The Effect of Online Customer Reviews, Perceived Value, and Perceived Trust on Purchase Intention at the Shopee Marketplace with the Technology Acceptance Model Approach

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ABSTRACT

The e-commerce sector in Indonesia faces intense competition among companies with similar business models. To stay competitive, e-commerce platforms like Shopee must understand the factors influencing customer purchase intention. This research explores the determinants of purchase intention in the Shopee marketplace and evaluates their significance. Using a quantitative approach and the Technology Acceptance Model (TAM) framework, this study incorporates additional variables such as online customer reviews, perceived value, and perceived trust. Data were collected through questionnaires distributed via Google Forms using purposive sampling, targeting Shopee users aged 18–40 years with at least one year of shopping experience. A total of 286 respondents participated in the study. The data were analyzed using partial least squares-structural equation modeling (PLS-SEM) with SmartPLS 3. The findings reveal that perceived usefulness, online customer reviews, and behavioral intention directly influence purchase intention. Additionally, factors such as perceived ease of use, perceived value, perceived trust, and attitude toward using have indirect effects on purchase intention. Out of 18 proposed hypotheses, 14 were supported, while 4 were rejected. These results provide critical insights for e-commerce developers and companies like Shopee to craft more effective marketing strategies, particularly those aimed at enhancing customer purchase intention.

1. INTRODUCTION

In the digital era, all aspects of life in Indonesia, including communication, the economy, and buying and selling activities, move faster. Trade is no longer centered on offline markets, but has shifted to e-commerce which is increasing rapidly, especially with the presence of various marketplaces such as Tokopedia, Bukalapak, Lazada, Shopee, and Jd.id. The increase in online shopping covers all people's needs, from food to personal needs (Suriyadi, 2021). The e-commerce industry in Indonesia is growing rapidly with intense competition among companies offering similar business models (Asmarasari et al., 2020). Among e-commerce platforms, Shopee stands out as the most popular in Indonesia, with an average of 216 million visits per month in the third quarter of 2023, an increase of around 30% from the previous quarter (Ahdiat, 2023).

Shopee offers a convenient online shopping solution with various conveniences such as a money back guarantee, free shipping, and cash on delivery (COD) to more than 100 cities in Indonesia (Ningsih, 2020). Shopee provides various products, from fashion to household appliances, with features that make it easier for buyers to search, compare, and choose products.

The increase in online transactions has led to tight competition in the Indonesian e-commerce market. Shopee needs to understand the factors that influence consumer purchasing behavior to increase purchase intention. Purchase intention is a person's intention or desire to buy a product or service in the future, which is influenced by various factors such as price, quality, brand, promotion, and previous experience (Aprilianti & Riorini, 2023).

Factors that influence purchase intention at Shopee include perceived value, namely customer perceptions of the value received from transactions, online customer reviews, and perceived trust. Perceived value includes consumer assessments of product quality and costs incurred (Subagio & Rachmawati, 2020). Online customer reviews as a form of electronic word-of-mouth (eWOM) provide important information for potential buyers (Kamisa et al., 2022). Trust is the belief that a service provider will fulfill its obligations, which is important in online transactions (Irvania, 2022).

This research explores the factors that influence purchase intention at Shopee using the Technology Acceptance Model (TAM) approach. TAM, which is adopted from the Theory of Reasoned Action (TRA), identifies the characteristics that determine the acceptance of information technology based on Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Towards Using (ATU), and Behavioral Intent to Use (BI) (Susanti & Fitrami, 2021). Two research questions are outlined as follows:

RQ1. What are the determinants of purchase intention for buying in the Shopee marketplace?

RQ2. What is the extent of the impact of online customer reviews, perceived value, perceived trust, perceived usefulness, perceived ease of use, attitudes towards use, and behavioural intentions on customer purchasing intentions in the Shopee market?

2. RESEARCH FRAMEWORK

One of the factors that influences purchase intention when purchasing through an online shop is perceived ease of use. Perceived Ease of Use is the ease felt by consumers in using the internet for shopping, which makes the online shopping system easy to use (Davis, 1989). Hartono (2008) states that perceived ease is the extent to which individuals believe that using technology will be free of effort. The previous researches provide evidence that perceived ease of use has positive influence on purchase intention (Bastiaan, 2017). Chandra and Santoso (2022) found that perceived ease of use had a significant positive effect on perceived usefulness. Renadie and Sharif (2019) also show the significant influence of perceived ease of use on perceived usefulness and attitude.

H1: Perceived ease of use has a positive influence on perceived usefulness.

H2: Perceived ease of use has a positive influence on attitude towards using.

H3: Perceived ease of use has a positive influence on purchase intention.

Perceived usefulness is an individual's belief that using technology will improve their work performance (Irvania, 2022). The stronger consumers believe that applications improve performance and productivity, the more likely they are to make online purchases (Jin et al., 2014). Nugraha et al. (2021) found that perceived usefulness has a positive effect on purchase intention. The research is also supported by the findings Udayana and Ramadhan (2020), which state that perceived usefulness has a positive effect on purchase intention. Apart from that, research shows that perceived usefulness has a significant positive effect on behavioral intention to use (Novitasari & Fauziddin, 2022). Perceived usefulness also influences attitude towards use, if someone believes an information system is useful, they will use it (Jogiyanto, 2007).

H4: Perceived usefulness has a positive influence on attitude towards using.

H5: Perceived usefulness has a positive influence on behavioral intentions.

H6: Perceived usefulness has a positive influence on purchase intention.

According to Kanitra and Kusumawati (2018), online customer reviews are real evidence of factual consumer assessments. Al-Ja'afreh and Al-Adaileh (2020) found that online customer reviews have a positive effect on purchase intention. The research is also supported by the findings Hasena and Sakapurnama (2021), which state that online customer reviews has a positive effect on purchase intention. The previous researches provide evidence that online customer reviews has positive influence on purchase intention (Halim & Keni, 2022). Wardianti and Hidayah (2023) stated that online customer reviews influence perceived ease of use and perceived usefulness. Positive reviews reinforce simplicity of use, while negative reviews raise concerns. Karmarkar and Tormala (2010) stated that certainty in online reviews influences attitudes towards using. Positive reviews lead to positive consumer attitudes, while negative reviews lead to negative attitudes (Weisstein et al., 2017).

H7: Online customer reviews have a positive effect on perceived usefulness.

H8: Online customer reviews have a positive effect on attitude towards using.

H9: Online customer reviews have a positive effect on perceived ease of use.

H10: Online customer reviews have a positive effect on purchase intention.

According to Slack et al. (2020), perceived value is the customer's perception of the superiority of a product or service, comparing the sacrifice with the benefits received. The higher the perceived value, the higher the customer's confidence in buying the product. The previous researches provide evidence that perceived value has positive influence on purchase intention (Andini & Haeri, 2020). Liu (2021) also found that perceived value has a positive effect on purchase intention, with product involvement such as discounts influencing purchase intention. Wang (2022) support this finding, stating that high perceived value increases impulse buying. Perceived value also influences attitude towards using. Wijaya (2008) found that perceived value influences customer attitude, and Teah et al. (2014) stated that perceived value is a strong predictor of customer attitude towards e-deals. The hypothesis proposed is:

H11: Perceived value has a positive effect on attitude towards using.

H12: Perceived value has a positive effect on purchase intention.

Trust is related to consumer confidence in the trustworthy functioning of a company or brand (Soegoto, 2013). Trust reflects the expectation that the company can be relied on to provide satisfaction (Siagian & Cahyono, 2014). Consumers who trust sellers or brands will not hesitate to make purchases so trust has a positive effect on purchase intention (Gana & Koce, 2016). Mohmed et al. (2013) stated that trust includes consumer interest in the purchasing decision making process. The

previous researches provide evidence that trust has positive influence on purchase intention (Mulyati & Gesitera, 2020).

Trust is also positively related to perceived usefulness (PU) and perceived ease of use (PEOU) (Kim et al., 2008). Ardiyanto and Kusumadewi (2020) stated that the TAM model can be integrated with trust as an important factor for the market. The trust factor has a significant influence on consumer attitudes towards online purchases (Kim & Park, 2013). E-commerce developers focus on increasing consumer trust in their applications. Based on this description, the hypothesis proposed is:

H13: Perceived trust has a positive effect on perceived usefulness.

H14: Perceived trust has a positive effect on attitude towards using.

H15: Perceived trust has a positive effect on perceived ease of use.

H16: Perceived trust has a positive effect on purchase intention.

Attitude is an opinion in responding to good or bad things about objects, individuals, institutions, or events (Ajzen, 2005). The previous researches provide evidence that attitude towards using has positive influence on behavioral intention to use (Handayani & Harsono, 2016). Based on this description, the hypothesis proposed is:

H17: Attitude towards using has a positive effect on behavioral intention.

Behavioral intention to use measures an individual's interest that drives behavior to use something, such as technology (Namahoot & Laohavichien, 2018). The previous researches provide evidence that behavioral intention to use has positive influence on purchase intention (Chandra & Santoso, 2022). Based on this description, the hypothesis proposed is:

H18: Behavioral intentions have a positive effect on purchase intention.

3. RESEARCH METHODS

3.1 Sampling

Samples are selected deliberately based on certain criteria to reflect the population. In this study, the sample consisted of Shopee users aged 18-40 years with shopping experience. The reason behind selecting these criteria is the possibility that they have sufficient experience to provide a relevant assessment of the product. Regarding sample size, Wong (2013) recommends 100-200 as a good starting point, while Hair Jr et al. (2021) stated that a sample size of 250 or more can increase the accuracy of estimates. Taking into account time and cost limitations as well as population complexity, this study set a minimum sample size of 250 people.

3.2 Research Instrument

The research instrument consists of two parts written in Indonesian. The initial section focuses on gathering demographic information about the respondents, covering aspects like gender, age, education level, and occupation, along with inquiries about the marketplace Shopee used and its frequency of use. The latter section comprises statements related to indicators of purchase intention (PI), perceived trust (PT), online customer reviews (OCR) perceived ease of use (PEOU), perceived usefulness (PU), attitude towards using (ATU), behavioral intention (BI), and perceived value (PV). Furthermore, the study utilizes a 5-point Likert scale, offering respondents five options for each question, ranging from strongly disagree (assigned a value of 1) to strongly agree (assigned a value of 5).

3.3 Data Analysis

The study utilized partial least squares–structural equation modeling (PLS-SEM) for data analysis. PLS-SEM was selected due to its widespread acceptance in the quantitative research community for evaluating the connections between independent and dependent variables in research models (Abumalloh et al., 2020). This method employs a regression-based approach, focusing on reducing residual variance in the dependent variable. The PLS-SEM analysis in this study encompasses two assessments: the outer model and the inner model. This research is organized to employ a high-order model, with the evaluation of cloud service quality dimensions forming the initial model (Sarstedt et al., 2021). The latent variables derived from this evaluation will then be integrated into the subsequent analysis as components of a second-order model.

4. RESULTS AND DISCUSSION

4.1 Demographic Analysis

This research involved 273 respondents, with 51 male respondents (19%) and 222 female respondents (81%). This research is dominated by women because they tend to be more active in online shopping transactions, as also explained by Abumalloh et al. (2020) that men tend to be less active in online purchases than women. Regarding age distribution, this research was dominated by users aged 18-22 years, totaling 209 people (77%), most of whom were students. There were 58 respondents aged 23-27 years (21%), 3 people aged 28-32 years, 2 people aged 33-37 years (1%), and 1 person aged 38-40 years (1%). 0%). The distribution of respondents was dominated by the 18-22-year age range, where the majority were students and college students because they are usually more familiar with electronic media and commercial transactions (Abumalloh et al., 2020).

Most of the respondents in this study had a high school/vocational school education, 128 people out of a total of 273 respondents. Furthermore, 116 people had a college education, and 29 people had graduated or were working. Education level is sufficient determine and represent online consumers because online consumers are usually more educated than traditional consumers (Abumalloh et al., 2020). Respondents in this study generally had a minimum education of SMA/SMK equivalent. Next, most of the respondents have jobs, of which 221 people are still students out of a total of 273 respondents. The next in line is the private employee

group with a total of 17 people. Next is the civil servant group with a total of 5 people, the Lecturer/Teacher group with a total of 4 people, Entrepreneurs with a total of 3 people, and others with a total of 21 people. Most of the respondents had income, namely <Rp. 500,000.00 with a total of 123 people out of a total of 273 respondents. The next order is in the IDR 500,000.00 – 3000,000.00 group with a total of 123 people. Next is the IDR 3,100,000.00 – IDR 5000,000.00 group with an amount of 16 people, group > IDR 5000,000.00 with a total of 11 people. The demographic profile of respondents is shown in Table 1.

Table 1. Demographic Profile of Respondents

Respondent profile	Total	Percentage
Gender		
Male	222	81%
Female	51	19%
Age	209	77%
18 - 22 years	58	21%
23 - 27 years	3	1%
28 - 32 years	2	1%
33 - 37 years	1	1%
38 - 40 years		
Educational background	128	47%
Secondary School	116	42%
Bachelor's Degree	29	11%
Work		
Job	3	1%
Self-employed	4	1%
Lecturer	5	2%
Government employees	17	6%
Private employees	221	82%
College student	22	8%
Other work		
Income		
< Rp 500.000	123	45%
Rp 500.000, – Rp 3.000.000	123	45%
Rp 3.100.000 – Rp 5.000.000	16	6%
> Rp 5.000.000	11	4%

4.2   Measurement Model (Outer Model)

Outer model evaluation assesses how valid and reliable an indicator and variable. The first evaluation is to measure the outer loading value in the convergent validity evaluation. An indicator is valid if it has an outer loading value above 0.7 (Hair Jr et

al., 2021). A total of 35 of the 45 indicators studied have a value above 0.7, so they are valid, as described in Table 2.

Table 2. Outer Loading Calculation Result

Indicator	Outer Loading	Information
ATU1	0.775	Valid
ATU2	0.816	Valid
ATU3	0.837	Valid
ATU4	0.837	Valid
ATU5	0.856	Valid
ATU6	0.799	Valid
BI2	0.837	Valid
BI3	0.849	Valid
BI4	0.829	Valid
BI5	0.742	Valid
OCR5	0.817	Valid
OCR6	0.865	Valid
OCR7	0.727	Valid
PEOU1	0.836	Valid
PEOU2	0.900	Valid
PEOU3	0.826	Valid
PEOU4	0.912	Valid
PEOU5	0.891	Valid
PI5	0.771	Valid
PI6	0.851	Valid
PI7	0.701	Valid
PI8	0.870	Valid
PT1	0.784	Valid
PT2	0.818	Valid
PT3	0.770	Valid
PT4	0.783	Valid
PT5	0.782	Valid
PT6	0.792	Valid
PU1	0.864	Valid
PU2	0.876	Valid
PU3	0.838	Valid
PU4	0.803	Valid
PV1	0.830	Valid
PV3	0.788	Valid
PV4	0.819	Valid

Next is the evaluation of discriminant validity based on the Fornell-Larcker criterion value. A variable can be said to be valid if the AVE root value of the latent variable itself is greater than the AVE root value of other variables (Hair Jr et al., 2021). The calculation results listed in Table 3 show that all variables are valid.

Table 3. Discriminant Validity: Fornell-Larcker Criterion Calculation Result

	ATU	BI	OCR	PEOU	PI	PT	PU	PV
ATU	**0.821**							
BI	0.711	**0.816**						
OCR	0.383	0.389	**0.805**					
PEOU	0.568	0.483	0.416	**0.874**				
PI	0.480	0.519	0.443	0.409	**0.801**			
PT	0.555	0.559	0.335	0.485	0.334	**0.788**		
PU	0.624	0.526	0.496	0.542	0.544	0.492	**0.846**	
PV	0.628	0.568	0.511	0.521	0.433	0.572	0.601	**0.813**

The reliability is also assessed through two criteria: Cronbach's alpha and composite reliability, the variable can be called reliable if it has Cronbach's alpha and composite reliability points more than equal to 0.70 (Hair Jr et al., 2021). The calculation results shown in Table 4 identify that all variables studied have Cronbach's alpha and composite reliability values above the threshold, which means the variables are reliable.

Table 4. Realibility Testing Calculation Result

Variable	Cronbach's Alpha	Composite Reliability	Information
Attitude towards using (ATU)	0.903	0.925	Reliable
Behavioral intention (BI)	0.831	0.888	Reliable
Online customer reviews (OCR)	0.728	0.846	Reliable
Perceived ease of use (PEOU)	0.922	0.942	Reliable
Purchase intention (PI)	0.811	0.877	Reliable
Perceived trust (PT)	0.879	0.908	Reliable
Perceived usefulness (PU)	0.867	0.909	Reliable
Perceived value (PV)	0.743	0.854	Reliable

4.3   Structural Model (Inner Model)

This test encompasses model fit testing, path coefficient analysis, determination coefficient (R^2), effect size (f^2), and predictive relevance (Q^2). Model fit tests are conducted to evaluate the suitability of the research model and to mitigate or prevent specification errors, ensuring compatibility with the sample data. The criteria for fit model testing in this study include the standardized root mean square residual (SRMR), exact fit test (Euclidean and Geodesic values), and normed fit index (NFI). The result of the fit model test indicates that the research model is deemed satisfactory as it satisfies the specified criteria, as depicted in Table 5.

Table 5. Model Fit Outputs

Criterion	Limit Value	Model Value	Information
SRMR	Should be < 0.08	0.067	Good fit
Chi-square	Should be ≥ 0.5	1496.257	Good fit
d_ULS	Should be < 95	2.787	Good fit
d_G	Should be < 95	0.960	Good fit
NFI	Should be > 0.9	0.772	Marginal fit

The coefficient of determination test evaluates the accuracy of predicting the impact of independent variables on dependent variables. R^2 values range from 0 to 1, with higher values indicating better measurement accuracy. According to Hair Jr et al. (2021), R^2 values fall into three categories: < 0.25 indicates weak, 0.25 - 0.75 indicates moderate, and > 0.75 indicates strong. Given that this research pertains to consumer behavior, an R^2 value of 0.20 is considered sufficiently high. Table 8 shows that 3 the dependent variable is moderately influenced, namely the attitude towards using (ATU) variable, behavioral intention (BI), and perceived usefulness (PU), Meanwhile, two variables are slightly influenced, namely perceived ease of use (PEOU) and purchase intention (PI). The results of the coefficient of determination test are presented in Table 6.

Table 6. Coefficient of Determination Outputs

Variable	R Squared	Information
ATU	0.545	Moderate
BI	0.517	Moderate
PEOU	0.308	Small
PI	0.399	Small
PU	0.428	Moderate

The following analysis looks at the effect size value. The effect is small if the f^2 is between 0.02 and 0.14. If the value is between 0.15 and 0.34, it is considered moderate. Then, if the f^2 value presented is greater than 0.35, it has a significant effect (Hair Jr et al., 2021). Based on the results of the effect size calculation

embedded in Table 7, it can be observed that there is one path that has a high effect, one paths that have a moderate effect, and sixteen paths that have a small effect.

Table 7. Effect Size Calculation Result

Hypothesis	Relationship	F-Square	Information
H1	PEOU PU	0.110	Small
H2	PEOU ATU	0.056	Small
H3	PEOU PI	0.004	Small
H4	PUATU	0.078	Small
H5	PU BI	0.023	Small
H6	PU PI	0.077	Small
H7	OCR PU	0.115	Small
H8	OCRATU	0.002	Small
H9	OCR PEOU	0.105	Small
H10	OCR PI	0.034	Small
H11	PV ATU	0.078	Small
H12	PV PI	0.000	Small
H13	PT PU	0.081	Small
H14	PT ATU	0.041	Small
H15	PTPEOU	0.195	Moderate
H16	PT PI	0.005	Small
H17	ATU BI	0.496	High
H18	BI PI	0.084	Small

The path coefficient analysis, which involves hypothesis testing, aims to assess the significance and strength of relationships between variables and to test hypotheses. Path coefficients typically range from -1 to +1. The bootstrapping procedure is employed to determine the significance of the coefficient (t-value) and the strength of the relationship (p-value), as well as to test the hypotheses. Bootstrapping is conducted using a two-tailed test with a critical value of 1.96 (at a significance level of 5%). If the t-value exceeds the critical value, the coefficient is considered significant, and if the p-value is less than 0.05, the hypothesis can be accepted (Hair Jr et al., 2021). The results of the path coefficient test are detailed in Table 8.

Table 8. Results of Path Coefficients, t statistics, and p values

Hypothesis	Relationship	Original Sample (O)	t Statistics	p Values	Information
HI	PEOU 🡒 PU	0.302	4.037	0.000	Supported
H1	PEOU 🡒 ATU	0.205	3.074	0.002	Supported
H2	PEOU 🡒 PI	0.062	0.850	0.396*	Not Supported
H3	PU🡒ATU	0.283	3.947	0.000	Supported
H4	PU 🡒 BI	0.136	2.334	0.020	Supported
H5	PU 🡒 PI	0.300	3.560	0.000	Supported
H6	OCR 🡒 PU	0.286	4.745	0.000	Supported
H7	OCR🡒ATU	-0.040	0.752	0.453*	Not Supported
H8	OCR 🡒 PEOU	0.286	4.705	0.000	Supported
H9	OCR 🡒 PI	0.175	3.128	0.002	Supported
H10	PV 🡒 ATU	0.271	3.868	0.000	Supported
H11	PV 🡒 PI	0.000	0.002	0.999*	Not Supported
H12	PT 🡒 PU	0.249	4.893	0.000	Supported
H13	PT 🡒 ATU	0.174	3.055	0.002	Supported
H14	PT🡒PEOU	0.390	7.847	0.000	Supported
H15	PT 🡒 PI	-0.071	0.915	0.361*	Not Supported
H16	ATU 🡒 BI	0.626	12.192	0.000	Supported
H17	BI 🡒 PI	0.302	4.781	0.000	Supported
H18	PEOU 🡒 PU	0.302	4.037	0.000	Supported

On the other hand, the results of the indirect effect path coefficient calculation on purchase intention (PI) recorded in Table 9 show that four independent variables, namely perceived trust (PT), perceived value (PV), and perceived ease of use (PEOU), have a positive indirect relationship to user continuance intention (UCI) because the relationship has an Original Sample score ≥ 0, P-Values ≤ 0.05 and T-Statistic ≥ 1.96.

Table 9. Path Coefficient: Indirect Effect Calculation Result

Relationship	Original Sample (O)	t Statistics	p Values	Information
PT 🡒 PU 🡒 ATU 🡒 BI 🡒 PI	0.013	2.235	0.026	Significant
PT 🡒 PEOU 🡒 PU 🡒 PI	0.035	2.873	0.004	Significant
PT 🡒 PU 🡒 PI	0.075	2.893	0.004	Significant

Relationship	Original Sample (O)	t Statistics	p Values	Information
PT ⬜ PEOU ⬜ PU ⬜ ATU ⬜ BI ⬜ PI	0.006	2.151	0.032	Significant
PT ⬜ ATU ⬜ BI ⬜ PI	0.033	2.527	0.012	Significant
PT ⬜ PEOU ⬜ ATU ⬜ BI ⬜ PI	0.015	2.497	0.013	Significant
PV ⬜ ATU ⬜ BI ⬜ PI	0.051	2.973	0.003	Significant
PEOU ⬜ PU ⬜ PI	0.090	3.133	0.002	Significant
PEOU ⬜ PU ⬜ ATU ⬜ BI ⬜ PI	0.016	2.231	0.026	Significant
ATU ⬜ BI ⬜ PI	0.189	4.705	0.000	Significant

The research results show that perceived ease of use positively influences perceived usefulness and attitude towards using, with a statistically significant relationship **(H1 accepted**) and **(H2 accepted)**. This finding is in line with research by Chandra and Santoso (2022), which states that perceived ease of use has a significant positive effect on perceived usefulness and attitude towards using. Increasing perceived ease of use is an important strategy for Shopee to increase perceived usefulness and ultimately encourage purchase intention. Meanwhile, the perception of ease will indicate that the system is designed not to complicate the user's task, but rather to help someone complete their work more easily.

In addition, the research results show that perceived ease of use has no direct effect on purchase intention and this relationship is not statistically significant **(H3 rejected).** This is contrary to research by Bastiaan (2017), which states that perceived ease of use has no direct effect on purchase intention. Perceived ease of use is important for consumers before making an online purchase, but factors such as aesthetics, trends, or influencer reviews may influence purchasing decisions more than ease of use. Consumers who are used to a particular e-commerce platform may still use it even if other platforms are easier to use. In addition, the high intensity of internet use by respondents means they do not feel any difficulty in various online activities. So, whether an e-commerce transaction is easy or not does not always influence purchase intentions (Putri, 2016). However, the results of the indirect effect path coefficient calculation show that perceived ease of use has an indirect effect on purchase intention.

Meanwhile, perceived usefulness positively influences attitude towards using, behavioral intention, and purchase intention with statistically significant relationships **(H4 accepted), (H5 accepted)**, and **(H6 accepted).** This finding is in line with

previous research by Nugraha et al. (2021), which states that perceived usefulness is the most important construct, influencing the attitudes, preferences, and behavior of technology users. Therefore, the influence of perceived usefulness on usage attitudes is very strong. Meanwhile perceived usefulness also has a positive influence on behavioral intention to use. These results imply that a person's desire to use an application is very dependent on the perceived benefits of using it. Perceived usefulness has a positive impact on purchase intention, where users believe that the technology will improve performance and provide significant benefits.

Furthermore, online customer reviews positively influence the perceived usefulness of the application, with a statistically significant relationship **(H7 accepted).** This finding is in line with previous research conducted by Wardianti and Hidayah (2023), which states that online customer reviews also have a positive effect on perceived usefulness. Online reviews provide concrete evidence of the benefits and practical value of a product or service. By demonstrating successes and addressing potential problems, these reviews play an important role in shaping individuals' perceptions of the usefulness of a product or service in their life or work.

The analysis also shows that online customer reviews do not have a positive direct influence on attitude towards using the application **(H8 is rejected).** This finding is different from previous research by Suandewi and Maradona (2023), which states that online customer reviews use has a significant positive effect on attitude towards using. Online customer reviews are generally considered to have a positive influence on consumer attitudes, which shows that the better the online reviews, the higher the consumer's attitude towards the product or service. However, online customer reviews do not consistently influence a person's attitude towards shopping online on e-commerce platforms. Some consumers may doubt the accuracy or relevance of a review, or even feel that the review does not meet their personal needs or preferences.

The research results show that online customer reviews positively influence perceived ease of use and purchase intention **(H9 accepted)** and **(H10 accepted).** This finding is consistent with the research of Wardianti and Hidayah (2023), which states that online customer reviews use has a significant positive effect on perceived ease of use and purchase intention. Online reviews are an important source of information and social proof, influencing how individuals perceive the ease of use of a product, service, or technology. Meanwhile, online customer reviews provide consumer opinions about products and experiences after purchase. Positive reviews increase consumer interest in purchasing the same product, while negative reviews can reduce it.

Next, perceived value positively influences attitude towards using with statistical significance **(H11 accepted).** The results of this study are in line with previous research conducted by Tuncer et al. (2021); Wijaya (2008), which states that perceived value use has a significant positive effect on attitude towards using. After a consumer carries out a review, he will make a decision based on that assessment. Then the consumer's decision will influence his attitude whether to buy the product or service offered or not.

Meanwhile, perceived value does not have a direct positive effect on purchase intention, and this relationship is not statistically significant **(H12 rejected).** This is

not in line with research by Widiartini and Yasa (2017), which states that perceived value use has a significant positive effect on purchase intention. Purchase intention is influenced by consumers' attitudes and action tendencies before purchasing decisions. However, the results of this research show that perceived value does not always influence purchase intention positively and consistently. Some consumers may prioritize product quality or brand trust over perceived value. On the other hand, the results of the indirect effect path coefficient calculation of perceived value on purchase intention show that perceived value has an indirect effect on purchase intention.

The research results can be interpreted that perceived trust positively influences perceived usefulness, attitude towards using, and perceived ease of use of applications with statistical significance **(H13 accepted), (H14 accepted),** and **(H15 accepted).** The results of this research are in line with previous research conducted by Zhao et al. (2023), which states that perceived trust use has a significant positive effect on perceived usefulness, attitude towards using, and perceived ease of use. Trust can increase several aspects of perceived usefulness in e-commerce. Meanwhile, trust is the key to determining buyers' attitudes when shopping online at online stores, so that when buyers have trust their attitudes automatically become positive. Consumer confidence in using online shopping applications is increasing, as is the perception of ease of use.

According to these results, it can be interpreted that perceived trust does not have a direct positive effect on purchase intention and this relationship is not statistically significant **(H16 rejected)**. This is not in line with previous research conducted by Wang et al. (2020), which states that perceived trust use has a significant positive effect on purchase intention. The previous researches provide evidence that trust has positive influence on purchase intention (Yoon, 2002). This means that the higher the level of trust, the higher the buying interest. However, the influence of perceived trust on purchase intention is not always positive and consistent. Consumers who are used to a particular platform may stick with it even if other, more trusted platforms exist. Additionally, if the desired product is only available on one platform, consumers may still shop despite their lack of trust in that platform. On the other hand, the results of the indirect effect path coefficient calculation of perceived trust on purchase intention show that perceived trust has an indirect effect on purchase intention.

Based on these results, it can be interpreted that attitude towards using positively influences behavioral intention with statistical significance **(H17 accepted).** The results of this research are in line with previous research conducted by Handayani and Harsono (2016), which states that attitude towards using use has a significant positive effect on behavioral intention. Purchase intention is determined by the benefits and value of consumer experience. Therefore, it can be said that the better a person's attitude towards a product, the higher their intention to buy that product.

According to these results, it can be interpreted that behavioral intention positively influences behavioral intention with statistical significance **(H18 accepted)**. The results of this research are in line with previous research conducted by Chandra and Santoso (2022), which states that behavioral intention to use influences purchase

intention. Someone will have an interest in buying a product through the application if they have the desire to use the application, so the meaning that can be drawn is that someone's interest in buying through the application will not appear if someone does not have the desire to use the application.

5. CONCLUSION

Based on the results of the analysis, it can be concluded that of the 18 hypotheses proposed, four hypotheses were rejected. Factors that directly influence Shopee customers' purchase intention (PI) are perceived usefulness (PU), online customer reviews (OCR), and behavioral intention (BI). Factors that influence indirectly are perceived ease of use (PEOU), perceived value (PV), perceived trust (PT), and attitude towards using (ATU).

Online customer reviews (OCR) have a small direct influence on PI with a path coefficient of 0.175. Perceived value (PV) does not have a direct influence on PI (path coefficient 0.000) but influences it indirectly through ATU and BI (path coefficient 0.051). Perceived trust (PT) does not have a direct influence on PI (path coefficient -0.071) but influences it indirectly through PEOU, PU, ATU, and BI (path coefficient 0.006). Perceived usefulness (PU) has a direct influence on PI with a path coefficient of 0.300. Perceived ease of use (PEOU) does not have a direct influence on PI (path coefficient 0.062) but influences it indirectly through PU, ATU, and BI (path coefficient 0.016). Attitude towards using (ATU) influences PI indirectly through BI (path coefficient 0.189). Behavioral intention (BI) has a direct influence on PI with a path coefficient of 0.302.

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