Consumer Acceptance Analysis of Purchase Interest Using Live Features on The Marketplace with Technology Acceptance Model (TAM) Method Case Study : Shopee

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ABSTRACT

The development of technology has become one of the instant lifestyles of the community because it has high mobility in carrying out daily activities. The use of the internet for commercial transactions is known as electronic commerce (e-Commerce). In 2021 Shopee launched a new feature before other competitors had the Shopee live feature. This research is more focused on analyzing buyers using the Shopee live feature on the Shopee marketplace using the Technology Acceptance Model (TAM). The purpose of this study is to analyze how the influence of consumers in buying interest using the Shopee live feature and to determine the effect of each variable used. This type of research is quantitative research. The research sample was 255 UNNES student respondents from 2015-2019. The data analysis method used is descriptive analysis using SEM with SmartPLS 3.0 software. The data that has been obtained is done data cleaning. It was found that the valid data were 203 people. The results of the research based on what has been done on the outer model, there are three indicators that are deleted, namely PEOU 2, PEOU 4, and PU 5, because the results obtained are still below the set value <0.7. In the inner model research, there is one hypothesis that is rejected, namely the t-statistics test, namely PEOU > BI because this hypothesis has a value less than the standard value of the t-test so it is rejected. However, there are six accepted hypotheses, namely PE > PU, PE > PEOU, PE > BI, PT > PU, PT > BI, and PU > BI. Based on the results of this analysis, the six variables have factors that influence the purchase intention using the Shopee live feature.

1 Introduction

The development of technology has become one of the instant lifestyles of the community because it has high mobility in carrying out daily activities. The presence of technology is becoming increasingly important in the transaction process. The need for fast, practical, effective, and efficient transaction processes through the application of modern information technology applications (Sidabutar & Cristin., 2021). As is the case in E-Business which is an extension of e-Commerce (Subekti, 2014). Consumers prefer online media because they do not have to meet face to face with service providers.

According to Zulfa dan Hidayati (2018), e-commerce is the distribution, purchase, sale and marketing of goods and services through electronic systems such as the internet, television and other computer networks. The benefits of buying using e-Commerce are that it is time-saving, convenient, and there are many options for buying. One example of an application from a marketplace that is currently booming in Indonesia is Shopee. The features on Shopee consist of Spaylater, Spinjam and Games. In 2021 Shopee will launch a new feature before other competitors have, namely the Shopee Live feature which makes consumers more interested because this feature consumers can get

vouchers from sellers such as free shipping or coins that can be used in other features. This Live shopping activity is a little different from the usual online shopping. In this case, the seller will present a shopping atmosphere indirectly in front of the eyes of potential buyers (Shopee, 2022).

This study focuses on buying interest using the Shopee Live feature by applying the Technology Acceptance Model (TAM) which was popularized by (Davis *et al.*, 1989). The variables used in this study are perceived usefulness (PU), perceived ease of use (PEOU), behavioral intention (BI), and added external variables, perceived enjoyment (PE), and Perceived Trust (PT). Two variables have been added to determine which factors can have a significant impact. In this study, the researcher used TAM to examine the relationship between variables and other variables according to the framework created, and to see whether the relationship influenced each other.

Related research on using the TAM model has been widely applied in research in Indonesia such as that conducted by Nurfiyah *et al.* (2019) which examines the user's ability to use shopee e-commerce using the TAM method gives the results that the Perceived usefulness, Perceived ease of use, Attitude, and Intention to use factors have a significant effect on the acceptance of Shopee application use.

2 Theoretical Basis

2.1 Marketplace

According to Hutauruk *et al.* (2017) marketplace is a virtual market where the market is a meeting place for buyers and sellers to conduct transactions. Marketplace has the same function as a traditional market, the difference is that the marketplace is more computerized by using the help of a network in a market so that it can be done efficiently in providing updated information and services for different sellers and buyers.

2.2 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is a method popularized by Davis *et al.* (1989) with the aim of explaining user behavior towards new technologies. In TAM there are two main constructs used, namely 1) perceived ease of use and 2) perceived usefulness.

TAM can be applied to examine customer attitudes towards e-commerce and its influence and acceptance to buy over the internet. This attitude is influenced by two main factors: the usability and ease of use of e-commerce. For its use, customers try to get many benefits from electronic purchases such as saving money, time, and a large selection of products or services. For the relevant ease of use to get definite benefits, customers must be able to easily perform information search, order, and use customer service(Kang & Park, 2014; Sebora *et al.*, 2009; Shah Alam *et al.*, 2011)**.** The TAM model can be seen in Figure 1.
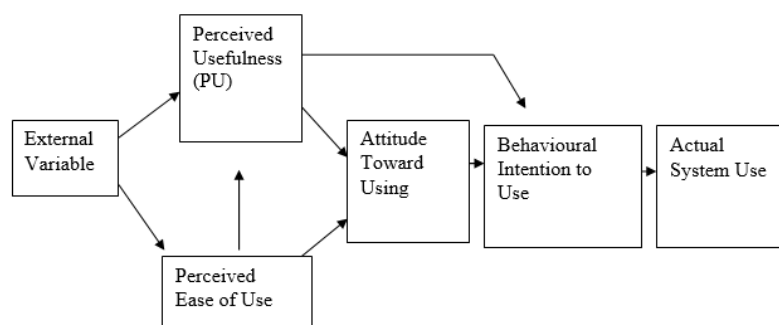

Figure 1. Model TAM

3 Method

3.1 Data Analysis Techniques

The data analysis technique used Partial Least Square (PLS). PLS is one method of solving the Structural Equation Model (SEM). SEM has advantages because of its ability to combine measurement models with structural models simultaneously and efficiently when compared to other

multivariate techniques (Ghozali, 2008). The data will be processed using Structural Equation Modeling (SEM) where, SEM not only detects a direct or indirect relationship to the observed variables, but also the components that contribute to the formation of the construction can be determined. Partial Least Square (PLS) is adopted based on a quantitative analysis approach. PLS was chosen because it is a powerful analytical method because it is not based on many classical assumptions. The measurement uses SEM with the smartPLS 3.0 application, such as the outer model, and the inner model (Ghozali & Fuad, 2008).

3.2 Population and Sample

Population refers to the whole group of people (Sekaran & Bougie, 2003). The target population in this study are Universitas Negeri Semarang (UNNES) students who have used the Shopee Live feature on the Shopee marketplace. Sampling using purposive sampling with criteria that have used the Shopee Live feature at least once. This is a sampling method by taking samples from the population at the discretion of the researcher so that the sample can represent the characteristics of the population(Salam, 2003). In this study, the author does not know the number of users who use the Shopee Live feature, so to find out the sample the author uses the minimum sample applied to PLS-SEM, which is a minimum of 100-300 samples (Hair *et al.*, 2006). The target of this research is 255 samples to get consistent and accurate results.

3.3   Research Hypothesis

1.   Perceived Enjoyment

Perceived enjoyment is a hedonic factor that influences online shopping intentions (Cheema *et al.*, 2013). Research conducted by Teo *et al.* (2011) found that the user's perceived enjoyment affects the perceived usefulness, because the user can gain more experience. Research related to user perceived enjoyment was also conducted by Venkatesh (2000) who argued that perceived enjoyment can affect ease of use, where perceived ease measures how users can increase their productivity and effectiveness with the use of the technology. This study is in line with Teo *et al.* (2011) that the perceived enjoyment can affect the ease of use. In addition, perceived enjoyment has also been found to be significantly related to intention to use a technology (Mubuke *et al.*, 2017; Septiani *et al.*, 2017). Based on the previous description, this study takes the following hypothesis.

> H1: Perveived Enjoyment has a positive and significant effect on Perceived usefulness in using the Shopee Live feature.
> H2: Perveived Enjoyment has a positive and significant effect on Perceived ease of use in using the Shopee Live feature.
> H3: Perveived Enjoyment has a positive and significant effect on Behavioral Intention in using the Shopee Live feature.

2.   Perceived Trust

Trust is one of the factors that can influence user interest in making purchases in the marketplace (Susanti & Fitrami, 2021). Research conducted by Gu et al. (2009) proved that the variable of perceived trust has a positive influence on perceived usefulness. This study is in line with that conducted by Gefen et al. (2003) where perceived trust has a positive influence on perceived usefulness. This shows that perceived trust affects perceived usefulness in the system domain. Liu et al. (2005); Shanab (2005) argues that perceived trust has a positive impact on intention to use a system. Based on the previous description, this study takes the following hypothesis.

> H4: Perceived Trust has a positive and significant effect on Perceived usefulness in using the Shopee Live feature.
> H5: Perceived Trust has a positive and significant influence on Behavioral Intention in using the Shopee Live feature.

3.   Perceived Usefulness

Perceived usefulness is a perception that can improve performance, and is considered a factor influencing online shopping (Davis et al., 1989). Research conducted by Sun dan Zhang (2006) stated that perceived usefulness had more influence on the intention to use technology as a medium to work to facilitate a job, compared to technology used as a medium of entertainment. This study is in line with that conducted by Lou et al. (2005); Nazirwan et al. (2020) where perceived usefulness has a positive influence on intention to use. This shows that perceived usefulness is able to influence user

behavior interest in using the system. In this study, perceived usefulness refers to the perception that using the new Shopee Live features will be useful and will help consumers to influence the user's behavioral interest in making purchases. Based on the previous description, this study takes the following hypothesis.

> H6: Perceived usefulness has a positive and significant influence on Behavioral Intention in using the Shopee Live feature

 4.   Perceived Ease of Use

Perceived ease of use is defined as "the degree to which a person believes that using the system will feel free" (Doll & Torkzadeh, 1988). According to Aditya dan Wardhana (2016), the perceived ease of use significantly influences the intention to use a feature on the system. This study is in line with research by Setiawan (2015) which states that perceived ease of use has a significant effect on intention to use a system. Based on the previous description, this study takes the following hypothesis.

> H7: Perceived ease of use has a positive and significant influence on Behavioral Intention in using the Shopee Live feature.

    Based on the hypothetical model used in this study, which is shown in Figure 2 is the theoretical basis for the reasons for the variables used to create the model.
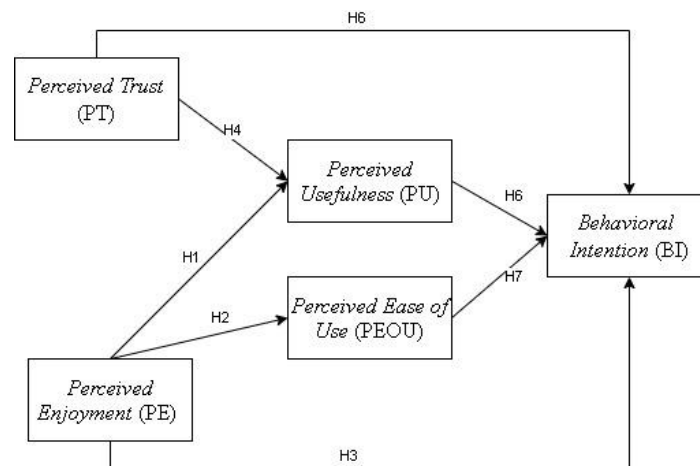
Figure 2. Research Model

4   Results and Discussion

The results of the research conducted in this study provide an explanation of each process carried out based on the research method that has been proposed.

4.1   Results of Data Collection

Respondents in this study were Universitas Negeri Semarang (UNNES) students who had used the Shopee Live feature, totaling 255 users. The criteria used in this study are Shopee Live users, namely UNNES students with the minimum requirement that they have used it at least once. Sampling was done by distributing a questionnaire in the form of a google form. Table 1 is the result of data from collecting questionnaires through google forms who have or have never used the Shopee Live feature.

Table 1. Result respondent data

Shopee Live Feature Users	Total Data
Used the Shopee Live Feature	225
Never used the Shopee Live feature	30
Total Data	255

Furthermore, data cleaning will be carried out as in Table 2 which aims to determine whether the data that has been collected is valid or not which will be used to perform data processing.

Table 2. Data Cleaning Results

Cleaning Data	Total Data
Data Valid	203
Invalid Data	27
Invalid data and have used the Shopee Live feature	22
Invalid data and have used the Shopee Live feature	5

4.2 Demographic Analysis Result

At this stage, the researcher analyzes the respondents' answers to the questionnaires that have been distributed, especially in the respondent's profile section. The unit of analysis in this study was active UNNES students which included geographic information obtained in this stage including gender, age, last education, class, faculty, and how often to use it. The number of respondents in this study amounted to 203 people, can be seen in Table 3.

Table 3. Demographic Results

Category	Frequency	Percentage (%)
Gender		
Male	75	36.9%
Female	128	63.1%
Age		
< 15	1	0.5%
15-24	195	96.1%
25- 34	7	3.4%
> 35	0	0%
Last education		
High School/Equivalent	137	67.5%
Diploma (D1/D2/D3/D4)	11	5.4%
Bachelor (S1)	54	26.6%
Master (S2)	1	0.5
Generation		
2015	6	3.0%
2016	10	4.9%
2017	11	5.4%
2018	128	63.1%
2019	48	23.6%
Faculty		
Faculty of Science Education	10	4.9%
Faculty of Language and Art	20	9.9%
Faculty of Social Science	22	10.8%
Faculty of Math and Science	55	27.1%
Faculty of Engineering	33	16.3%
Faculty of Sport Science	11	5.4%
Faculty of Economics	31	15.3%
Faculty of Law	21	10.3%
Feature Usage		
Every day	33	16.3%
Once a week	41	20.2%
> 1 Once a week	68	33.5%
< 1 Once a week	61	30.0%

Table 3 is the result of demographic analysis of respondents based on several categories.

4.3 Outer Model Analysis Results

The assessment of the outer model in analyzing data using the Structural Equation Model (SEM) using the SmartPLS application has three criteria in assessing the outer model, namely convergent validity, discriminant validity, and composite reliability.

4.3.1 Convergent Validity

According to Imam (2014) the loading factor value can be said to be valid and ideal if the value is greater than 0.7. It is known that all items that make up PE, PT, and BI have a loading factor value above > 0.7. Thus it can be interpreted that all of the items are valid and related to each other between variables. The initial result is to perform convergent validity which can be seen in Table 4 by looking at the outer loading value.

Table 4. Outer model results after deleting indicator items

	Behavioral Intention	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness	Perceived Trust
BI1	0.868				
BI2	0.852				
BI3	0.845				
BI4	0.853				
PE1			0.866		
PE2			0.792		
PE3			0.783		
PE4			0.806		
PEOU1		0.749			
PEOU3		0.831			
PEOU5		0.854			
PU1				0.857	
PU2				0.830	
PU3				0.799	
PU4				0.847	
PT1					0.737
PT2					0.803
PT3					0.797
PT4					0.832

Furthermore, to assess convergent validity, it can also be seen in the average variance extracted (AVE) value for each research variable. the AVE value of each research variable must be > 0.5. This means that the research variable meets the rule of thumb AVE > 0.5. The results of the AVE value are presented in Table 5.

Table 5. Hasil Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Behavioral Intention	0.730
Perceived Ease of Use	0.682
Perceived Enjoyment	0.660
Perceived Usefulness	0.717
Perceived Trust	0.629

Based on Table 5 it can be seen that the Behavioral Intention variable has a value of 0.730, the Perceived Ease of Use variable has a value of 0.682, the Perceived Enjoyment variable has a value of 0.660, the PU variable has a value of 0.717, and the Perceived Trust variable has a value of 0.629 where this value is > 0.5, so that this study meets the rule of thumb AVE > 0.5.

4.3.2 **Discriminant Validity**

Furthermore, testing is carried out by looking at the cross loading value between indicators and Fornell-Lacker's cross loading. Cross loading aims to see between the indicators used to compare between other indicators. Meanwhile, for the Fornell-Lacker's cross loading value, look at the AVE root value between constructs and other constructs (Hair Jr *et al.*, 2017). The value of cross loading between variables can be seen in Table 6.

Table 6. Result cross loading

	Behavioral Intention	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness	Perceived Trust
BI1	**0.868**	0.594	0.679	0.640	0.506
BI2	**0.852**	0.465	0.702	0.613	0.468
BI3	**0.846**	0.466	0.619	0.575	0.419
BI4	**0.853**	0.399	0.693	0.559	0.446
PE1	0.765	0.552	**0.867**	0.633	0.456
PE2	0.635	0.402	**0.791**	0.562	0.322
PE3	0.558	0.356	**0.782**	0.537	0.365
PE4	0.586	0.539	**0.807**	0.658	0.444
PEOU1	0.385	**0.744**	0.367	0.402	0.442
PEOU3	0.485	**0.864**	0.472	0.584	0.501
PEOU5	0.514	**0.864**	0.569	0.705	0.537
PU1	0.647	0.616	0.646	**0.878**	0.414
PU2	0.528	0.564	0.627	**0.848**	0.404
PU3	0.598	0.515	0.624	**0.793**	0.422
PU4	0.587	0.662	0.602	**0.866**	0.426
PT1	0.381	0.428	0.341	0.352	**0.739**
PT2	0.431	0.457	0.379	0.367	**0.800**
PT3	0.417	0.464	0.309	0.333	**0.797**
PT4	0.473	0.542	0.508	0.491	**0.833**

Based on Table 6, it can be seen that of all items BI, PE, PEOU, PU, and PT have a value greater than each block than the other blocks. After doing the analysis, then look at the Fornell-Lacker value which can be seen in Table 6.

Table 7. Result Fonell-Lacker

	Behavioral Intention	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness	Perceived Trust
Behavioral Intention	**0.855**				
Perceived Ease Of Use	0.564	**0.826**			
Perceived Enjoyment	0.789	0.577	**0.812**		
Perceived Usefulness	0.699	0.697	0.738	**0.847**	
Perceived Trust	0.539	0.599	0.493	0.492	**0.793**

Based on Table 7 the values obtained are based on the AVE root value of each variable with other variables in one research model. In this study, the value of each variable has met the requirements so that it can be used in research.

4.3.3 Composite Reliability

This test is carried out by calculating the composite reliability (CR) value and looking at the Croncbach's Alpha value. Composite realibility and Croncbach's Alpha values can be said to be valid if the values obtained are > 0.7(Ghozali, 2013; Hair Jr *et al.*, 2017). Croncbach's Alpha and Composite Reliability values for each variable can be seen in Table 8.

Table 8. Results of Composite Reliability and Croncbach's Alpha

	Composite Reliability (CR)	**Croncbach's Alpha**
Behavioral Intention	0.915	0.877
Perceived Ease of Use	0.865	0.768
Perceived Enjoyment	0.886	0.828
Perceived Usefulness	0.910	0.868
Perceived Trust	0.871	0.804

Based on Table 8 the results of the Composite Reability and Croncbach's Alpha values above, it can be seen that each variable has a value above 0.7. Composition Reability on Behavioral Itention variable > 0.7 is 0.915, Perceived Ease of Use > 0.7 is 0.865, Perceived Enjoyment > 0.7 is 0.886, Perceived Usefulness > 0.7 is 0.910 and Perceived Trust > 0.7 is 0.871. While for Croncbach's Alpha the Behavioral Intention variable > 0.7 is 0.877, Perceived Ease of Use > 0.7 is 0.68, Perceived Enjoyment > 0.7 is 0.828, Perceived Usefulness > 0.7 is 0.868 and Perceived Trust > 0.7 is 0.804. It is hereby stated that these variables are valid and reliable so that they can be accepted in the study.

4.4 Inner Model Analysis Results

The inner model was analyzed using R-Square (R^2) values and hypothesis testing which resulted in t-statistics values. The R-Square (R^2) value is divided into three types of groups, namely > 0.67 into the substantial category, the value 0.33 into the moderate category, and 0.19 into the weak variant category (Yamin & Kurniawan, 2011). Next, look at the value of t-statistics by using the bootstarpping method using a two-tailed test by looking at the value of the significance level. The significance values in the two-tailed test were 1.65 for the 10% significance level, 1.96 for the 5% significance level, and 2.57 for the 1% significance level (Hair Jr *et al.*, 2017).

4.4.1 R-Square (R^2)

In this test, it is done by calculating the R-Square value with the aim of knowing the level of variance on each change in the dependent variable to the independent variable. The value of the R-Square results can be seen in Table 9.

Table 9. R-Square (R^2) Results

	R-Square	**Category**
Behavioral Intention	0.671	Subtance
Perceived Ease of Use	0.335	Moderate
Perceived Usefulness	0.567	Moderate

From the R-Square results in Table 9 it can be seen that the BI variable can be explained by the PU, PEOU, PT, and PE variables with a value of 67.1 percent, the remaining 32.9 percent is explained by other variables from this study. The PEOU variable is explained by the PT variable, and PE with a value of 33.5 percent, the remaining 66.5 percent is explained by other variables from this study. Furthermore, the PU variable is explained by the PT variable, and PE with a value of 56.7 percent, the remaining 43.3 percent is explained by other variables from this study.

4.4.2 **T-Statics**

In this test, it is done by calculating the value of t-statistics using the Bootstrapping method using the two-tailed type (two tails), the path coefficient score on the inner model aimed at the t-statistic value must be above 1.96 or p-value $<=0.05$ then the hypothesis acceptable(Abdillah *et al.*, 2015; Ghozali, 2008)**.**

Table 10. T-Statics Result

	T-Statics	**P-Values**	**Description**
PEOU > BI	0,019	0,985	Reject
PE > BI	7,298	0,000	Accept
PE > PEOU	10,360	0,000	Accept
PE > PU	10,085	0,000	Accept
PU > BI	2,155	0,002	Accept
PT > BI	2,580	0,032	Accept
PT > PU	3,156	0,017	Accept

It can be seen in Table 10, from the eight hypotheses that were rejected only the PEOU variable for the BI variable with a value of 0.019 for t-statistics and 0.985 for p-values. Meanwhile, the highest value is in the PE variable against PEOU with a value of 10.360 for t-statistics.

4.4.3 **Goodness of Fit**

In this test, to see the value of Goodness of fit where it has many criteria and from the many criteria, researchers do not have to use all of these criteria to see the suitability of the research model, but it would be better to have more than one model fit test that meets the criteria. In this study, the SRMR, chi square, and NFI models were used. It can be seen in Table 11 is the result of the goodness of fit test.

Table 11. *Goodness of Fit Result*

	Cut of Value	**Values**	**Keterangan**
SRMR	< 0.08	0.068	Good Fit
Chi-Square	> 0.05	451.148	Good Fit
NFI	> 0.80	0.811	Good Fit

The GOF test results as shown in Table 11 show that the model is said to be fit. These results show that the overall model fit criteria are already in the good fit criteria. Based on the results of the suitability test for the SRMR model, the value is 0.068, this shows a good fit result where the value is < 0.08. Furthermore, based on the chi square model it has a value of 451.148, this shows a good fit result where the value is > 0.05. NFI has a value of 0.811, this shows the results of a goof fit where the value is more than the specified value, which is > 0.80.

4.5 **Discussion of Hypothesis Test Result (Bootstraping)**

After analyzing the inner model, the results obtained from the R-Squares (R^2) and t-statistics test that the model used in this study will be interpreted according to the hypothesis formulated in chapter two. The following is a discussion of the hypothesis and discussion of the analysis of the structural model.

H1 : Perveived Enjoyment there is a positive and significant effect on Perceived usefulness in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the first hypothesis (H1) is accepted. This explains that the perceived enjoyment variable has an influence on perceived usefulness. By looking at the value of the results of the analysis on t-statistics and p-values of 10.085 and 0.000 can be accepted. This is in line with previous research by Bendi (2017); Lou *et al.* (2005); Manis dan Choi (2019) which states that perceived enjoyment has a direct influence on perceived usefulness.

From the results of the discussion above, it can be interpreted that the perceived enjoyment has a direct influence on the perceived usefulness. The results of this study also show that the enjoyment felt by consumers in using the Shopee Live feature is one of the main factors determining the

usefulness of the Shopee Live feature, because the perceived enjoyment has a significant level of significance to the usability perceived by users. It can be said that the usability of the Shopee Live feature makes users more confident in the usefulness of the Shopee Live feature so that users will make purchases.

H2 : Perceived Enjoyment has a positive and significant effect on Perceived Ease of Use in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the second hypothesis (H2) is accepted. This explains that the perceived enjoyment variable has an influence on the perceived ease of use. By looking at the value of the results of the analysis on t-statistics and p-values of 10.360 and 0.000 can be accepted. This is in line with previous research by Euvenia *et al.* (2020); Teo *et al.* (2011) which states that perceived enjoyment has a direct influence on perceived ease of use in using this feature for purchase decisions.

From the results of the discussion above, it can be interpreted that the perceived enjoyment has a direct influence on the perceived ease of use. The results of this study indicate that the enjoyment felt by consumers in using the Shopee Live feature has the greatest significant level in influencing the ease of users in making purchase transactions, so that the perceived enjoyment can be said to be the main factor affecting the ease of users in using the Shopee Live features and purchase transactions.

H3 : Perveived Enjoyment has a positive and significant effect on Behavioral Intention in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the third hypothesis (H3) is accepted. This explains that the perceived enjoyment variable has a direct influence on a person's behavioral intention in using this feature. By looking at the value of the results of the analysis on t-statistics and p-values of 7.298 and 0.000 can be accepted. This is in line with previous research by Monica dan Japarianto (2022); Mubuke *et al.* (2017) stated that perceived enjoyment has a direct influence on behavioral intentions in using a technology.

From the results of the discussion above, it can be interpreted that the perceived pleasure has a direct influence on behavioral intentions. The results of this study also show that the enjoyment felt by consumers in using the Shopee Live feature can encourage users' intention to use the Shopee Live feature, so it can be said that the increased user intention to use the Shopee Live feature can increase the user's intention to make transactions more intensely.

H4: Perceived Trust has a positive and significant effect on Perceived Usefulness in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the fourth hypothesis (H4) is accepted. This explains that the perceived user trust variable has a direct influence on the perceived usefulness of using this feature. By looking at the value of the results of the analysis on t-statistics and p-values of 2.582 and 0.010 can be accepted. This is in line with previous research by Dahlberg *et al.* (2003); Gu *et al.* (2009) which states that perceived trust has a direct influence on perceived usefulness in using technology.

From the results of the discussion above, it can be interpreted that the user's perceived trust in using the Shopee Live feature has a direct influence on the perceived usefulness. The results of this study indicate that when consumers feel that the Shopee Live feature service can be trusted, it will make them more confident in the usefulness of the Shopee Live feature.

H5: Perceived Trust has a positive and significant effect on Behavioral Intention in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the fifth hypothesis (H5) is accepted. This explains that the perceived trust variable has a direct influence on the behavioral intention of the user in using this feature. By looking at the value of the results of the analysis on t-statistics and p-values of 2.155 and 0.032 can be accepted. This is in line with previous research by Liu *et al.* (2005); Trihutama (2018) which states that perceived trust has a direct influence on user behavioral intentions in using a technology.

From the results of the discussion above, it can be interpreted that the perceived trust in using this feature has a direct influence on the behavioral intention of the user. The results of this study indicate that when users feel that the Shopee Live feature service can be trusted, it will increase the user's intention to continue using the Shopee Live feature in making purchases.

H6: Perceived Usefulness has a positive and significant effect on Behavioral Intention in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the sixth hypothesis (H6) is accepted. This explains that the perceived usefulness variable has a direct influence on the behavioral intention of the user in using this feature. By looking at the value of the results of the analysis on t-statistics and p-values of 3.156 and 0.002 can be accepted. This is in line with previous research by Jannah *et al.* (2015); Lou *et al.* (2005); Setiawan (2015) which states that perceived benefits have a direct influence on user behavioral intentions in using technology acceptance.

From the results of the discussion above, it can be interpreted that the perceived benefits of using this feature have a direct influence on user behavioral intentions. The results of this study indicate that the usefulness or benefits felt by the user with the Shopee Live feature can affect the user's intention to continue using the Shopee Live feature in making purchases.

H7: Perceived Ease of Use has no positive and significant effect on Behavioral Intention in using the Shopee Live feature.

Test results Table 11 on the inner model analysis shows that the seventh hypothesis (H7) is rejected because the t-test value is still below the value of 1.96 so that the perceived ease of use does not have a positive impact on user behavioral intentions in using the Shopee Live feature in purchasing interest. . It is known that the experimental hypothesis 7 obtained a t-statistics value of 0.019. Where the value is smaller than the t-table value (1.96). And the p-values are greater than 0.05 of 0.985 so that the test can be said to be insignificant and rejected. This is in line with previous research by Hwa *et al.* (2015); Winata *et al.* (2020) which states that perceived ease of use does not have a direct influence on user behavioral intentions in using a technology.

From the results of the discussion above, it can be interpreted that the perceived ease of use variable does not have a direct influence on the behavioral intention of the user in using it. Based on the value of the PEOU item, it was found that users found it difficult to use the Shopee Live feature, this could be because based on the results of demographic analysis where the majority of respondents used the Shopee Live feature less than 1 time a week, resulting in insufficient experience or unfamiliarity with using the Shopee feature. Live. The results of this study indicate that the ease of using the Shopee Live feature does not affect the user's intention to continue using the Shopee Live feature in making purchases.

4.6 Evaluation and Recommendation

This section describes several recommendations on the factors of user sustainability intentions in using the Shopee Live feature to make purchases. This recommendation can be used as an alternative reference for further research, namely on Tokopedia, Bukalapak, and Lazada which have similar features. In this study using the TAM method by adding external variables, namely perceived enjoyment, and perceived trust. The results of data collection in this study also found some invalid data, from 255 data there were 27 data that were said to be invalid, so the data was deleted. Furthermore, the results of the loading factor of this study also contained three indicators that were declared less valid, so that the indicators were removed from the research model.

The results of this study, the perceived enjoyment variable has a direct effect on the perceived usefulness, perceived ease of use, and behavioral intention variables, based on the results of H1, H2, and H3. The results of this study provide recommendations in creating features such as those on Shopee, namely Shopee Live can make users feel pleasure in using the Shopee Live features, thus making users feel the usefulness that exists. perceived usefulness with the Shopee Live feature. In addition, the pleasure felt is also one of the main factors for the ease of use of Shopee Live and the ease of transacting. So it is recommended to be able to increase user enjoyment in the Shopee Live feature, because the results of research on user perceived pleasure are one of the factors that affect perceived usability and ease of use. Furthermore, the enjoyment that users feel in using the feature

also affects the user's intention to use the Shopee Live feature. So that with an increase in the enjoyment felt by users, it can make users more intense in conducting transactions.

Furthermore, the perceived trust variable has an influence on perceived usefulness and behavioral intention, based on the results of H4, and H5. The results of this study are recommended to increase user confidence in using the Shopee Live feature. If the user feels confident in the Shopee Live feature, then the Shopee Live feature service provider must ensure that in using this feature it can be useful for the benefit of the user. In addition, with the user's trust in the Shopee Live feature, it can increase the user's intention to use this feature in making purchases.

The results of the research on the perceived usefulness variable have an influence on behavioral intention as in the results of H6. The results of this study provide recommendations so that in creating Live features on the marketplace it can have usefulness that is felt by users, thus creating a sense in users to intend to use these features in making purchases more intensely. Furthermore, the perceived ease of use variable does not have an influence on behavioral intention as in the results of H7. The results of this study found that there are results that have no effect where the perceived convenience of the user has no effect on the intention to use this feature in making a purchase. So it is recommended that service providers in the form of Live features must provide digital literacy or how to use Shopee Live features, and simplify the process at the stage of making purchase transactions.

The results of this study as a whole show that the perceived enjoyment of the ease of use in using the Shopee Live feature has the highest value from the analysis results, so it can be said that the pleasure felt by the user greatly determines the ease of using the Shopee Live feature and purchase transactions. In addition, the perceived enjoyment of the perceived usefulness also has a fairly high value and the perceived usefulness affects the user's intention to use the Shopee Live feature on an ongoing basis, it can be said that increasing users in using the Shopee Live feature can affect the intention to make purchases more intensely. So from the results of this study it is recommended that the Shopee service provider in making the Shopee Live feature prioritizes user enjoyment or pleasure so that users use it on an ongoing basis.

5   Conclusion

Based on the results of data processing that has been carried out, from the five variables there are indicators that must be removed on the outer loading, namely PEOU 2, PEOU 4, and PU 5 because they are still below the set value 0.7, with a loading factor value of 0.091, 0.450, and 0.685. Thus, this item has a low value correlation with its variables, namely PEOU and PU. However, in the analysis of discriminant validity, all can be accepted because they have met the requirements where the value must be > 0.5 so that it can be said to be a good model. Meanwhile, for composite reliability, each variable has a composite reliability value above 0.7. In the analysis of the inner model there is one hypothesis that is rejected, namely PEOU > BI because this hypothesis has a value less than the standard t-test value of 0.019 and 0.985 for p-values, so that the hypothesis is rejected and there are six hypotheses accepted, namely PE > PU, PE > PEOU, PE > BI, PT > PU, PT > BI, and PU > BI. Based on the results of this analysis, one of these hypotheses was rejected, namely H7, but the other six hypotheses were accepted in terms of buying interest using the Shopee Live feature. So it can be said that user interest in using the Shopee Live feature for purchase interest among Universitas Negeri Semarang (UNNES) students is quite high.

6   References

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