase (Davis, 1989), Van der Heijden 2004).	IUM1	I intend to use marketplace to purchase product or service online	Venkatesh & Davis, 2000
		IUM2	I plan to use marketplace to purchase product or service online	
		IUM3	I will continue to use marketplace to purchase product or service online	
Actual Marketplace Usage	An external psychomotor response measured	AMU1	I frequently use marketplace for shopping online	Cheung (2013)

Variable	Definition	Items	Measurement item	Source
	by a person with actual marketplace usage (Wida et al., 2012).	AMU2	I frequently browse Marketplace pages to find goods to buy	
		AMU3	I frequently use Marketplace pages whenever I want to find information and, in turn, to buy a product	
Perceived Connectedness	“belonging and relatedness, based on quantitative and qualitative social appraisals and relationship salience” (Cho & Son, 2017)	PC1	I feel good because I can access services anytime via e-marketplace	(Hussein & Hassan, 2017)
		PC2	I feel I am connected to external reality because I can search for information I want	
		PC3	I feel I am connected to people	

Variable	Definition	Items	Measurement item	Source
			at my convenience via e-marketplace	

Source: Author, 2022

3.8 Reliability and Validity of the Instrument

The instrument's reliability and validity were tested on a small scale (30 sample). Its goal is to verify that the instruments are good, that respondents comprehend the questionnaire, and that discriminatory questions are avoided. Pilot testing was conducted on all questionnaire items to establish the instruments' reliability. To detect and minimize potential difficulties, the questionnaire should be pre-tested on a small sample size (30). The questionnaire's assessed variables should be verified for reliability and validity.

The repeatability and consistency of a survey are depicted by reliability. The degree to which a measurement is devoid of bias (error-free) ensures that the size of the instrument remains consistent throughout time and among the various things in the instrument. In other words, measurement reliability refers to the consistency and consistency with which questionnaires measure a concept and assists in determining a measure's "goodness." (Sekaran & Bougie, 2016) On the reliability test, the researcher utilizes Cronbach's Alpha to measure the consistency of the student's reactions by validating the ratio-level of information. To achieve a decent quality result, the Cronbach's Alpha (Cronbach, 1951) should be greater than 0.7, otherwise most researchers will consider it sufficient. Internal consistency can be used to determine reliability because it

represents calculation accuracy. Internal accuracy can be calculated using Cronbach's Alpha. By averaging all possible split-half reliabilities for a multiple-item size, Cronbach's Alpha would indicate internal consistency. The scale with a coefficient of $\alpha \geq 0.70$ is also said to show strong reliability.

Validity, on the other hand, refers to the precision of the measurement, or how precisely a score represents a definition.(Kern et al., 2014) When assessing validity, Pearson's correlation should be used. The direction, strength, and significance of the bivariate relationship between all variables tested can be determined using a Pearson correlation. Pearson's correlation will be used to arrange the degrees of a linear relationship between independent variables and a dependent variable and to distinguish the validity of that relationship. According to Pearson (1948), the validity of the relationship between the factors is 0.3; so, the Pearson Correlation must be greater than 0.3 in order to be considered legitimate.

3.9 Data Preparation, Analysis, and Model Evaluation

After the data processing is completed, the raw data will be evaluated as the following stage.

1) Data Preparation

Data was processed and reviewed for missing values, outliers, and out-of-range values. The online survey, which was created with Google Forms, was set up so that all questions were mandatory or required to be filled out before submission.

2) Respondent Profile and Descriptive Analysis

The Respondent Profile will be examined to determine the sample profile and its representativeness of the actual population in the Jakarta area. To support the findings and conclusion, the respondent profile will be discussed.

Raw data in a format that is easier to use and interpret is referred to as descriptive analysis. (Zikmund, Babin, Carr, & Griffin, 2013) The mean, frequency distribution, and proportionate proportion of the demographic information provided by respondents in Part A are calculated using descriptive evaluation. The analysis of the major trend and variation of all variables: mean, range, standard deviation, and variance is the next stage in descriptive statistics. Frequency distribution will be used to check for outliers and normal distribution. Skewness, kurtosis, and normality tests were performed Using SPSS version 25. Skewness and kurtosis are two components of normality. Skewness refers to the symmetry of a distribution; a skewed variable is one whose mean is not in the distribution's centre. The peakedness of a distribution is determined by kurtosis; a distribution is either too peaked (with short, thick tails) or too flat (with long, thin tails). The values of skewness and kurtosis are 0 when the distribution is normal. The value of skewness can be positive, negative, or zero. Positive skewness means that the scores are grouped to the left or have a low value. If the skewness is negative, the scores are grouped at the graph's high value or right side (Julie Pallant, 2011). A negative kurtosis value indicates that the distribution curve is flat or that there are too many cases on the extreme, whereas a positive value indicates that the data are grouped in the centre.

3) Model Evaluation

The software used in this study is SmartPLS 3, which is based on the Partial Least Square - Structural Equation Modeling (PLS-SEM). It's a technique for constructing a predictive model when there are a lot of variables colliding. This yields an R2 value, which denotes the importance of the connection between constructs. PLS-SEM is also appropriate for reporting research with a limited number of theories and unknown model forms.(Gefen et al., 2000) PLS-SEM is capable of handling a large number of structural or complicated models, as well as combining reflective and formative measurement models.

PLS-SEM offered the advantage of simultaneously estimating the structural and measurement models.(Chin et al., 2003) Second, PLS-SEM modelling should be used if the research is prediction-oriented or an extension of an existing theory. As a result, the current research was a correlational study in which prediction was considered more important than parameter estimate. (Joseph, Barry, & Rolph, 2010)

Finally, PLS-SEM has been shown to be capable of evaluating data with non-normality and testing moderating effects. Lastly, PLS-SEM specializes at analysing complex models.(Chin et al., 2003) (Joseph, Barry, & Rolph, 2010) Because the current study was regarded complicated, with more than three variables and ten dimensions, it was desirable to use PLSSEM. The model must be assessed for both its measurement model and its structural model. (Figure 3.4)

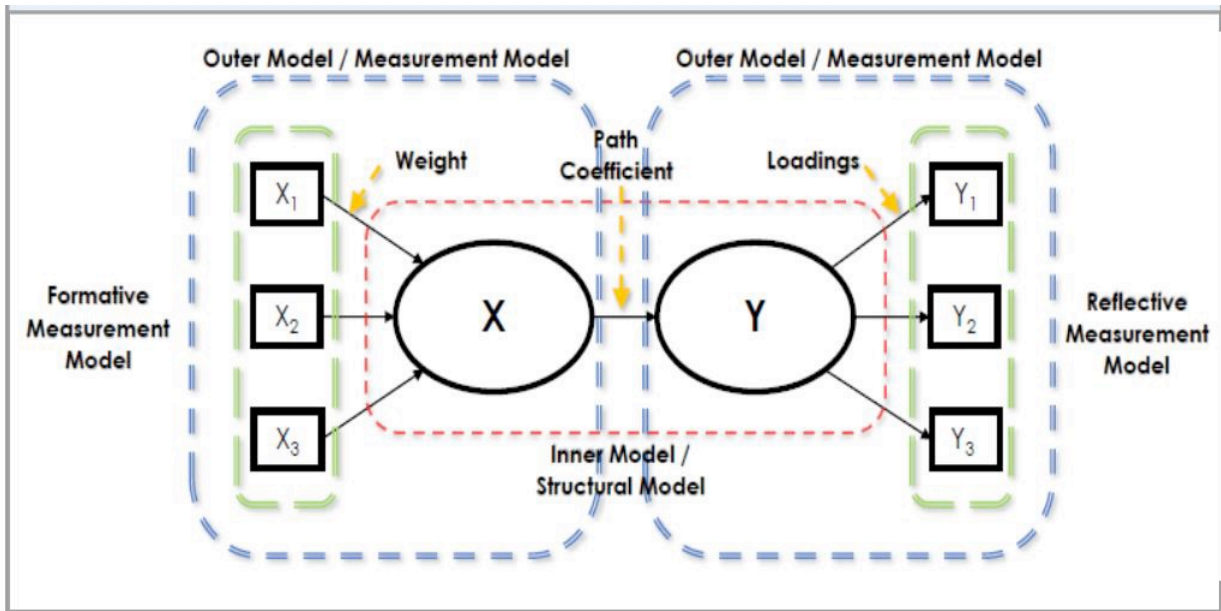


Figure 3.4 PLS-SEM Model Example

Source: Basbeth, F & Ibrahim, M. A., (2017)

1. Evaluation of Measurement Model

The relationship between the construct and the corresponding indicator variable is represented by the measurement model (called the outer model in PLS-SEM). Internal consistency, reliability, convergent validity, and discriminant validity are some of the criteria used to estimate the measurement model.

a) Internal consistency

Two metrics that is used for measuring internal consistency reliability criteria: Cronbach's alpha is indicating a lower limit or producing a low reliability value and Composite Reliability is representing an upper limit or higher reliability value. The two indicators range from 0 to 1, with

a higher number reflecting greater reliability. To be approved, Cronbach's Alpha and Composite Reliability must both be more than 0.7.

b) Convergent validity

The degree to which a measure is positively associated with other measures of the same construct is known as convergent validity. Outer Loading indicator and Average Variance Extracted are two metrics for evaluating the reflective construct's convergent validity (AVE). The construct must account for at least 50% of each indicator's variation, and the square of the outer loading indicates how much variance the construct explains, hence the standard outer loading must be more than 0.708. The major average value of the squared load of indicators connected to construction is defined as AVE. An AVE score of 0.5 or greater implies that the construct accounts for more than half of the variance in the indicator on average.

c) Discriminant validity

The degree to which a construct differs from other constructs is known as discriminant validity. The external load of an indicator in the related construction must be greater than the cross load (correlation) of other constructions. In terms of establishing discriminant validity, this criterion is generally thought to be a little liberal. The HTMT is a prediction of the true correlation between two constructs if they were perfectly reliable. HTMT is the mean of all correlations of indicators across constructs measuring different construct relative to the geometric mean of the average correlations of indicators measuring the same construct. In summary, HTMT ratio is the ratio of the between trait correlations to the within traits correlation, and can be used for discriminant

validity evaluation. A value of HTMT greater than 0.9 indicates a lack of discriminant validity.(Hair et al., 2014)

2. Evaluation of Structural Model

The relationship between the independent and dependent variables is represented by the structural model (called the inner model in PLS-SEM). In a structural model, it portrays the construction and path interactions between them. The order of development of the path model is left to right. The independent variable is located on the left side of the path model, while the dependent variable is located on the right side. PLS-SEM calculates the parameters with the goal of maximizing the endogenous latent variables' explained variance. Models are judged on their ability to predict endogenous variables. Collinearity, path coefficient, Coefficients of Determination (R² value), and effect Size f² are the key criteria for evaluating a structural model in PLS SEM.(Hair et al., 2014)

a) Collinearity

The Variance Inflation Factor is a linked measure of collinearity (VIF). The author issues the VIF values of all predictor components in the structural model must be investigated to assess collinearity. Collinearity among the predictor constructs should not be a key concern in the structural model if the VIF score is less than 5.

b) Path Coefficient

The standardized value of the path coefficient is between -1 and +1. When the path coefficient is near to +1, it indicates a strong positive connection that is statistically significant. T-statistic values are used to evaluate path coefficient estimations. The path coefficient estimation illustrates how

strong a variable's effect on another variable is, as determined by the bootstrap procedure. If the t-value is more than 1.96 with a 5% (0.05) error margin, the measurement items are considered significant.(Hair et al., 2014)

c) Coefficient of Determination R^2

Determination coefficient R^2 is the most often used metric for assessing structural models. The coefficient shows the amount of the variance in endogenous constructs explained by all exogenous constructs that are related to it. This coefficient is determined as the squared correlation between the actual and expected values of a particular endogenous component. The R^2 value is a number that goes from 0 to 1, with a higher score indicating greater prediction accuracy. R^2 values of 0.75, 0.5, or 0.25 for an endogenous latent variable might be defined as substantial, moderate, or weak in marketing issues study.(Hair et al., 2011)

d) Effect Size f^2

In addition to analyzing the R^2 values of all endogenous constructs, Hair claims that the change in the R^2 value when a defined exogenous construct is eliminated from the model may be used to determine whether the excluded construct has a substantive effect on the endogenous constructs. The f^2 effect size is a measure that is increasingly being supported by journal editors and reviewers. As a rule of thumb, f^2 values of 0.02, 0.15, and 0.35 imply small, medium, and large effects, respectively, whereas f^2 values less than 0.02 indicate no effect.

3.10 Hypothesis Testing

The goal of hypothesis testing is to see how independent variables affect the dependent variable. The value of the influence of variables on one another is represented by the path coefficient (). With PLS-SEM, a one-sided t-test will be utilized to see if a variable has a significant effect on the hypothesis. To evaluate if there is a significant relationship between the variables tested, the bootstrap report is utilized. The number of bootstrap samples utilized must be at least 500, which is more significant than the number of valid observations in the original data set.(Sarstedt et al., 2021) The hypothesis can be accepted if the t value is more than 1.65 with a 5% significance level and the p value (probability value) is less than 0.05.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

In the discussion of the data analysis and findings, data treatments of missing values and outliers, and data evaluation come first. To obtain descriptive and inferential statistical results, SPSS (Statistical Package for Social Sciences) version 25.0 and SmartPLS 3 software were used. Following that, the model's measurement and structural models will be evaluated. Finally, the results of the hypothesis testing were presented. The data analysis sequence is depicted in Figure 4.1.

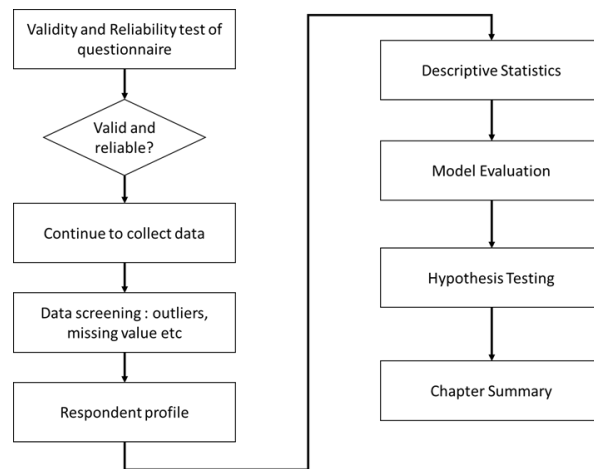


Figure 4.1 Flow diagram of Data Analysis

In order to evaluate the data, several steps will be taken in the data analysis. **First, the research uses SPSS (Statistical Package for Social Sciences) software to perform a validity and reliability test on 30 samples.** Second, the researcher continues to distribute the questionnaire in order to obtain more respondents, and after collecting data, the researcher qualifies those who meet

the requirements (Millennial women who have shopped fashion online). Following that, the model will be evaluated using Structural Equation modeling with SmartPLS software.

4.2 Instrument Validity and Reliability

Cronbach's alpha reliability coefficients were used to check the internal consistency (reliability) (Zikmund et al., 2013). As a result, the questionnaires were reliable, with Cronbach Alpha values greater than 0.6 considered high reliability and an acceptable index (Pallant, 2001). Construct reliability (CR) is acceptable if the value ≥ 0.7 (Hair et al., 2010). As a result, it was determined that the first reliability test, Cronbach's alpha value is greater than 0.60, which means meet the reliability test, and then the reliability test using the construct reliability method. Next, Pearson Correlation was used to determine the validity of the questionnaires. For each indicator, the minimum value to pass the validity test with DF (30-2) and significant level 5 percent is 0.306. The validity and reliability test was evaluated using data from 30 samples. The results of the SPSS output show that the questionnaire items have a Cronbach's Alpha value greater than 0.60, indicating that all questionnaire items pass the Reliability test, and thus the items in each of these variable concepts are suitable for use as a measuring tool.

Furthermore, for each variable, reliability testing is performed using the Construct Reliability (CR) method. Internal reliability values (Cronbach's alpha) for the variables PBC, SN, ATB, INT, BEH, Deval, Inval, Wlb, and Aval are acceptable in this study, with all values greater than 0.6. The Pearson correlation confirmed that the questionnaires were valid, as Nunnally (1978) recommended, with a coefficient of correlation of 0.30 as a minimum point of validity (Sekaran & Bougie, 2016). To summarize, all indicators from each variable meet the criteria and pass the

validity test. A validity and reliability test was performed, and it was discovered that the samples were suitable for factor analysis (see Table 4.1 below).

Table 4.1. Validity & Reliability Test of 30 Respondents

	Item	Pearson Correlation (> 0,7)	Cronbach Alpha (> 0,7)	Valid? Pearson > 0.3	Reliable? CA > 0.6
PEU	PEU1	,833**	0,78	Valid	Reliable
	PEU2	,864**		Valid	
	PEU3	,815**		Valid	
PU	PU1	,905**	0,86	Valid	Reliable
	PU2	,913**		Valid	
	PU3	,842**		Valid	
IUM	IUM1	,930**	0,92	Valid	Reliable
	IUM2	,925**		Valid	
	IUM3	,926**		Valid	
AMU	AMU1	,830**	0,77	Valid	Reliable
	AMU2	,826**		Valid	
	AMU3	,839**		Valid	
PC	PC1	,870**	0,86	Valid	Reliable
	PC2	,919**		Valid	
	PC3	,898**		Valid	

***. Correlation is significant at the 0.01 level (1-tailed).*

**. Correlation is significant at the 0.05 level (1-tailed).*

Source: Author, 2022

4.3 Data Preparation

Before examining the data's basic descriptive statistics and frequency distributions, data screening and editing were performed, as recommended by (Joseph F Hair et al., 2010). As a result, missing

values and outliers that were out of range could be detected. To deal with missing data, the researcher employs the SPSS missing data function to confirm any missed data. There were no missing data, and all respondents completed the google form exactly as it was designed in the google form for setting; the respondent could not proceed to the next question until the previous question was satisfactorily answered. SPSS was also used to check for outliers. Outliers are extreme values within the interval or ratio data (Joseph F Hair et al., 2010). There were no outliers detected in the respondent's answers in this study (see appendix), so data analysis will continue to the respondent profile. However, data cleansing was performed in Ms. Excel in order to remove respondents who did not meet the research criteria. As a result, 243 eligible respondent data were used in this research.

4.4 Respondent Profile

The Respondent Profile will be examined to determine the sample profile and its representativeness of the actual population in the Jakarta area. The total of 243 respondent's profile being summarized on Table 4.2.

Table 4.2. Respondents Demography

Respondents Demography		Frequency	% of Total
Age	21-25	85	35%
	26-30	112	46%
	31-35	46	19%
Place	South Jakarta	60	25%
	Central Jakarta	51	21%
	West Jakarta	58	24%
	North Jakarta	31	13%
	East Jakarta	43	18%
Education Background	Senior High School	8	3%
	Bachelor Degree	187	77%
	Master Degree	47	19%
	Doctor Degree	1	0%
Occupation	Entrepreneur	49	20%
	Workers	139	57%
	Colleage	6	2%
	Professional	49	20%
Monthly Salary	Rp. 0 - Rp. 5.000.000	46	19%
	Rp. 5.000.001 - Rp. 10.000.000	89	37%
	Rp. 10.000.001 - Rp. 15.000.000	44	18%
	Rp. 15.000.001 - Rp 20.000.000	28	12%
	> Rp. 20.000.000	36	15%
Online Shopping Frequency	Once a Week	80	33%
	Once a Month	96	40%
	Once in three months	43	18%
	Once in six months	24	10%

Source: Author 2022

The results show that the majority of the respondents are came from millennials age which 26 – 30 years old (46%), followed by 21 – 25 or Gen Z (35%) and 31 – 35 (19%). There was a pretty spread evenly in the place of residence of respondents which 25 percent from South Jakarta, 21 percent from Central Jakarta, 24 percent from West Jakarta, 13 percent from North Jakarta, and 18 percent from East Jakarta. Majority have taken Bachelor Degree education (77%) and became a Workers in private and government companies (57%). Most of them are having monthly salary

around Rp 5.000.001 – Rp 10.000.000 (37%), followed by under Rp 5.000.001 (19%), Rp 10.000.001 – Rp 15.000.000 (18%), above Rp 20.000.000 (15%). The frequency of online shopping may vary from once a week (33%), once a month (40%), once in three months (18%) and once in six months (10%).

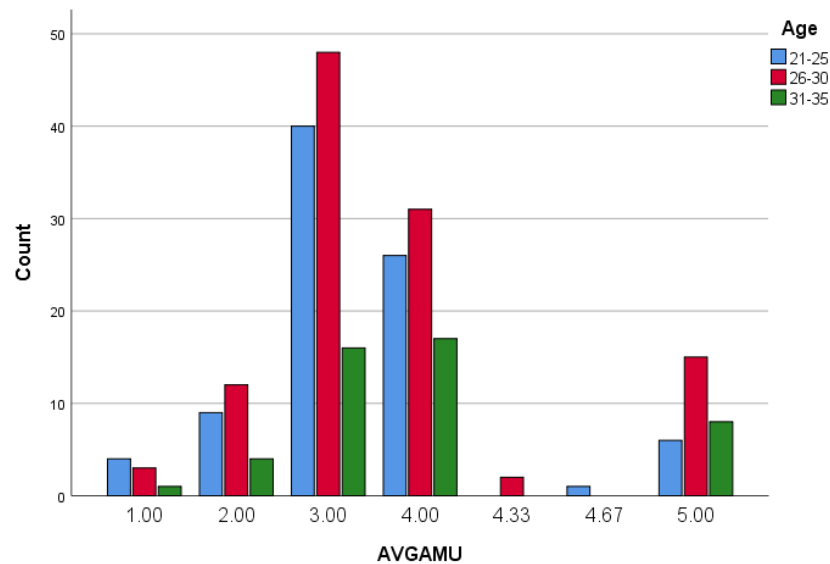


Figure 4.2 Average Actual Marketplace Usage Based on Age

Based on Figure 4.2., mostly female that actually use marketplace application are coming from age 26-30. Followed by age 21-25. From the bar diagram above (Figure 4.2), that the number of female at age 31-35 who actually use marketplace application is only around 15%. This proves the research statements as Millennials were Digital natives, as defined by Prensky (2001), are persons who were born into a technology environment, whereas the generation preceding them were digital immigrants and its members are described as self-assured and technically adept, as well as possessing a sense of entitlement (Reilly, 2012). Which is why Millennials are more familiar with Technology use like e-marketplace application that ease their shopping activities.

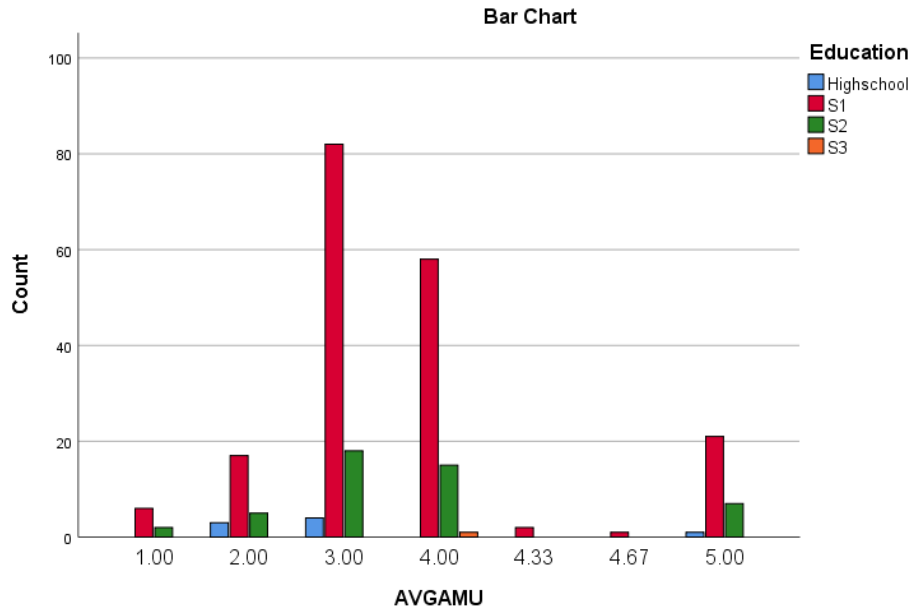


Figure 4.3 Average Actual Marketplace Usage based on Education

While from education background, most of them who actually use marketplace application are having Bachelor degree (S1) as their last education background. Followed by S2 Education. Based on descriptive statistics, the average Actual Marketplace Usage score based on education level obtained the lowest mean result is the level of S3 Education. This indicates that Actual Marketplace Usage tends to occur in individuals with S1 education levels rather than S3 and Highschool Education.

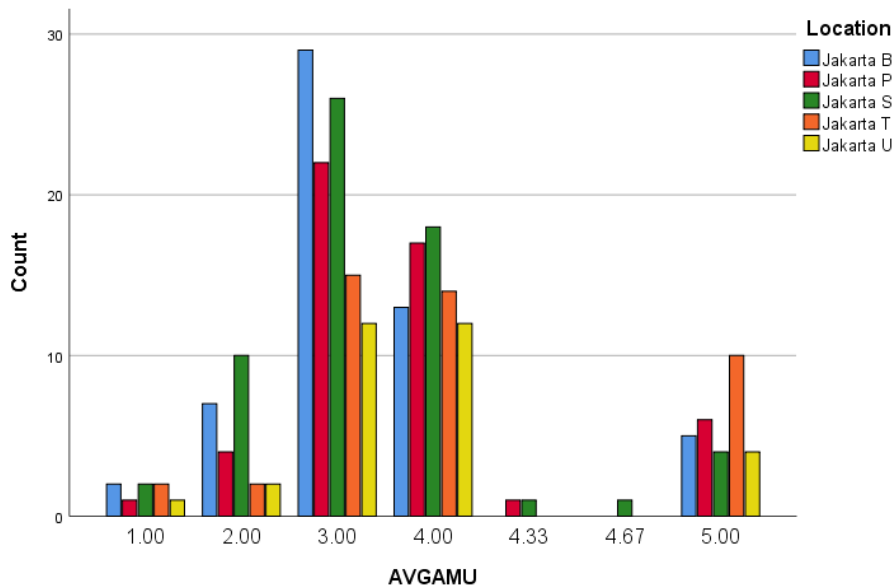


Figure 4.4 Average Actual Marketplace Usage based on Location

Most of Jakarta young female choose 4 as their answers. Based on Location wise, most of them who actually use marketplace application live in West and South Jakarta. Followed by the center of Jakarta location. Based on descriptive statistics, the average Actual Marketplace Usage score based on location obtained the lowest mean result is the North Jakarta location. This indicates that Actual Marketplace Usage tends to occur in individuals who live in West to South Jakarta rather than East to North Jakarta.

4.5 Descriptive Analysis

Descriptive analyses were performed using the mean scores of the items based on the construct understudy. In general, the values of the mean score denoted the level of agreement in the survey's indicators. In this case, the higher the level of the mean score, the more likely it is that respondents

agreed with what was asked of them. Because the survey used a 5-point Likert scale, the values should range from 1 (lowest) to 5 (highest) (highest).

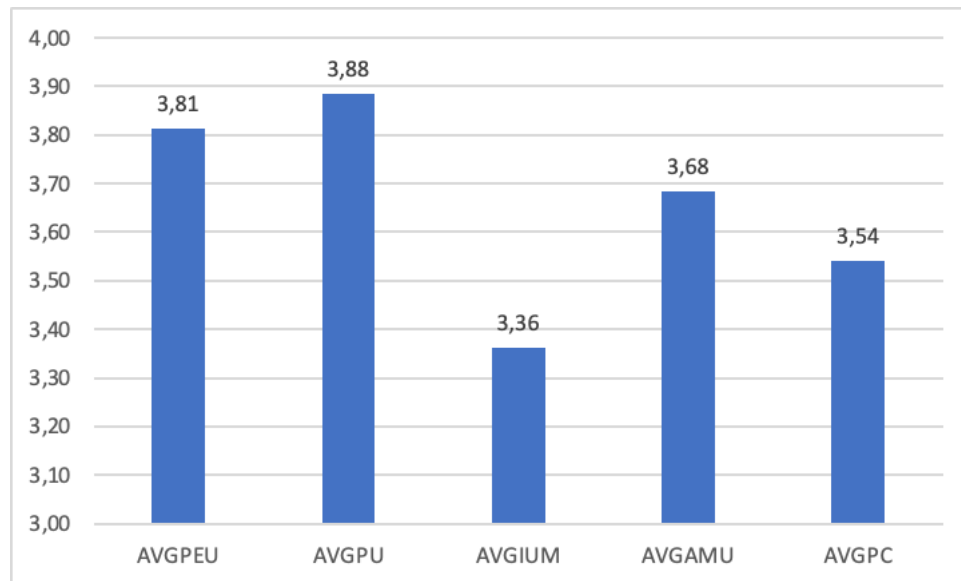


Figure 4.5 Mean Value and Data Distribution of the Variables

Source: Author 2022

As can be seen in figure 4.5, Perceived Usefulness has the highest mean value (3,88), followed by Perceived Ease of Use (3,81), Actual Marketplace Usage (3,68), Perceived Connectedness (3,54) and Intention to Use Marketplace (3,36).

Based on the skewness and kurtosis value, all of the variables aren't had normal distribution. It has been supported by (see appendix 2-13) that shown by the frequency distribution of variables aren't distribute normally.

The indicator with the highest mean score of perceived ease of use (PEU) (4,02) was *“It is possible for me to shop online in the marketplace without the help of an expert”*. The lowest mean score (3,63) indicator was *“I feel that there is no problem interacting with the marketplace application when shopping for fashion online”*. Overall, the mean score total average was 3,81 which means respondents are “agree” about Perceived Ease of Use variable statements.

The data was not normally distributed for Perceived Usefulness variable shown by the frequency distribution of variables in **Appendix 1**. The indicator with the highest mean score of perceived usefulness variable (PU) (3,97) was *“Using marketplace applications to shop increases the effectiveness of online fashion shopping.”*. The lowest mean score (3,80) indicator was *“I think this application is useful in fashion online shopping”*. Overall, the mean score total average was 3,88 which means respondents are “Agree” about Perceived Usefulness variable statements.

The data was not normally distributed for Intention to Use Marketplace variable shown by the frequency distribution of variables in **Appendix 2**. The indicator with the highest mean score of Intention to Use Marketplace variable (IUM) (3,41) was *“I plan to use a marketplace application to buy fashion products online”*. The lowest mean score (3,3) indicator was *“I will continue to use marketplace applications to buy fashion products online”*. Overall, the mean score total average was 3,36 which means respondents are “Agree” about Intention to Use Marketplace variable statements.

The data was not normally distributed for Actual Marketplace Usage variable shown by the frequency distribution of variables in **Appendix 3**. The indicator with the highest mean score of

Actual Marketplace Usage variable (AMU) (3,81) was “I often use marketplace applications for online fashion shopping”. The lowest mean score (3,52) indicator was “I often use the Marketplace application page whenever I want to find information to buy fashion products”. Overall, the mean score total average was 3,68 which means respondents are “Agree” about Actual Marketplace Usage variable statements.

The data was not normally distributed for Perceived Connectedness variable shown by the frequency distribution of variables in **Appendix 4**. The indicator with the highest mean score of Perceived Connectedness variable (PC) (3,6) was “I feel happy because I can access the service anytime through the e-marketplace”. The lowest mean score (3,47) indicator was “I feel comfortable connecting with other customers through the e-marketplace”. Overall, the mean score total average was 3,54 which means respondents are “Agree.” About Perceived Connectedness variable statements.

The data was not normally distributed for all variables shown by the frequency distribution of variables, for example variable Perceived Ease of Use.

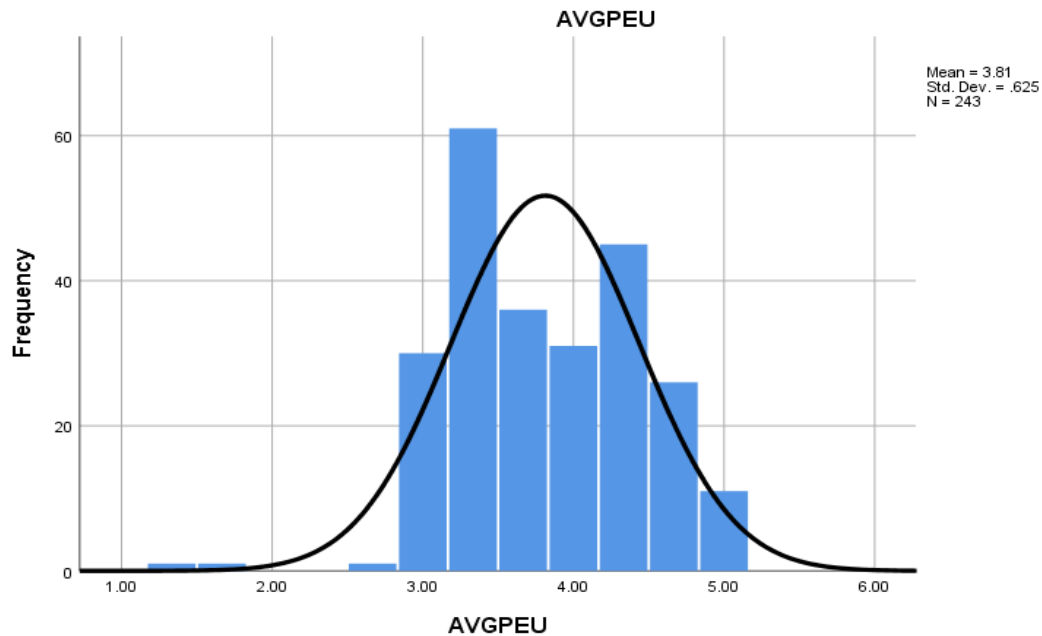


Figure 4.6 Frequency Distribution of PEU Variable

Source: Author, 2022

Two components of normality are skewness and kurtosis. Skewness has to do with the symmetry of the distribution; a skewed variable is a variable whose mean is not in the center of the distribution. Kurtosis has to do with the peaked-ness of a distribution; a distribution is either too peaked (with short, thick tails) or too flat (with long, thin tails). The skewness of PEU is negative (-0,141), it indicates that the scores are clustered at the high value or the right side of the graph (J. Pallant, 2010). The kurtosis value is positive (0,192) means the data are clustered at the center.

4.6 Measurement Model Evaluation

In this research, PLS-SEM being utilized followed by two stages. Reflective measurement models being used in this research and the evaluation of measurement model that suitable for this

measurement are internal consistency (Cronbach alpha & Composite Reliability), Convergent Validity, and Discriminant Validity. The Fornell-Larcker criterion and cross-loadings can be used to examine discriminant validity (Hair, et al., 2017).

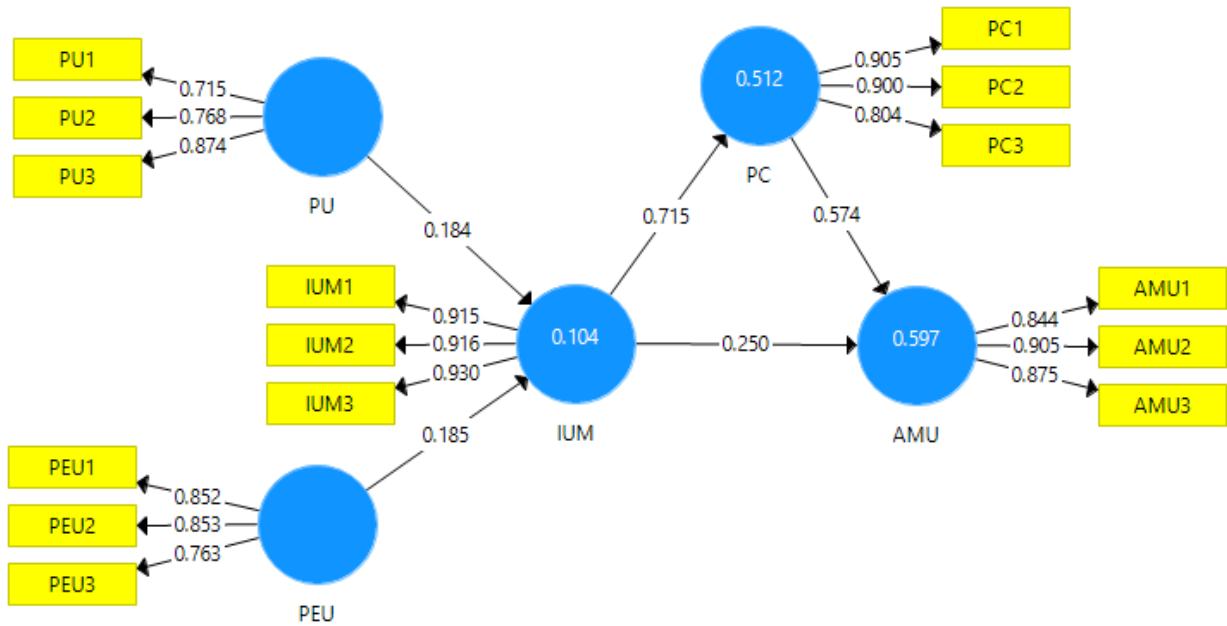


Figure 4.7 Research Model

Source: Author 2022

High outer loadings on a construct indicate the associated indicators have much in common, which is captured at the Figure 4.7. At a minimum, the outer loadings of all indicators should be statistically significant. Because a significant outer loading could still be fairly weak, a common rule of thumb is that the standardized outer loadings should be 0.708 or higher (Hair, et al., 2017). The detail of outer loading and summary of criterion for evaluation is provided in Table 4.4. Common measure to establish convergent validity on the construct level is the average variance

extracted (AVE). An AVE value of 0.50 or higher indicates that, on average, the construct explains more than half of the variance of its indicators.

Table 4.3. Construct Reliability & Validity

Variable	Items	Outer Loading	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
PU	PU1 → PU	0,715	0,702	0,830	0,622
	PU2 → PU	0,768			
	PU3 → PU	0,874			
PEU	PEU1 → PEU	0,852	0,769	0,863	0,678
	PEU2 → PEU	0,853			
	PEU3 → PEU	0,763			
IUM	IUM1 → IUM	0,915	0,910	0,943	0,847
	IUM2 → IUM	0,916			
	IUM3 → IUM	0,930			
AMU	AMU1 → AMU	0,844	0,847	0,907	0,765
	AMU2 → AMU	0,905			
	AMU3 → AMU	0,875			
PC	PC1 → PC	0,779	0,840	0,904	0,759
	PC2 → PC	0,845			
	PC3 → PC	0,822			

All outer loadings of the 5 reflective constructs: Perceived Usefulness, Perceived Ease of Use, Intention to Use Marketplace, Actual Marketplace Usage, and Perceived Connectedness are well above the threshold value of 0.60, which suggests sufficient levels of indicator reliability. The AVE of each reflectively measured construct should be evaluated in this research.

As shown above the AVE value of each construct are more than 0,6. This means that all constructs are appropriated and meet the convergent validity requirement. Construct reliability test measured by composite reliability criteria from the indicator block that measures the construct. The construct

is declared reliable if the value of composite reliability > 0.60 . From the table above, it can be seen that the five indicator variables, namely Perceived Usefulness (PU), Perceived Ease of Use (PEU), Intention to Use Marketplace (IUM), Actual Marketplace Usage (AMU), and Perceived Connectedness (PC) provide a value of Cronbach's alpha > 0.60 . From the results of the SmartPLS output, it can be seen that the questionnaire items have a value of Cronbach's Alpha if Item Deleted above 0.60 which means that all questionnaire items meet the Reliability test, then the items in each of these variable concepts are suitable for use as a measuring tool.

In table 4.3, the highest Cronbach alpha was Intention to Use Marketplace with a value of 0.910 and the lowest was Perceived Usefulness of 0.702. (This note as a test tool the greater the value is more than 0.5 the more valid). Furthermore, in table 4.3 above there is a composite reliability value. Composite Reliability is a group of indicators that measure a variable that has good composite reliability based on a composite reliability score of >0.7 . From table 4.6 it can be seen that the value of composite reliability is greater than (0.7). Perceived Usefulness (PU) 0.830, Perceived Ease of Use (PEU) 0.863, Intention to Use Marketplace (IUM) 0.943, Actual Marketplace Usage (AMU) 0.907, and Perceived Connectedness (PC) 0.904. Thus the value of composite reliability is met, then all items of the research instrument are declared reliable for testing. In table 4.6, the highest Composite Reliability is Intention to Use Marketplace with a value of 0.943 and the lowest is Perceived Usefulness of 0.830. The Discriminant Validity section of the results report include Fornell-Larcker criterion evaluation. Specifically, the square root of each construct's AVE should be greater than its highest correlation with any other construct (Hair, et al., 2017).

Table 4.4. Fornell-Larcker criterion evaluation

	AMU	IUM	PC	PEU	PU
AMU	0,875				
IUM	0,660	0,920			
PC	0,753	0,715	0,871		
PEU	0,179	0,282	0,168	0,824	
PU	0,254	0,281	0,251	0,527	0,788

As shown above, the square root for each AVE construct (diagonal value) are higher than any other constructs correlation, so discriminant validity was accepted. As shown above, the square root for each construct of the AVE (diagonal value) is higher than other constructural correlations, so the validity of the discriminant is accepted.

The Fornell-Larcker Criterion which shows the validity of variables that have a greater correlation compared to the correlation between different variables. Table 4.4 shows that the correlation value of its association construct gauge items is higher compared to other constructs so it can be said that the model has good discriminant validity. In this case, the FL Criterion value that has the highest value is 0.875 which is greater than the correlation between IUM and AMU of 0.660.

Table 4.5 HTMT Evaluation

	AMU	IUM	PC	PEU	PU
AMU					
IUM	0,752				
PC	0,884	0,814			
PEU	0,216	0,326	0,195		
PU	0,317	0,340	0,302	0,705	

HTMT approach is an estimate of what the true correlation between two constructs would be, if they were perfectly measured (i.e., if they were perfectly reliable) (Hair et al., 2017). An HTMT value below 0.90 suggests a lack of discriminant validity. When the constructs in the path model are conceptually more distinct, a lower and thus more conservative threshold value of 0.85 seems warranted (Henseler et al., 2015). The Table shows that all values of each variables are below 0,85 threshold means there no significant correlations between variables.

4.7 Structural Model Evaluation

Table 4.6 Structural Model Evaluation

Ha	Relationship	Path Coefficient	VIF	F Square
H1	PEU → IUM	0,185	1,384	0,028
H2	PU → IUM	0,184	1,384	0,027
H3	IUM → AMU	0,250	2,048	0,075
H4	IUM → PC	0,715	1,000	1,048
H5	PC → AMU	0,574	2,048	0,400

Evaluating the structural model consists of assessing for collinearity issues (VIF), path coefficient (β), coefficient of determination (R^2), the effect sizes (f^2) (Hair et al., 2014). The coefficient of determination - R Squared (R^2) measures the dependent variable's variance in relation to the independent variable's change. The R^2 value ranges from 0 to 1, with a higher score showing higher precision levels. R^2 values of 0.25, 0.5, or 0.75 for an endogenous variable can be portrayed as weak, moderate, or substantial. (Joe F Hair et al., 2011)

The second criteria on structural model evaluation is path coefficient, which shows the correlation between two variables, ranging from -1.00 to 1.00. A correlation of 0 shows no relationship at all, a correlation of 1.0 indicates a perfect positive correlation, and a value of -1 shows a perfect negative correlation. (Hair, 2017) As shown in Table 4.10, both the effect of Perceived Ease of Use on Intention to Use Marketplace shown by path coefficient (β) (0.185) and the effect of Perceived Usefulness on Intention to Use Marketplace shown by patch coefficient (β) (0.184), indicate weak effect. While the effect of Intention to Use Marketplace on Actual Marketplace Usage shown by path coefficient (β) (0.250) shows medium effect, what indicates strong effect was shown on the effect of Intention to Use Marketplace to Perceived Connectedness (0.715) and the effect of Perceived Connectedness to Actual Marketplace Usage (0.574).

The third criterion in structural model evaluation is the f^2 values, which assesses a predictor variable's comparative influence on an independent variable (Hair et al., 2014). which ranging from .02, .15, and .35, correspondingly, indicate small, medium, and large effect sizes (Cohen, 1988). The results in Table 4.9 shown for the current study that the model has a small (.028) and (.027), effect of PEU to IUM and PU to IUM, and large effect size has been shown in the relationship between IUM to PC (1.048) and PC to AMU (.40), while the medium effect was IUM to AMU (.075)

Researcher provide table consist of Variance Inflation Factor values (Table 4.6) are uniformly below the threshold value of 5. We conclude, therefore, that collinearity does not reach critical levels in any of the reflective constructs and is not an issue for the estimation of the PLS path model. Table 4.7 shows that from the results of the calculation the value of the Variance Inflation

Factor (VIF) is less than 5. The results showed that there was no correlation between independent variables. So that in the regression model there is no multicollinearity and the regression model is feasible to use and can be continued to the next stage of testing because it has met the assumption of non-multicollinearity.

Table 4.7 Coefficient of Determination (R-Square)

	R Square	R Square Adjusted
AMU	0,597	0,594
IUM	0,104	0,096
PC	0,512	0,510

The most commonly used measure to evaluate the structural model is the coefficient of determination (R^2 value). The coefficient represents the amount of variance in the endogenous constructs explained by all of the exogenous constructs linked to it (Hair, et al., 2017). The R-Square value of Actual Marketplace Usage construct is 0,597 means that Intention to Use Marketplace and Perceived Connectedness has a moderate predictive power on Actual Marketplace Usage.(Hair, 2017) However, the Intention to Use Marketplace construct has 0,104 which means Perceived Ease of Use and Perceived Usefulness Construct have a weak predictive power on Intention to Use Marketplace. The R-Square value of Perceived Connectedness construct is 0,512 means that Intention to Use Marketplace has a high predictive power on Perceived Connectedness. From the results of regression calculations, it can be seen that the coefficient of determination (adjusted R2) obtained is 0.594.

4.8 Hypothesis Testing

After running the PLS-SEM algorithm on SmartPLS, estimates are obtained for the structural model relationships (i.e., the path coefficients), which represent the hypothesized relationships among the constructs. As a result, the following direct hypothesized relationships were tested:

H1 Perceived Ease of Use has a positive effect on Intention to Use Marketplace in fashion online Shopping in Jakarta

H2 Perceived Usefulness has positive effects on Intention to Use Marketplace in fashion online Shopping in Jakarta

H3 Intention to Use Marketplace has a positive effect on Actual Marketplace Usage in online Shopping in Jakarta

H4 Intention to Use Marketplace has a positive effect on Perceived Connectedness in fashion online shopping in Jakarta

H5 Perceived Connectedness has a positive effect on Intention to Use Marketplace in fashion online shopping in Jakarta

The hypothesis were tested using the bootstrapping test that obtains the significance of path coefficients by calculating empirical t values, which are larger than the critical value (t distribution values). Hypotheses testing was carried out using the bootstrapping technique in SmartPLS3 to assess path coefficients' significance and t values. Using two tailed tests are 1.96, with significant level 0.05 (at $\alpha = 5\%$) (Hair et al., 2017). The result is reported in Table 4.8.

Table 4.8 Hypothesis Testing Result

Ha	Relationship	Original Sample (O)	T Statistics (O/STDEV)	P Values
H1	PEU -> IUM	0,185	2,999	0,003
H2	PU -> IUM	0,184	2,836	0,005
H3	IUM -> AMU	0,250	3,295	0,001
H4	IUM -> PC	0,715	18,881	0,000
H5	PC -> AMU	0,574	8,422	0,000

The results indicated that all hypotheses are being supported. The first hypothesis showed that perceived ease of use was positively and significantly associated with intention to use marketplace ($\beta=0.185$, $t=2.999$, $p<0.05$) means the first hypothesis being supported. Similarly, second hypothesis was supported, as the results indicated that perceived usefulness was related to intention to use marketplace significantly ($\beta=0.184$, $t=2.836$, $p<0.05$). The third hypothesis also being supported with the results show Intention to use marketplace affect actual marketplace usage positive significantly ($\beta=0.250$, $t=3.295$, $p<0.05$). Hence, the fourth hypothesis is proposed a positive and significant connection between intention to use marketplace and Perceived Connectedness ($\beta=0.715$, $t=18.881$, $p<0.05$). The fifth hypothesis is also proposed positive and significant connection between Perceived Connectedness to Actual Marketplace Usage ($\beta=0.574$, $t=8.422$, $p<0.05$).

4.9 Discussion

In this research, the model was created by investigating the relationship among perceived usefulness and perceived ease of use with intention to use marketplace and actual usage with perceived connectedness as a mediating variable. The model provided a favourable result that showed 5 hypotheses are significantly supported.

H1 Perceived Ease of Use has a positive effect on Intention to Use Marketplace in Fashion online Shopping in Jakarta

The study findings show that hypothesis one being supported and having the most positive effect on intention to use marketplace ($\beta=0.185$, $t=2.999$, $p<0.05$). The empirical results supported by previous research Chinomona (2013) found that the relationships between students' perception of mobile social software ease of use and their intention to use mobile social software are positively significant. The easier a marketplace application being accessed, the more often the application is being used by customers. This situation might lead them to purchase something, even though they did not plan to purchase it before. Another supporting statement are coming from indicator PEU2 which have a highest outer loading value (0,853) and the statements is "It is possible for me to shop online in the marketplace without the help of an expert.". This is inseparable from the application user interfaces, ease of payment, template and design, loading speed and many other things in order to support ease of use of the marketplace application.

H2 Perceived Usefulness has positive effects on Intention to Use Marketplace in Fashion online Shopping in Jakarta

Perceived Usefulness have a positive coefficient on intention to use marketplace in online shopping in Jakarta. Marketplace could be categorized being useful for customer when it could solve the problem or fulfil the customer needs. In term of shopping, it could give a reference for related products when consumer is searching for their need. Even better if at the same time, the application could offer promos or bundling with lower price than usual. Another evidence to support previous statement, as shown from outer loading of PU. The highest outer loading is PU3 which have statement "Using the Marketplace application to shop increase the effectiveness of

online fashion shopping”. Moreover, previous studies have provided empirical evidence for significant positive effect of Perceived Usefulness on intention (Tan & Lau, 2016; Kishore & Sequeira, 2016; Chiou and Shen, 2012; Chau and Ngai, 2010).

H3 Intention to Use Marketplace has a positive effect on Actual Marketplace Usage in Fashion online Shopping in Jakarta

The statistical result explains that the higher the behavioral intention, the more often the consumers use the marketplace. Based on Anggraeny & Baihaqi (2021) study shows that when someone starts wanting to use a technology, then he will intensively apply it in his daily life and it will lead them to actual usage of the Shopee E-marketplace. When consumers already have the intention to shop, they will tend to search or see the items they are looking for through the official website/social media/marketplace. The more intensive this cycle happen; it will drive them to do actual purchase from moving them to shopping bag at first and will purchase it when they feel the items are needed. Other studies that supported this result are Febrianto, et al. (2018) and Haris (2019).

H4 Intention to Use Marketplace has a positive effect on Perceived Connectedness in fashion online shopping in Jakarta

The next discussion is between Intention to Use Marketplace and Perceived Connectedness which is seen from the result has a positive effect. These result is similar and supported by previous research conducted by (Shapiro & Margolin, 2014) , When people have high and similar intentions and beliefs on social platform, they are more likely to feel connected. Therefore, The intention to use Marketplace will be more converted to actual usage.

H5 Perceived Connectedness has a positive effect on Intention to Use Marketplace in fashion online shopping in Jakarta

For the relationship between Perceived Connectedness and Actual Marketplace Usage, it has higher and positive significant effect compare to the direct relationship between Intention to Use Marketplace and Actual Marketplace Usage. This reinforces previous research conducted by (Cho & Son, 2019) which People who feel connected on social media are more likely to believe that purchasing on social media is easy, useful, and enjoyable. As a result of the contact with human and a sense of belonging that are inherent to the social commerce platform, customers are more likely to consider social commerce as easy and useful (utilitarian value) as well as enjoyable (hedonic value).

Based on the results of data processing that has been done using PLS SEM, it is found that Perceived Connectedness has a positive effect of 38% in mediating the relationship between Intention to Use Marketplace and Actual Marketplace Usage. This finding indicates that the marketplace application must be developed with social media features to support the Actual Marketplace Usage.

CHAPTER 5

CONCLUSION & RECOMMENDATION

5.1 Conclusion

This study aims to determine the influence on Perceived Ease of Use on Intention to Use Marketplace. Based on the results of the first hypothesis testing (H1) shows that there is a positive and significant influence of variable Perceived Ease of Use that Jakarta Millennial women feel on the intention to use Marketplace. This shows that the perceived Ease of Use variable has a positive and significant effect on Jakarta women reason for their Intention to Use Marketplace.

This study aims to determine the influence on Perceived Usefulness on Intention to Use Marketplace. Based on the results of the second hypothesis test (H2) shows that there is a positive and significant influence of the variable Perceived usefulness towards the intention to use marketplace. This shows that the variable perceived usefulness of marketplace has a positive effect on the intention to use it.

This study aims to determine the influence on Intention to use marketplace on Actual Marketplace usage. Based on the results of testing the third hypothesis (H3) shows that there is a positive and significant influence of Intention of Jakarta millennial women on the actual marketplace usage.

This study aims to determine the influence on Intention to use marketplace on Perceived Connectedness.

This study aims to determine the influence on Intention to use marketplace on Perceived Connectedness. Based on the test results of the fourth hypothesis (H4) shows that there is a positive

and significant influence of the Variable Intention to use Marketplace (IUM) on Perceived Connectedness (PC) for Jakarta Millennial women.

This study aims to determine the influence on Perceived Connectedness on Actual Marketplace Usage. Based on the test results of the fifth hypothesis (H5) shows that there is a positive and significant influence of the Variable Perceived Connectedness (PC) on Actual Marketplace Usage (AMU) for Jakarta Millennial women.

This study aims to determine the influence on Perceived Connectedness as a mediating variable effect in the relationship between Intention to Use Marketplace and Actual Marketplace Usage. Based on the test result, there is a stronger influence of Perceived Connectedness mediating variables on the relationship between intention and actual marketplace usage for Jakarta millennial women.

5.2 The Implication of the study

Theoretical Contribution

The purpose of this researcher mainly was to Improve the body of knowledge of the modified TAM by extending the model using mediating variable perceived connectedness as supporting variable also to encourage quantitative methods using PLS-SEM; in the Technology of Acceptance which is still limited. Many studies used a moderator variable for this extended TAM framework. This study is a complete study of the entire Extended TAM framework and mediating variable on the true implications for actual marketplace usage for fashion online shopping among millennial women. This research also made a significant contribution by studying the Perceived

Connectedness variable which is perceived as a mediating variable between the intention to use Marketplace and actual Marketplace usage. With the introduction of Perceived Connectedness has a stronger mediating effect on actual marketplace usage, the current findings enrich the literature that includes the marketplace usage of millennial women in Jakarta by providing further support.

Practical Implication

Practical Contribution in this researcher was purposed to give insight to Marketplace company on planning on business development strategy through app features also to give insight into how to engage consumers so that they will prefer to use e-marketplace platform to shop fashion online.

Based on the test result, Perceived Connectedness is an important value to be added in the marketplace platform. PC1 which has the highest value (0.905) “I feel good because I can access services anytime via e-marketplace” must be improved with high quality of application without any lagging or error, where users do not have problem interact with other users at any time.

Another suggestions of PC2 which has the second highest value (0.900) “I feel I am connected to external reality because I can search for information I want” must be improved with developing in-app features like social media have, such as Live selling, posting page for feed and story.

Therefore, users can share and get most updated information from each other in real time.

E-marketplace companies are likely to recognize the importance of perceived connectedness as a result of this study. The study's findings would be beneficial to all stakeholders in the e-marketplace industry by developing the right strategy based on user needs and wants. Formulating and re-designing shopping methods would assure proper and fun transactions between sellers and buyers. It will also secure online transactions in Indonesia and minimize fraud.

5.3 Limitation of the study

The study has two limitations. The first limitation is about the data set. The sample was collected from the respondent who lives in Jakarta area only. The respondent is also female and must be in the Millennials age. In terms of the research method, this study limits the number of samples to 243. Even though this study obtained samples slightly above the minimum requirement, the relatively small sample size and the use of purposive non-probability sampling technique cause the results may not be able to represent the whole population. As the study limited the survey to people who live in Greater Jakarta, the findings may not be able to explain consumer's behaviour toward marketplace fashion online shopping and what drives them in different provinces. Another limitation of this research is on the industry, which is specifically in fashion. So the findings may not be able to explain consumer's behaviour toward marketplace shopping in another industry because this study takes place on simulation of large-scale Jakarta women who shopped fashion online before. Therefore, the study results can only be generalized for the area of Jakarta.

The second limitation is the data collected in a concise period of April 2022. In terms of general demographics, researcher also limited the study of marketplace fashion shopping only focused on the education, job, monthly salary, and online shopping frequency. While there are other data statistics provided in the appendix, it is only for additional data statements due to preserving the quality of research.

5.4 Recommendation for future study

As stated in the study's limitation, there are some suggestions for future research based on findings and methods used from the current study. Firstly, the sample could be more significant involving

big cities in various island in Indonesia who has a great potential users / consumers. To give a better result and generalizability. It is hoped that researchers can also conduct research using a larger number of participants in order to increase the depth of knowledge related to marketplace fashion shopping. In addition, it can also explore other industry that focus on intention to use marketplace in order to provide a more comprehensive picture of the marketplace shopping of millennials.

Secondly, Hair et al. (2007) suggested that longitudinal studies are a better way to seek cause-and-effect relationships among variables at different periods, instead of cross-sectional time period.

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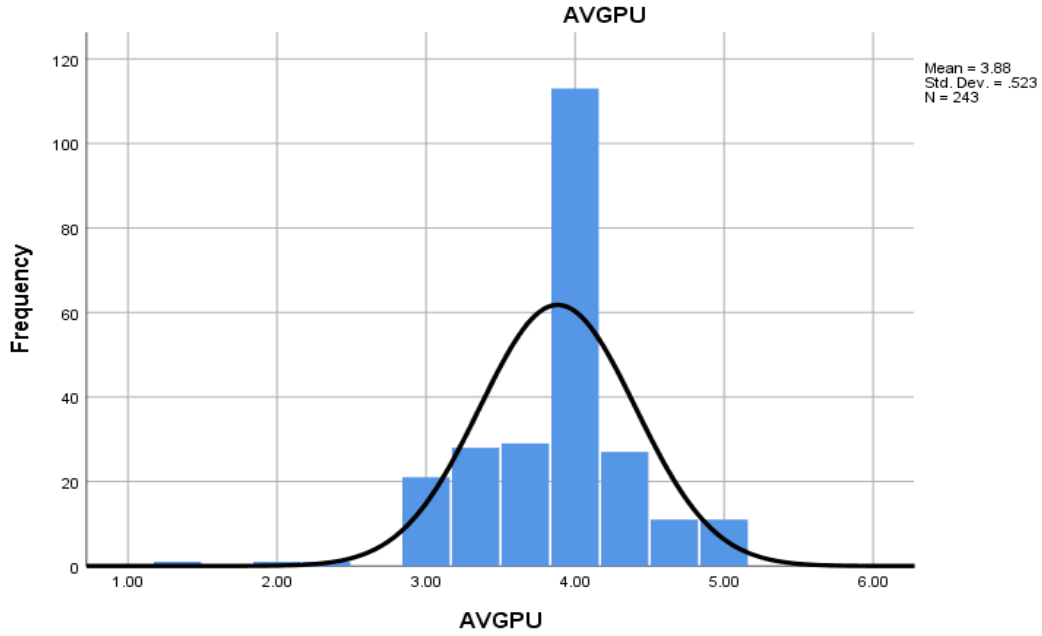
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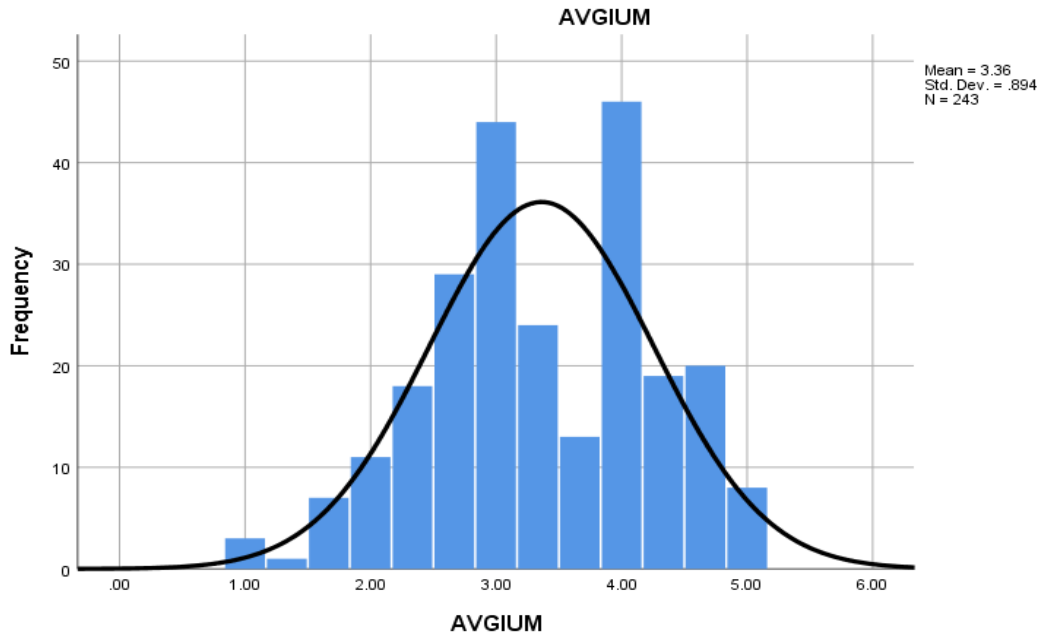
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APPENDIX

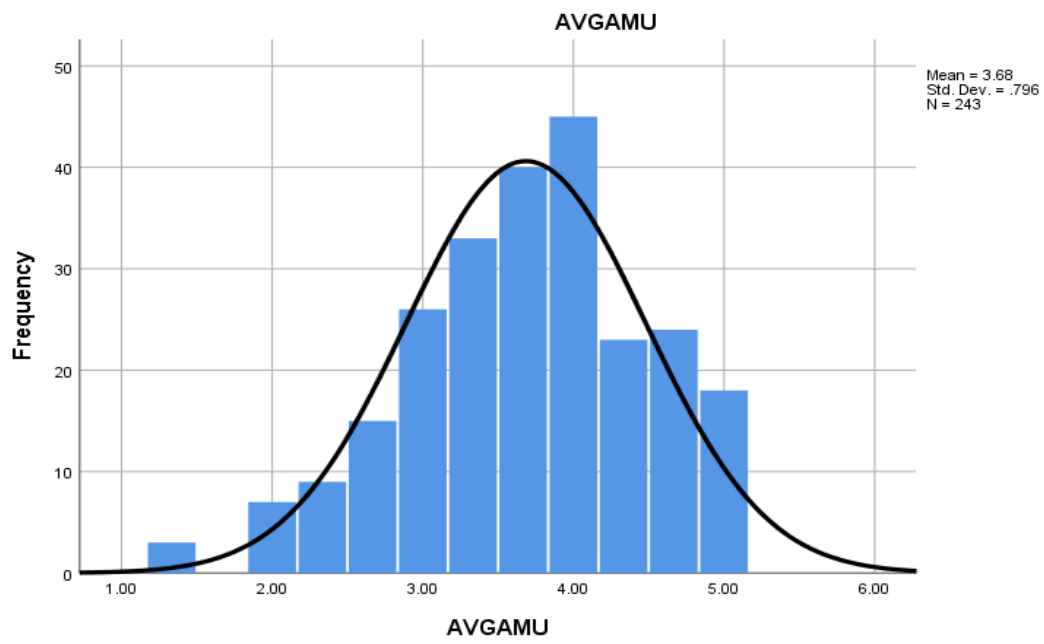
Appendix 1



Appendix 2



Appendix 3



Appendix 4

