Antecedent Continuance Intention Users Shopee Application In Samarinda City

Prapdopo, Armini Ningsih, Bela Barus, Suramli, and Rizki Ade Putri

Abstract: This study aims to analyze the antecedents of continuance intention in Online Shopping Shopee Application users in Samarinda city. This study uses a quantitative approach using path analysis processed with IBM SPSS Statistics 23 software and Structural Equation Modeling (SEM) with IBM AMOS 5 software. This study uses a sample of 133 people taken from a number of Shopee application users in Samarinda city. Data were collected using a questionnaire given to respondents using the accidental method. The measurement scale uses a Likert scale with a score of 1 - 5. In this study also tested the validity and reliability test, classical assumption test and then carried out the estimation test with the fit model test. The results showed that perceived enjoyment, personal innovativeness and e-trust had a significant effect on attitude; perceived enjoyment, personal innovativeness and attitude have a significant effect on continuance intention; while the variable perceived ease of use had no significant effect on attitude, perceived ease of use and e-trust were also found to have no significant effect on continuance intention.

Index Terms: Perceived Ease of Use, Perceived Enjoyment, Personal Innovativeness, E-Trust, Attitude, Continuance Intention, Shopee Application.

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1. INTRODUCTION

The presence of the internet has brought a change in the shopping culture of society from conventional to modern through social media. Social media is currently used as an online buying and selling business or it can also be called E-commerce. E-commerce emerged after seeing the habits of people who are relatively busy and cannot spare the time to shop. E-commerce provides benefits for both sellers and buyers. The advantage for sellers is that it saves operational costs because there is no need to physically build a shop. While the advantage for buyers is that buyers can save time because when they want to shop, they don't need to leave the house, just via a smartphone. E-commerce develops by creating an online shop on websites and software. E-commerce on websites and software can reduce fears of fraud in online shopping by completing the complete identity of the seller to build consumer trust. In the fierce competition of e-commerce, companies are competing to get customer loyalty. Customer loyalty is very important for a company. With customer loyalty, the company will survive in the world of competition. Therefore, companies must know what factors can encourage consumers to be interested in revisiting (continuance intention) of e-commerce applications. Continuance intention is the intention to continue using the service at the post-acceptance stage, similar to a repurchase decision, because both decisions are influenced by initial use. According to research by [27], [2], [22], and [21] the factors forming continuance intention are perceived usefulness and perceived enjoyment, perceived value, personal

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- *Prapdopo is currently lecture in Polytechnic State of Samarinda. Business Administration Department. PH. 085250340046. E-mail: prapdopo@polnes.ac.id*
- *Armini Ningsih is currently lecture in Polytechnic State of Samarinda. Business Administration Department.*
- *Bela Barus is currently lecture in Polytechnic State of Samarinda. Business Administration Department.*
- *Suramli is currently lecture in Polytechnic State of Samarinda. Business Administration Department.*
- *Riski Ade Putri, is currently alumni in Polytechnic State of Samarinda. Business Administration Department. Management of Marketing Program.*

innovativeness, switching cost habit, personal innovation, social influence, personal innovativeness. One of the online applications that implements E-commerce or online marketing in Indonesia is Shopee. Shopee provides various information on products sold from virtual markets to transact online. Even though Shopee is a new e-commerce application, it has already got a lot of customers. Shopee was introduced in 2015. Shopee tries to get users who have used Shopee to intend to use Shopee again.

The Shopee application makes it easy for users to use as the features in Shopee are clear, easy to understand and simple. In the form of a search feature for the desired item, a basket feature for storing groceries before checkout, a chat feature to make it easier for consumers to interact with sellers, a notification feature that is useful for notifying all information about promos or buying and selling transactions, features of transaction processes (payment, packaging, delivery and receipt of goods) and goods tracking features. The importance of perceived ease of use as a continuance intention factor has been proven by [27]. Furthermore, Shopee application users like, feel comfortable and happy when using Shopee, because Shopee often holds interesting events and provides friendly customer complaint services so that users don't panic when they have problems. The importance of perceived enjoyment as a continuance intention has been proven [2]. Shopee often holds events and various promos that have a direct impact on its users. Like 11:11 HARBOLNAS (national online shopping day), 12:12 (Shopee's birthday), Shake Shopee (shake your smartphone to get as many coins as possible. Then the coins you get can be used to reduce the total purchase price), free shipping, cash back, discount. This is a form of innovation from Shopee to attract user interest personally. The importance of personal innovativeness as a factor of continuance intention has been proven by [22]. Furthermore, the company must build consumer confidence in Shopee, namely by providing known and trusted delivery or expedition (JNE, J&T, POS KILAT), always providing tracking information on the status of delivery of goods, providing detailed information on goods sold so that users are satisfied when the goods are received according to what is in the item description, provides the ShopeePay feature which is useful for when the order has been paid for then the seller cancels the purchase due to several things automatically the funds that have been paid go to ShopeePay, Shopee maintains the security of the user's identity because each mobile number is

only for one account , Shopee also provides a return service for goods that are paid by the seller. The importance of e-trust as a continuance intention factor has been proven by [42].

2. LITERATURE REVIEW

2.1. Technology Acceptance Model (TAM)
TAM was first introduced by Fred Davis in 1986. TAM is a model built to analyze and understand the factors that influence the acceptance of the use of computer technology. TAM is able to explain why the system can be accepted or not by the user. In addition, TAM can also be used as a basis for determining the influence of external factors on the attitudes and beliefs shown by its users. In TAM theory, there are two factors that influence a person when using a technology [9] perceived ease of use can be interpreted as a level or state where someone believes that using a certain system does not require any effort and the technology can be easily understood by users; and 2) users believe that using information systems will improve their performance. This perceived usefulness can form a confidence in making decisions whether to use information systems or not. According to [23] E-commerce is the use of the internet and computers with web browsers to buy and sell products. So, it can be concluded that E-commerce or electronic commerce is the use of the internet with the web in the form of customer-to-customer (C2C) buying and selling transactions that are not directly or face to face. The study of using the internet to buy and sell products is relevant to the TAM concept.

2.2. Continuance Intention
According to [6], continuance intention is defined as one's intention to continue using a service in the post acceptance stage; it is similar to ones repurchase decision as both decisions are influenced by initial usage. According to [43] continuance intention can be measured using 3 indicators: customer satisfaction, trust and commitment.

2.3. Attitude
According to [16], attitude is an evaluation, emotional feelings, and a tendency for favorable or unfavorable and long-lasting actions from a person to an object or idea. [11] attitude can be measured using 3 indicators: good idea, beneficial and positive perception. Based on the research results of [29], attitude has a significant effect on continuance intention.

2.4. E-Trust
According to [24], consumer confidence is a knowledge possessed by consumers and all the conclusions made by consumers about the objects, attributes and benefits. According to Mayer, [10], there are three factors that shape one's belief in others: ability, benevolence, and integrity. Research conducted [42], [25], and [31] that trust has a significant effect on continuance intention.

2.5. Personal Innovativeness
[18] explain that innovators are explorers; they try new things with several risks. For technology enthusiast innovators, they dare to try new products and learn the ins and outs. Meanwhile, according to [17], "person's innovativeness, as the degree to which an individual is relatively earlier in adopting new ideas than the other members of his social system". According to [39] personal innovativeness is measured by

three indicators: novelty seeking, stimulus variation, and variety seeking.

2.6. Perceived Enjoyment
According to [36] perceived enjoyment is a type of need based on the direction of subjective and experiential motivation, which means that consumers will rely on a product or carry out certain activities to find their needs as a provider of joy, confidence, delusion or emotional response and others. According to [19] perceived enjoyment is measured by three indicators: happiness, joy and fun. Research conducted [20] that perceived enjoyment has a significant effect on continued usage intention.

2.7. Perceived Ease of Use
According to [8], Perceived Ease of Use (PEOU) includes the ease of first connecting to the Internet using the ISP and the ease of using the web once connected, which means ease of use is like ease of first connecting to the internet using ISP and the web. [37] divides the dimensions of perceived ease of use into the following: clear and understandable, does not require a lot of mental effort, easy to use and easy to get the system to do what want to do. Research conducted [15] shows that perceived ease of use of social media is not significant effect on attitude toward social media involvement. The research conducted [41] results from the analysis of the hypothesis that it can be concluded that perceived ease of use has a significant effect on attitude. Research conducted by [27], the results of the analysis of the hypothesis can be concluded that perceived ease of use has a significant effect on continuance intention.

3. RESEARCH METHODE

3.1. Population, Samples and Sampling Technique
In this study, the population is the Shopee application users in Samarinda City. The samples of this research are the respondents using Shopee application users in Samarinda City. The sampling technique is accidental sampling technique which can be formulated:
Samples = Indicators x (5 to 10) = 19 x 7 = 133 samples
       The selected sample is 133 respondents, where this is in accordance with the minimum requirements suggested by [13].

3.2. Collecting Data Methods
Fields work research method used for collecting data. It is designed the questioners based on the indicators each variables such as continuance intention, attitude, e-trust, personal innovativeness, perceived enjoyment, and perceived ease of use. The questioners distributed follow the sampling technique.
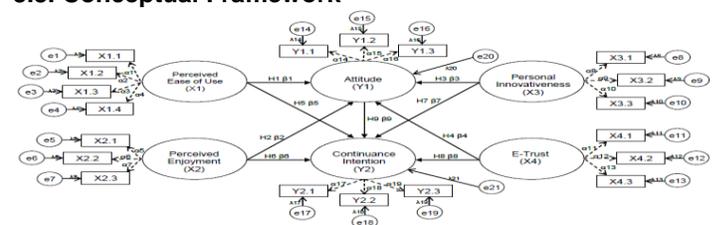
3.3. Conceptual Framework

Figure 1. Conceptual Framework

For proving there is no correlation between exogenous variables each other's, so collonierity diagnostic needs to be done. The result is all of value of variance inflation factor (VIP) are less than 10, so it can be decided that no correlation between exogenous variables each other's.

The equation can be generated as follows:

$$Y1 = \beta1\ X1 + \beta2\ X2 + \beta3\ X3 + \beta4\ X4 + e1$$
$$Y2 = \alpha1\ X1 + \alpha2\ X2 + \alpha3\ X3 + \alpha4\ X4 + \alpha5\ Y1 + e2$$

3.4. Road Map of Research
The problems of the research need to be identified for figuring out is the research needs to be done or no need to be done. Then the theoretical and the empirical comparisons should do because for generating the hypothesis must supported by these comparisons. Collecting the data is done for supporting the data analysis, examining the hypothesis and discussion.
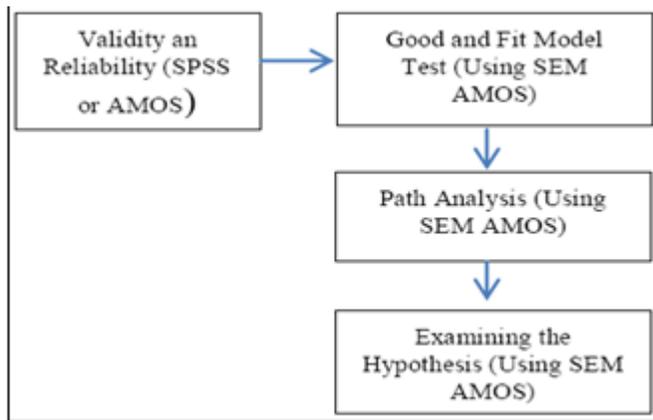

Figure 2. Road Map of Research

4. INSTRUMENT ANALYSIS
For analyzing the data, there are several instruments can be used as follow:
  a. Validity and reliability analysis
  b. SEM AMOS for examining fit model and path analysis.

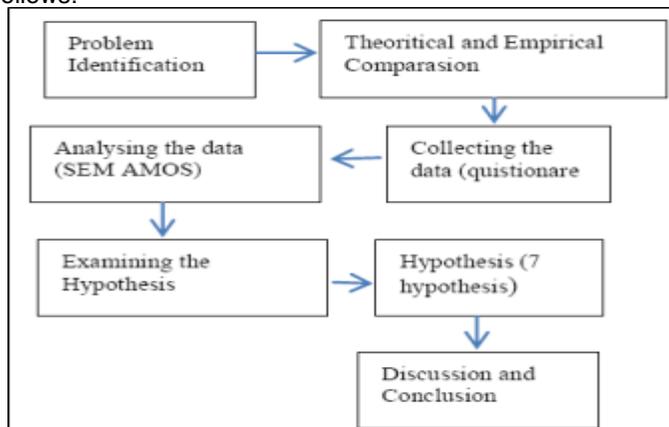The step of using the instrument analysis can be figured as follows:

Figure 3. Instrument Analysis

Before analyzing the data, validity and reliability instrument need to be done using SPSS, all the instruments valid and reliable, then good and fit model test needs to be done by using SEM AMOS and it is already proved by the results as below:

TABLE 1:
RESULT OF VALIDITY AND RELIABILITY ANALYSIS

Variables	Coefficient	C.R (Critical Ratio)	Probability	Description
PEOU ==> ATT	0,042	0,392	0,695	No Significant
PE ==> ATT	0,375	3,420	0,000	Significant
PI ==> ATT	0,254	2,459	0,014	Significant
ET ==> ATT	0,429	3,223	0,001	Significant
PEOU ==> CI	0,001	0,013	0,989	No Significant
PE ==> CI	0,326	3,200	0,001	Significant
PI ==> CI	0,180	2,069	0,039	Significant
ET ==> CI	0,109	0,953	0,341	No Significant
ATT ==> CI	0,545	3,454	0,000	Significant

Source: Questionnaire Processed, 2019All of product moment Pearson are greater than 0.3, so it is can be concluded all the items are valid and all of the cronbach alpha are greater than 0.6 and it can be concluded that all of instruments are reliable.

5. RESULT AND DISCUSSION
Based on the results of analysis using SPSS and SEM AMOS, it could be mentioned that all of the item of questioner are valid and reliable, while the model is fit. The next step of analysis is to examine the hypothesis using SEM AMOS.

TABLE 2.
RESULT OF DATA ANALYSIS

Variable	Item	Code	Pearson Product Moment Coefficient	Exp.	Reliability Cronbach Alpha	Exp
Perceived Ease of Use (X1)	Clear and understandable	X1.1	0,813	Valid		
	Does not require a lot of mental effort	X1.2	0,785	Valid	0,739	Reliabel
	Easy to use	X1.3	0,643	Valid		
	Easy to get the system to do what he/she wants to do	X1.4	0,754	Valid		
Perceived Enjoyment (X2)	Happiness	X2.1	0,873	Valid		
	Joy	X2.2	0,878	Valid	0,720	Reliabel
	Fun	X2.3	0,636	Valid		
Personal Innovativeness (X3)	Novelty seeking	X3.1	0,851	Valid		
	Stimulus variation	X3.2	0,892	Valid	0,779	Reliabel
	Variety seeking	X3.3	0,760	Valid		
E-Trust (X4)	Ability	X4.1	0,785	Valid		
	Benevolence	X4.2	0,741	Valid	0,600	Reliabel
	Integrity	X4.3	0,725	Valid		
Attitude (Y1)	Good idea	Y1.1	0,765	Valid		
	Beneficial	Y1.2	0,783	Valid	0,675	Reliabel
	Positive perception	Y1.3	0,792	Valid		
Continuance Intention (Y2)	Customer Satisfaction	Y2.1	0,886	Valid		
	Trust	Y2.2	0,834	Valid	0,834	Reliabel
	Commitment	Y2.3	0,886	Valid		

Source: Questionnaire Processed, 2019

Caption:
PEOU = Perceived Ease of Use   ET = E-Trust
PE = Perceived Enjoyment   ATT = Attitude
PI = Personal Innovativeness   CI = Continuance Intention

5.1. Impact of Perceived Ease of Use (X_1) on Attitude (Y_1)
The results showed that perceived ease of use had no significant effect on the attitude of Shopee application users in Samarinda. The amount of one's attitude in using the Shopee application is influenced by one's perception of ease of use. If this perception is positive, then someone will be positive about the use of the Shopee application. If the perception is

negative, someone will be negative towards using the Shopee application. When it is difficult to use the Shopee application, they feel that using the Shopee App is a bad idea. Judging from the highest respondents are women aged 20-25 years who do not have a steady income because they are still students, where they still like to try something new and sometimes feel bored. User perceptions about the ease of using the Shopee application have no significant effect. The results of this study support previous research conducted by [15], [35], [32], and [38]. However, the results of this study do not support the research of [34] and [40], the result that the perceived ease of use has a significant effect on attitude.

5.2. Impact of Perceived Enjoyment (X_2) on Attitude (Y_1)

The results of the analysis show that perceived enjoyment has a significant effect on the attitude of Shopee application users in Samarinda. Happiness indicator as a measure of perceived enjoyment variable is 91% and the good idea indicator has an attitude variable measuring 69%. This shows that respondents who like using the Shopee application get an idea because of the many types of goods that are in the Shopee application. Respondents consider that they can buy goods, make resellers or come up with ideas to do business from items in the Shopee application. This result is in accordance with the opinion of [28] which shows that attitude changes depending on the degree to which customers feel comfortable when using the service. The results of this study support previous research conducted by [27] in Central Kerala and research by [41].

5.3. Impact of Personal Innovativeness (X_3) on Attitude (Y_1)

The results of the analysis show that personal innovativeness has a significant effect on the attitude of users of the Shopee Application in Samarinda. The stimulus variation indicator has a personal innovativeness variable measuring 94% and the good idea indicator has a 69% attitude variable gauge. someone who likes innovation tends to seek information about their interests and tends to give great consideration in purchasing products and services. The more often the Shopee application makes innovations such as promotions and events, it can make customers think that using the Shopee application is a good idea. These results are in accordance with the opinion of [30] and support the results of research conducted by [4] and [3].

5.4. Impact of E-Trust (X_4) on Attitude (Y_1)

The results of the analysis show that e-trust has a significant effect on the attitude of Shopee application users in Samarinda. Benevolence indicator has a level of truth as a measure of the e-trust variable by 75% and the good idea indicator has an attitude variable gauge of 69%. Respondents based on trust think that it is a good idea when using a service. The more often the Shopee application provides services that make customers trust, customers will think that using the Shopee application is a good idea. These results are in accordance with the opinion of [12] and support research conducted by [33] as well as research conducted by [26]. However, the results of this study do not support previous research by [7] and also research conducted by [14] stated that e-trust has no significant effect on attitude.

5.5. Impact of Perceived Ease of Use (X_1) on Continuance Intention (Y_2)

The results of the analysis show that perceived ease of use has no significant effect on the continuance intention of users of the Shopee application in Samarinda. The clear and understandable indicator has a variable gauge of perceived ease of use of 78% and the commitment indicator has a variable measure of continuance intention of 82%. The ease of using the features in the Shopee application is considered contrary to the interest in reusing the Shopee application. It can be said that consumers still find it difficult and feel unclear, as well as lack of understanding of the features in the Shopee application. The results of this study are inconsistent with previous studies by [27] and also research conducted by [5] which states that the variable perceived ease of use has a significant effect on the variable continuance intention.

5.6. Impact of Perceived Enjoyment (X_2) on Continuance Intention (Y_2)

The results of the analysis show that perceived enjoyment has a significant effect on the continuance intention of users of the Shopee application in Samarinda. Happiness indicator as a measure of the dominant perceived enjoyment variable and an indicator of commitment as a measure of the dominant continuance intention variable. Respondents will actively look for interesting things from the online shop application. The higher the perception of convenience when using the Shopee application, the more customers intend to reuse the Shopee application. This study supports the results of research conducted by [2] and also research conducted by [20].

5.7. Impact of Personal Innovativeness (X_3) on Continuance Intention (Y_2)

The result of the analysis shows that personal innovativeness has a significant effect on the continuance intention of users of the Shopee application in Samarinda. The stimulus variation indicator as a measure of the dominant personal innovativeness variable and the commitment indicator as a measure of the dominant continuance intention variable. This shows that the Shopee application strategy that provides a stimulus to provide prizes makes respondents continue to use the Shopee application. These results are in accordance with the opinion of [30] and research conducted by [22] and also research conducted by [21].

5.8. Impact of E-Trust (X_4) on Continuance Intention (Y_2)

The results of the analysis show that e-trust has no significant effect on the continuance intention of the Shopee application users in Samarinda. Benevolence indicator as a measure of the dominant e-trust variable and the indicator of commitment as a measure of the dominant continuance intention variable. This is due to sellers misusing the item description features and the location information for the items being sent and the status of the goods delivery. For example, the description of goods that do not match the goods being sold, the slow delivery of the goods to the expeditioner and the slow delivery of the goods. The nature of respondents who are very careful, critical and they like to compare one another, this has the potential to make Shopee application users use other online applications. The results of the study do not support the results of previous studies conducted by [42], [25], and [31] that e-trust has a significant effect on continuance intention.

5.9. Impact of Attitude (Y_1) on Continuance Intention (Y_2)

The results showed that attitude has a significant effect on the continuance intention of Shopee application users in Samarinda. Good idea indicator as a measure of the dominant attitude variable and commitment indicator as a measure of the dominant continuance intention variable. This shows that when consumers first use the Shopee application and the results are profitable or pleasant, consumers deciding to continue this application in full or continuously for an indefinite period of time. This study supports the results of research conducted by [29] and [1] which states that attitude has a significant effect on continuance intention.

6. CONCLUSION

Based on the results of the analysis, it can be concluded that:

a. Perceived ease of use cannot increase or decrease the attitude of Shopee application users in Samarinda. Meanwhile, perceived enjoyment, personal innovativeness and e-trust are able to increase the attitude, which in this case is represented by the good idea indicator of Shopee application users in Samarinda.

b. Perceived ease of use and e-trust cannot increase or decrease the continuance intention of Shopee application users in Samarinda. Meanwhile, perceived enjoyment, personal innovativeness and attitude can increase continuity intention which in this case is represented by the commitment indicator of Shopee application users in Samarinda.

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