

Consumer Behavior through Online Shop : Continuance Intention Theory Approach

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ABSTRACT

This study aims to determine the continuance intention of users' e-commerce of the JD.ID. The object of this research is JD.ID application users who live in Indonesia with the condition that they have shopped online at least twice. The independent variables used in this study are satisfaction, perceived usefulness, and social influence. This study used a survey questionnaire developed from related literature conducted on 130 respondents and a quantitative descriptive method. Researchers used the method of Structural Equation Modeling (SEM) through Partial Least Square (PLS) as a technique used to analyze measurements and structural models. The results of this study confirm that all hypotheses are accepted. It means that satisfaction, perceived usefulness, and social influence have a positive and significant effect on the dependent variable of continuance intention. The higher the satisfaction, perceived usefulness, and social influence value users, the higher the user's continuance intention to do online shopping through JD.ID in the future.

Keywords : Continuance Intention, Social Influence, Perceived Usefulness, E-Commerce, Online Shop.

I. INTRODUCTION

Continuance intention is the intention of the user to continue using the system that has been adopted [1]. This sustainability model originates in the development of expectancy disconfirmation (EDT) which is designed to explain the determinants and outcomes of consumer satisfaction and dissatisfaction in product repurchase and service retention contexts. EDT proposes that consumers go through a multi-stage process when making product repurchase

decisions [2]. One of the main determinants of continuance intention in using the system is satisfaction[3]. Improving user satisfaction by meeting their needs and requirements has long been an important concern in marketing and consumer behaviour. In the field of IS, user satisfaction in the use of technology is an important factor influencing the adoption and continued use (continuance intention) of a technology [1].

According to [4], a customer's satisfaction is also supported by confirmation and perceived benefits after using the system. In TCT, there is an antecedent of perceived usefulness with continuance intention as the final dependent variable[5]. According to research conducted by [6], another thing that affects satisfaction is trust in a brand (brand trust), which is also one factor that affects loyalty to a product. [7] Also stated the factors that influence satisfaction in purchasing decisions, brand image, and company image. Perceived usefulness is a perception or assumption of the usefulness felt by the user[8]. Perceived usefulness is the extent to which individuals or users believe using a particular system can improve user performance[9], [10]. Social influence is also known as one factor that influences continuance intention[11], [12]. *Social influence* is the extent to which an individual perceives that his or her closest people think they should also use the new system[13]. According to [14], facilitating conditions make customers intend to continue using the service or system. *Confirmation* is defined as the user's perception of the expected benefits during the use of the system. Confirmation is also a cognitive belief (the extent to which the user's expectations of using the system and realized with the situation during actual use) assessed based on comparisons of previous system use[1]. Confirmation tends to increase the perceived benefits of users; in [1] study, it is said that confirmation significantly affects satisfaction and perceived usefulness.

In this era of globalization, global changes are sweeping the whole world. The impact that occurs is very large on various aspects of human life at all levels of society, both in the economic, social, political, technological, environmental, cultural, and so on. According to the Organization for Economic Cooperation and Development (OECD), digital innovation can bring many countries closer to sustainable prosperity. McKinsey lists the top innovations with the most significant economic impact, including the mobile internet, knowledge

work automation, the internet of things, cloud technology, advanced robotics, and 3-D printing. This technology helps develop several sectors of the economy, such as retail (e-commerce), transportation (automated vehicles), education (massive open online courses), health (electronic records and personal medicine), and social interaction (social networks) [15]. In the last two years, the world has been hit by the COVID-19 outbreak. Corona Virus Disease 2019 (COVID-19) is a disease caused by a new type of Corona Virus named SARS-CoV-2. WHO (World Health Organization or World Health Organization) officially declared the coronavirus (COVID-19) as a pandemic on March 9, 2020 [16]. During the pandemic, Indonesian people generally work from home and carry out internet activities, starting from meeting household needs, health, work, study, and others. Based on the International Telecommunication report, the number of world internet users in 2018 was 3.9 billion, exceeding half the world's population. The increase in the number was also experienced by Indonesia and has occurred continuously until now. The survey results of the Indonesian Internet Service Providers Association (APJII) show that there was an increase of 8.9% from 2018. If we look at the population increase of 1.03%, it can be seen that internet users in Indonesia have increased significantly [17].

Based on an online survey conducted by[18] with 5,623 respondents and the survey ranged during 7-30 May 2020 shows, online shopping behavior during the COVID-19 Pandemic in Indonesia 2020 stated that 55 percent of respondents stated that they made more purchases online during the COVID-19 pandemic in Indonesia until May 2020. On the other hand, only 9 percent stated that they did not make purchases online.

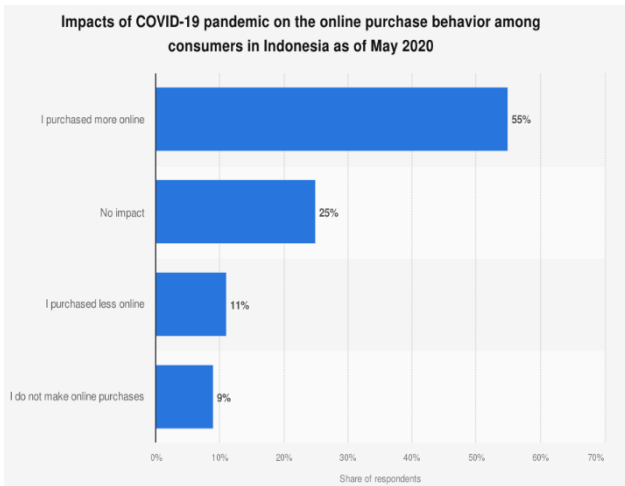


Figure 1. Online shopping behavior during the COVID-19 pandemic in Indonesia during May 2020[18].

Jingdong or commonly known as JD.ID is an e-commerce service company based in Jakarta, Indonesia. JD.ID is part of JD.com, founded by Liu Qiangdong, known as Richard Liu, who is from China [19]. JD.com is the sixth leading company based on data from Statista, with a value of 123.5 billion US dollars[20].

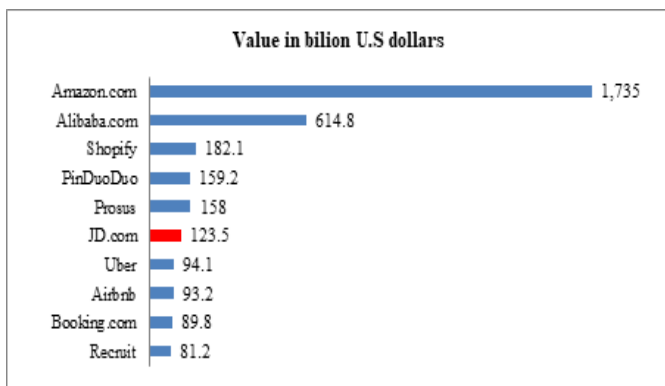


Figure 2. Market capitalization of leading online service companies and internet consumers worldwide as of June 2021 (in billions of US dollars) [20]

In the first quarter of 2021, JD.ID is an e-commerce site that ranks ninth among Indonesia's most clicked e-commerce sites, with around 4.06 million clicks. Currently, e-commerce in Indonesia has increased and is not expected to stop shortly. With more than 17,000 islands stretching from Sumatra to Papua,

where ordinary businesses will find it difficult to reach customers from remote areas, online shopping is a great solution to reach all regions in Indonesia [21].

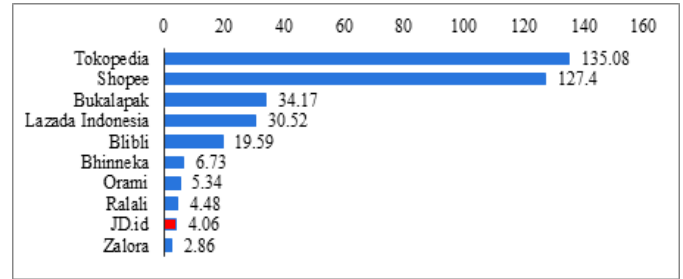


Figure 3. Top 10 e-commerce in Indonesia based on clicks (Q1) 2021

JD.ID, which is known as e-commerce as a retail technology with products offered that cover various categories, such as "Furniture & Appliances," "Electronics & Media," and "Food & Personal Care" [22]. According to data from [20], in 2020, e-commerce revenue for Indonesia's electronic and media market reached nearly seven billion US dollars. Indonesia's e-commerce market for electronics and media shows a strong growth trend. Statista Digital Market Outlook estimates that revenue will continue to grow, reaching around USD 12 billion in 2025[20].

Based on the existing market and the increasing movement of e-commerce, there are still many opportunities for JDID to develop and improve its business and compete with competitors by maintaining and increasing customer sustainability intentions using JD.ID. The pre-survey aimed to dig deeper and determine the variables influencing the Continuance intention of the JD.ID e-commerce platform. The survey involved 20 JD.ID users answer questions related to Continuance intention, including facilitating conditions, social influence, effort expectancy, performance expectancy, confirmation, perceived usefulness, perceived ease of use, attitude, and satisfaction.

Table 1. Pre Survey Results

Question	Variable	Agree	Disagree
Facilitating	Facilitating	70.00%	3.00%

conditions on JD.ID such as proof of transactions and clear shipping tracking helped me, and I wanted to keep using the application.	condition		
I use JD.ID because the people closest to me use it a lot and recommend it to me	Social influence	90.00%	10.00%
After using JD.ID, I feel the features are better than I imagined	Confirmation	65.00%	35.00%
The features on JD.ID makes it easier for me to shop	Perceived usefulness	90.00%	10.00%
My experience after using JD.ID for shopping is satisfying.	Satisfaction	95.00%	10.00%

Based on the pre-survey results, the variable that will be used is a variable with a value of 90% for those who answered "Agree". Five pre-survey questions represent continuance intention variables: Social influence, perceived usefulness, and satisfaction.

Hypothesis Development:

H1: Satisfaction has a positive and significant effect on Continuance intention

H2: Perceived Usefulness has a positive and significant effect on Continuance intention

H3: Social Influence has a positive and significant effect on Continuance intention

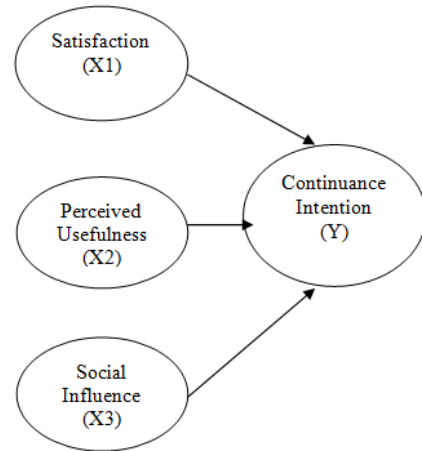


Figure 4. Research Framework

II. METHODS AND MATERIAL

An empirical study was conducted in Indonesia by looking at the characteristics of the existing population, and the purpose of this study, the sampling technique in this study was purposive sampling, namely determining respondents from the population with certain criteria. The target population of this study is users of the JD.ID application in Indonesia. The method of analysis that will be carried out is a descriptive analysis by providing from two sides, namely, a description of the respondent and the variables that will be studied in this research. In this study, hypothesis testing will be carried out through a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The sample selection is the result of a purposive method in which the determination of the minimum number of representative samples depends on the number of indicators multiplied by five to ten, so the number of samples used in this study is at least 130 respondents [23]. After using Google Forms as an electronic channel, the final result in the sample is 130 valid respondents. Data were collected during January and February 2022.

The questionnaire was developed based on previous research to investigate things that affect the continuance intention of online shopping application users. Variable satisfaction is measured from three indicators in the form of feelings of satisfaction, pleasure, and joy while using the application [5]. Social influence is measured based on the extent to which an individual feels that other important people to them believe that he or she should use the new system[13]; then the affected people think they should use the application, and the organization/environment also supports the use of the application in transactions, people in their minded community should also use JD.ID in their transactions.

III.RESULTS

A. Characteristics of Respondents

This research was conducted on JD.ID application users who have made transactions at least two times. Respondents in the study were 130 JD.ID users.

Table 2. Characteristics of Respondents

Characteristic		Total	Percentage
Gender	Male	44	33.85%
	Female	86	66.15%
	Total	130	100.00%
Age	<20 years	9	6.92%
	20-35 years	98	75.38%
	36-50 years	19	14.62%
	> 50 years	4	3.08%
	Total	130	100.00%
Work	Public/private employees	98	75.38%
	Student	10	7.69%
	Businessman	14	10.77%
	Other	8	6.15%
	Total	130	100.00%
Intensity of Use of JD.ID	<2 times a month	0	0.00%
	2-4 times	113	86.92%
	>= 5 times	17	13.08%
	Total	130	100.00%

B. Measurement Model

1. Outer Model

The outer model's evaluation tests the measurement model's feasibility in terms of validity and reliability. The outer model analysis defines how each indicator relates to its latent variables.

i) Convergent Validity

Testing the convergent validity of each construct indicator with individual reflexive measure requirements is said to be correlated if the value is more than 0.7 with the construct that wants to measure. However, for research in the early stages of development, a measurement scale with a loading factor value of 0.5 to 0.6 is considered sufficient[24].



Figure 5. Research Model

Table 2 and Figure 1 show that the indicator has met convergent validity with a value of > 0.7 [24]. Thus the analysis is continued on the discriminant validity test.

ii) Discriminant Validity

Discriminant validity is used to test the validity of a model by looking at the cross-loading, which is useful for knowing whether the construct has an adequate discriminant, namely by comparing the loading value on the intended construct that must be greater than the loading value with other constructs, composite reliability and Cronbach alpha with condition 0.70. the value shows that the construct has good reliability, or the questionnaire used as a tool in this study has been reliable and consistent [25].

The discriminant validity test can also be done by looking at the AVE with the conditions 0.525 to 0.564, which exceeds the recommended value of 0.5[23], then by looking at the Fornell-Lacker criteria by checking the squared correlation between constructs where the correlation for each construct must be greater of correlation with other constructs. Heterotrait-Monotrait Ratio (HTMT) can also be done for discriminant validity testing with the condition that it is recommended that the measurement value must be smaller than 0.90 For conceptually similar constructs and smaller than 0.85 For conceptually different constructs [26].

Table 3. Cross Loading

	Continuance Intention	Perceived Usefulness	Satisfaction	Social Influence
CI1	0.862	0.565	0.592	0.505
CI2	0.869	0.502	0.475	0.568
CI3	0.851	0.565	0.580	0.639
PU1	0.483	0.813	0.524	0.520
PU2	0.586	0.882	0.602	0.553
PU3	0.517	0.830	0.677	0.543
PU4	0.541	0.844	0.611	0.563
S1	0.462	0.615	0.803	0.432
S2	0.583	0.589	0.884	0.570
S3	0.603	0.662	0.906	0.626
SI1	0.557	0.473	0.482	0.864
SI2	0.553	0.616	0.551	0.865
SI3	0.581	0.504	0.548	0.854
SI4	0.592	0.622	0.593	0.848

Table 4. Factor Loadings and Reliability

Item	loadings	Composite reliability	AVE	Cronbach's Alpha

S1	0.803	0.899	0.748	0.832
S2	0.884			
S3	0.906			
PU1	0.813	0.907	0.709	0.863
PU2	0.882			
PU3	0.830			
PU4	0.844			
SI1	0.864	0.918	0.736	0.880
SI2	0.865			
SI3	0.854			
SI4	0.848			
CI1	0.862	0.896	0.741	0.826
CI2	0.869			
CI3	0.851			

Table 5. Discriminant Validity Of Construct Fornell Larcker Criterion

	Continuance Intention	Perceived Usefulness	Satisfaction	Social Influence
Continuance Intention	0.861			
Perceived Usefulness	0.633	0.842		
Satisfaction	0.640	0.717	0.865	
Social Influence	0.666	0.646	0.635	0.858

Table 6. Heterotrait-Monotrait Ratio (HTMT)

	Continuance Intention	Perceived Usefulness	Satisfaction	Social Influence
Continuance Intention				

Intention				
Perceived Usefulness	0.745			
Satisfaction	0.762	0.848		
Social Influence	0.776	0.741	0.732	

2. Inner Model

The inner model test is a test that is carried out on the structural model that relates the latent variables. This test is conducted to determine that the structural model that has been made is accurate.

i) R-Square (R2)

The coefficient of determination R-Square (R2) shows how much the independent variable explains the dependent variable. R2 values of 0.75, 0.50 and 0.25 are considered substantial, moderate and weak [26].

Table 7. R-Square

	R Square
Continuance Intention	0.542

Based on the R Square table above explains that the variables of satisfaction, perceived usefulness, and social influence can explain 54.2% of the continuance intention constructs; other constructs explain the rest outside those studied in this study.

ii) Effect Size (f-square)

f-Square (Effect Size) is a measure used to assess the relative impact of an influencing variable (exogenous) on the affected variable (endogenous). If the f-square value is equal to 0.35, it can be interpreted that the latent variable predictor has a strong influence, if it is equal to 0.15, then it has a medium effect, and if it is equal to 0.02, then it has a weak effect [24].

Table 8. f-square (effect size)

	Continuance Intention	Description
Continuance Intention		
Perceived Usefulness	0.043	Weak
Satisfaction	0.061	Strong
Social Influence	0.153	Medium

iii) VIF Inner Model Test Results

Collinearity testing is to prove the correlation between constructs and whether they have a strong correlation, which can be assessed from the inner VIF value. Based on [27] possible collinearity problem (critical) when $VIF > 5$, possible collinearity problem when $3 \leq VIF \leq 5$, Ideally indicating that $VIF < 3$.

Table 9. VIF Inner Model

	Continuance Intention
Continuance Intention	
Perceived Usefulness	2.353
Satisfaction	2.294
Social Influence	1.917

All values indicate no visible collinearity problem in the model based on the table above.

iv) Predictive Relevance Test Results (Q Square)

Q2 predictive relevance is used to present the synthesis of the validation and fitting functions with predictions of manifest variables and estimates of construct parameters. Q2 Predictive Relevance values of 0.002, 0.15, and 0.35 indicate that the model is weak, moderate, and strong. The $Q2 > 0$ indicates that the model has predictive relevance, while $Q2 < 0$

indicates that the model lacks predictive relevance [25].

Table 10. Q-Square

	SSO	SSE	Q ² (=1- SSE/SSO)	Description
Continuance Intention	390.00	237.93	0.390	Strong
Perceived Usefulness	520.00	520.00		
Satisfaction	390.00	390.00		
Social Influence	520.00	520.00		

The calculation results show a predicted relevance value > 35, so the model can be said to be feasible and has a very relevant predictive value.

v) Model FIT

In this FIT model test, the model's suitability will be tested by looking at the SRMR and NFI values. Conventionally, a model fits well when the SRMR is less than 0.08. Some use a looser cut-off of less than 0.10. For discussion in the context of partial least squares modelling, [28]. Then the NFI results in values between 0 and 1. The closer the NFI is to 1, the better. An NFI value above 0.9 usually indicates an acceptable match.

Table 11. Model FIT

	Saturated Model	Criteria
SRMR	0.068	<0,08
NFI	0.819	0-1

Based on the table above, it is known that the SMRM value < 0.08 means that the model fit is good, and the NFI value is 0.819, close to 1, which means the model fit is acceptable.

3. Structural Model

The next test is to see the significance of the effect between variables by looking at the parameter coefficient values and the t-statistic significance value, namely through the bootstrapping method [25]. The influence between variables is declared significant if it has a t statistic value greater than the t table or has a p-value of less than 0.05.

Table 12. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Usefulness -> Continuance Intention	0.215	0.227	0.102	2.106	0.036
Satisfaction -> Continuance Intention	0.254	0.256	0.084	3.006	0.003
Social Influence -> Continuance Intention	0.366	0.355	0.093	3.915	0.000

Based on the table above, it can be seen that each hypothesis has a T statistic value greater than the T table value of 1.96, and if the P-value shows less than 0.05, then the original sample value is H1: 0.215, H2: 0.254, H3: 0.366. These results indicate that perceived usefulness, satisfaction, and social influence positively and significantly affect continuance intention. It means that all hypotheses in this study are accepted.

C. Discussion and Implication

This study confirms that satisfaction, perceived usefulness, and social influence have contributed to increasing the continuance intention of application users to shop online using JDID. First, satisfaction has a positive and significant influence on the continuance intention of JDID users in online shopping. It means that satisfaction is an important

factor affecting continuance intention; the more users feel comfortable using the JDID shopping application, the greater the user's continuance intention. This study is in line with research conducted by [11], [12]. Second, perceived usefulness has a positive and significant effect on continuance intention. It means the usefulness of the JDID application in online shopping that users feel influences their sustainability intentions in conducting transactions through JDID in the future. The perceived usefulness of using the JDID application that users feel when transacting is that it feels faster, more effective, and can increase user productivity because users can shop while doing other activities. This study is in line with [12], [29]. The more JDID users feel the benefits of shopping using JDID, the higher the user's intention to use JDID in the future. Third, social influence has a positive and significant effect on continuance intention. Social influence means a person's tendency to use the JDID application in online shopping tends to be influenced by the people around or closest to them; it can be family or friends or work environment, social networks, and others. This study confirms that opinions and recommendations from important and influential people in individuals can motivate someone to intend to continue using the JDID application in online shopping. This study is in line with [30]–[32], which states that social influence has a major influence on the continuance intention of application users. Based on this research, it is known that JDID users are willing to continue online shopping through JDID when they feel comfortable, perceive usefulness when experiencing using JDID, and are also influenced by their surroundings or the people closest to them.

IV. CONCLUSION AND FUTURE RESEARCH

A. Conclusion

Based on the introduction, the discussion in the previous chapter, and the results of the above discussion analysis regarding the influence of satisfaction, perceived usefulness, and social influence

on the continuation intention model on JD.ID e-commerce users as follows:

1. Satisfaction has a positive and significant effect on Continuance Intention.
2. Perceived Usefulness has a positive and significant effect on Continuance Intention.
3. Social Influence has a positive and significant effect on Continuance Intention.

B. Future Research

Researchers interested in researching continuance intention can re-test the variables in this study by adding or changing some variables and can be taken from TCT variables that have not been studied, such as attitude, perceived ease of use, and confirmation. Then researchers can also add mediating variables such as behavioural intention or use behaviour from UTAUT theory. Furthermore, researchers should increase the characteristics of shopping intensity using JD.ID in a monthly period so that they already have more experience and understanding when filling out the questionnaire. The researcher should give the target number of questionnaires based on the domicile area in Indonesia evenly so that the sample includes representatives of the provinces in Indonesia.

V. LIMITATION

In this study, there are limitations in terms of characteristics. The terms of the respondent only use the minimum requirement that they have used two times shopping at JDID, so there is not too much experience in using JDID, and it is not known whether they still intend to continue shopping at JDID or not.

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