Antecedents of the Technology Acceptance Model (TAM) Theory on

BACHELOR THESIS



Written by:

Name	: Chafiz Naufal Fauzi
Student Number	: 18311199
Study Program	: Management
Area of Concentration	: Marketing

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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Compiled and submitted to fulfill the final exam requirements to obtain a Bachelor degree in the Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia

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STATEMENT OF AUTHENTICITY OF THE WORK

"I hereby declare that in this thesis there is no work that has ever been submitted by another person to obtain a bachelor's degree at a university, and to the best of my knowledge there is no work or opinion that has ever been written or published by another person, except those that are writtenly referred to in this manuscript and stated in the references. If later on it is proven that this statement is not true, I am willing to accept any punishment/sanction according to the applicable regulations."

Yogyakarta, 3 February 2025



Author

Chafiz Naufal Fauzi

THESIS APPROVAL PAGE

Antecedents of the Technology Acceptance Model (TAM) Theory on the Blibli Online Mall Platform

Written by:

Name	: Chafiz Naufal Fauzi
Student Number	: 18311199
Study Program	: Management
Area of Concentration	: Marketing

Yogyakarta, 3 February 2025

It has been approved and ratified by the

Supervisor,



Istyakara Muslichah, SE., MBA.

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ANTECEDENTS OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM) THEORY ON THE BLIBLI ONLINE MALL PLATFORM

Written By : Chafiz Naufal Fauzi

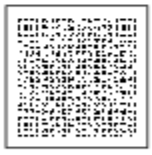
Student ID Number : 18311199

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Examiner/Content Advisor : Istyakara Muslichah, S.E., MBA.

Examiner : Alldila Nadhira Ayu Setyaning, S.E., MBA.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis *perceived ease of use, perceived usefulness,* dan *perceived enjoyment* terhadap niat pembelian online di Blibli. Populasi dalam penelitian ini adalah seluruh pengguna aktif *platform* Blibli di Indonesia yang telah melakukan minimal satu kali pembelian dalam enam bulan terakhir. Sampel penelitian ditentukan menggunakan teknik *purposive sampling* dengan tiga kriteria sebagai berikut: (1) Responden merupakan pengguna aktif Blibli yang telah melakukan minimal satu kali pembelian dalam enam bulan terakhir; (2) responden berusia antara 17 sampai dengan 45 tahun, karena rentang usia tersebut dianggap paling aktif menggunakan platform e-commerce; (3) responden memahami dan mampu menjawab pertanyaan survei yang diberikan, baik secara teknis maupun konseptual. Penelitian ini menggunakan teknik analisis data *partial least squares structural equation modeling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa *perceived ease of use, perceived usefulness,* dan *perceived enjoyment* berpengaruh positif dan signifikan terhadap niat pembelian online di Blibli.

Kata Kunci: *perceived ease of use, perceived usefulness, perceived enjoyment, online purchase intentions,* Blibli

ABSTRACT

This research aims to analyze the influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment on online purchase intentions at Blibli. The population in this study were all active users of the Blibli platform in Indonesia who had made at least one purchase in the last six months. The research sample was determined using a purposive sampling technique with the following three criteria: (1) Respondents were active Blibli users who had made at least one purchase in the last six months; (2) respondents were aged between 17 to 45 years, because this age range is considered the most active in using e-commerce platforms; (3) respondents understood and were able to answer the survey questions given, both technically and conceptually. This research uses partial least squares structural equation modeling (PLS-SEM) data analysis techniques. The results of this research show that perceived ease of use, perceived usefulness, and perceived enjoyment have a positive and significant effect on online purchase intentions at Blibli.

Keywords: *perceived ease of use, perceived usefulness, perceived enjoyment, online purchase intentions,* Blibli

FOREWORD

Assalamualaikum Wr. Wb.

Praise by the writer of the thesis to Allah SWT who gives grace and hidayah so that the writer can complete the thesis entitiled **Antecedents of the Technology Acceptance Model (TAM) Theory on the Blibli Online Mall Platform.**

This thesis is intented as one of the conditions that must be met to obtain a Bachelor degree in the Management Departement, Faculty of Business and Economics, Universitas Islam Indonesia. The writer is aware that during the process of creating this thesis is inseparable from the support and guidance of various parties, both morally and materially. Therefore the writer would like to say thank you as much as possible to:

1. Katiya Nahda S.E., MSc., for all the support and the helping hand in finishing this thesis.
2. Istyakara Muslichah, SE., MBA., that had given me a lot of directions and provided inputs with patient, thus; the writer can finish writing this thesis.
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4. And others that I cannot mention one by one.

The writer realizes that there are still many mistakes in the writing of this thesis. Therefore, the writer expect input and suggestions for the better future in the writing. The writer also hopes that this paper can be useful for all parties who need it, especilally for students of Universitas Islam Indonesia. Amen.

Wassalamualaikum Wr. Wb.

Yogyakarta, 3 February 2025



Chafiz Naufal Fauzi

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CHAPTER I

INTRODUCTION

1.1.Background

The development of information technology has changed the way people shop, including in Indonesia. One significant change is the increasing use of e-commerce platforms, such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak, some of which are known as leading online malls in Indonesia (Gusfi *et al.*, 2024). Blibli is ranked sixth in the list of e-commerce with the Largest Gross Transaction Value/GMV in Southeast Asia (2023) which can be seen in more detail in Figure 1 below (Muhamad, 2024):

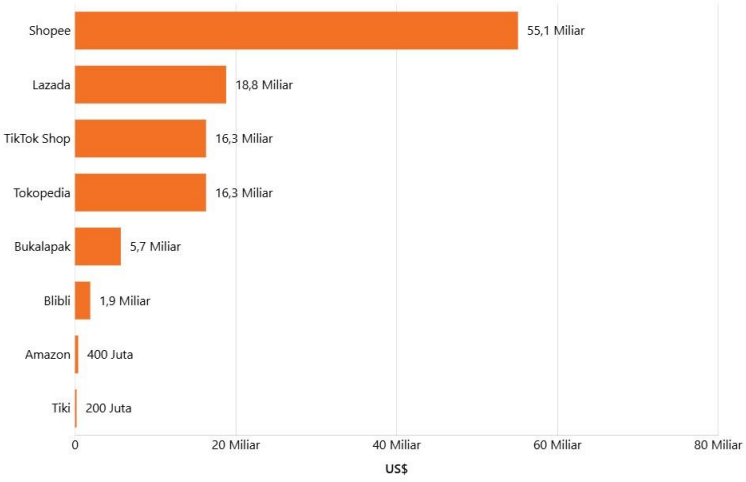


Figure 1.1. E-Commerce with the Largest Gross Transaction Value/GMV in Southeast Asia (2023)

Source: (Muhamad, 2024)

Blibli offers various features and services that aim to make it easier for consumers to make online purchases. Blibli provides product search features, wishlists, promos, Blibli Express, Blibli Rewards, live chat, payment gateway, reviews, order tracking, and Seller Center to make it easier for users and sellers (Hadi, 2023).

Even based on the analysis of performance quality in (Mutmainnah and Ihsan, 2024) research, it was found that between the blibli.com and tiket.com websites, under normal conditions, blibli.com showed better performance quality than tiket.com in terms of average time and standard deviation, while both had equivalent performance in throughput and error percentage (Mutmainnah and Ihsan, 2024). However, even though technological convenience is readily available, consumers' online purchasing intentions are still influenced by various psychological factors and user perceptions of the platform.

In understanding the factors that influence online purchasing intentions, the *technology acceptance model* (TAM) is one of the theories that is often used. The theory that explains the technology acceptance approach model is the technology acceptance model (TAM). The technology acceptance model (TAM) is a framework for understanding and analyzing factors that influence the acceptance or adoption of technology by a person. This model was first developed by Davis (1989) and is commonly used in research on user behavior towards technology.

(Davis, Bagozzi and Warshaw, 1989) added two main components to the TRA model, namely perceived ease of use and perceived usefulness (Davis, 1989; Davis, Bagozzi and Warshaw, 1989; Maulana and Khusnudin, 2024).

In this study, two indicators of the technology acceptance model (TAM) were used, that is Perceived Ease of Use and Perceived Usefulness. In addition to these two factors, additional elements such as Perceived Enjoyment are also important, especially in the context of e-commerce platforms, where a pleasant experience when using the platform can increase purchase intentions. In (Putri, Singasatia and Sunandar, 2022) research, the object of which was Shopee Application Users, the results showed that there was a positive and significant influence between Perceived ease of use, Perceived enjoyment and Attitude toward using on behavioral intention to use. Meanwhile, for the variables Perceived usefulness, Perceived enjoyment on Attitude toward using and Behavioral intention to use, there was no positive and significant influence. The results of (Chaniago and Akbar, 2020) research show that the factors Perceived usefulness, Perceived ease of use, Attitude, and Intention to use all have a significant influence on the acceptance of the use of the Shopee application among students.

(Isnain *et al.*, 2021) study uses the Technology Acceptance Model (TAM) to determine the effect of sales promotion on purchase intention. The data used in this study are primary data obtained from respondents who use Tokopedia. The

results of this study that sales promotions significantly affect purchase intention, but one of the TAM components, namely perceived usefulness, has no effect on purchase intention.

Then, (Syafika and Antonio, 2024) study aims to investigate how the technology acceptance model (TAM) impacts university students' use of the TikTok Shop feature in Indonesia. Data was collected through a questionnaire sent via Google Forms and included 102 students from various universities throughout Indonesia who had previously used TikTok Shop every day. SmartPLS checks the hypothesis using structural equation modeling (SEM). The research findings indicated that students' perceptions of the utility of the TikTok Shop are significantly and positively influenced by their perceptions of the shop. Ease of use of the platform substantially influences the usefulness of the platform and students' attitudes towards it. Last, (Munir and Darmawan, 2022) study intends to observe the variables of trust, ease of use and security on shopping interest in the well-known marketplace, namely Lazada. This study took a sample of 100 people as Lazada users. With the regression technique it is known that trust is a variable that plays a significant role in shopping interest at Lazada. The same goes for ease of use and security.

Blibli as an online shopping center not only offers various attractive features, such as an intuitive interface, profitable promotions, and flexible payment methods, but

also reflects the latest trends in the e-commerce industry. The rapid development of e-commerce opens up great opportunities for business people to develop their businesses and expand market access. This e-commerce trend continues to grow, influenced by technological advances and dynamic market needs. Some of the current dominant trends include the use of AI (Artificial Intelligence) and machine learning to personalize the shopping experience, increasing transactions through mobile commerce, and adopting chatbots and virtual assistants to improve the quality of customer service (Hadi, 2023; Wijaya, 2023).

As one of the big players in the Indonesian e-commerce industry, Blibli continues to strive to offer a comfortable and satisfying shopping experience for consumers. As the biggest trusted online mall, Blibli offers various high-quality products in collaboration with more than 100.000 business partner specializing in primary needs, electronics along with gadget, daily needs, and lifestyle needs. Blibli fast shipping is supported by BES delivery service along with 15 logistics partner, and 20 warehouses, and 32 hubs all around Indonesia's largest cities (Blibli toko online, 2024). However, to remain competitive in an increasingly competitive industry, Blibli needs to better understand how consumer perceptions of ease of use, usefulness, and enjoyment influence their purchase intentions.

With the emergence of many other e-commerce platforms such as Tokopedia, Jakmall, and Lazada that offer similar features, it is important for Blibli to ensure

that the services they offer are able to meet consumer expectations and needs. (Similarweb LTD, 2024). The main motivation of this research is to provide a real contribution in understanding consumer behavior on the Blibli platform, especially in the context of ever-evolving technology.

1.2.Problem Formulation

Based on the background of the problem described above, the formulation of the problem to be studied is as follows:

1. Does perceived ease of use have a positive and significant effect on online purchasing intentions at Blibli?
2. Does perceived usefulness have a positive and significant effect on online purchasing intentions at Blibli?
3. Does the perceived enjoyment have a positive and significant effect on online purchasing intentions at Blibli?

1.3.Research Objectives

The objectives of this research are as follows:

1. To test the relationship between perceived ease of use on online purchasing intentions at Blibli.
2. To test the relationship between perceived usefulness on online purchasing intentions at Blibli.

3. To test the relationship between perceived enjoyment on online purchasing intentions at Blibli.

1.4.Benefits of Research

This research is expected to provide the following benefits:

1. Theoretical Benefits: Contributing to the development of technology acceptance model (TAM) theory by integrating its factors in the context of e-commerce in Indonesia, especially on the Blibli platform.
2. Practical Benefits: Providing strategic guidance based on technology acceptance model (TAM) theory for Blibli in improving user experience through optimizing features that support ease of use, benefits, and enjoyment.

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Foundation

2.1.1. Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is an information systems theory that explains how to encourage users to accept and utilise new technology (Davis, 1989). It has been widely applied by information systems scholars to addresses the challenge to organizations of promoting acceptance of new information systems (Liu, Dedehayir and Katzy, 2015).

Technology Acceptance Model (TAM) was first introduced by (Davis, 1989) who modified from belief, attitude, intention, and user behavior relationship which adopted from the components of Theory of Reason Actioned (TRA). The purpose of Technology Acceptance Model (TAM) is to explain the determinants of acceptance of information-based technology in general. In addition, Technology Acceptance Model (TAM) can also explain the behavior of end users of information technology with quite wide variations and user populations that can provide a basis for determining the influence of external factors on psychological foundations. Technology Acceptance Model (TAM) is usually used to explore how someone gets new technological advances, and

what variables can influence selection, recognition, and intention in using innovation (Purwanto and Budiman, 2020).

TAM presents two factors that are important determinants of users' acceptance: perceived usefulness and perceived ease of use (Davis, 1989). The fundamental principle is that the better users perceive that a specific application will enhance their performance, and the less effort the application requires to use, the higher the adoption rate will be. Since the model was first developed, several other factors have been added. The Technology Acceptance Model (TAM) is a widely used model in the field of social sciences that explores the acceptance and usage of new e-technology or e-services. It is based on the belief that users' perception of a technology's usefulness and ease-of-use influences their attitude and intention to use it (Aljarrah, Elrehail and Aababneh, 2016).

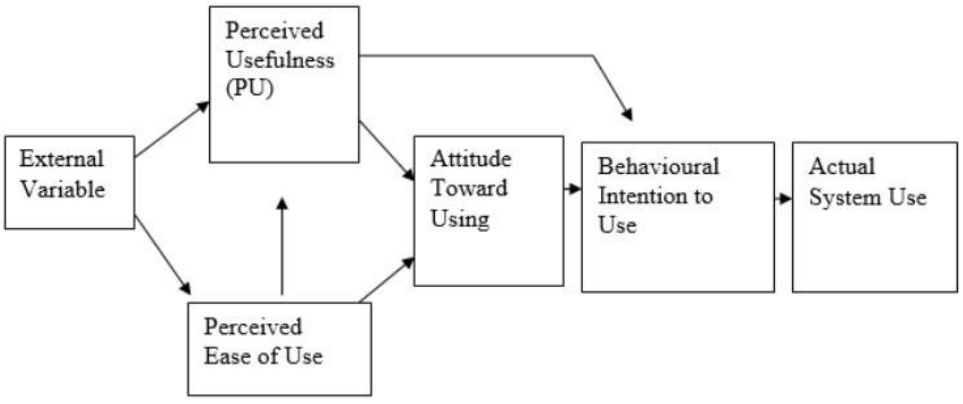


Figure 2.1. Model TAM

Source: (Jhonatan and Prasetiyo, 2023)

2.2. Hypothesis Development

2.2.1. Relationship Between Perceived Ease of Use on Online Purchasing Intentions

In (Ramayah and Ignatius, 2005) study perceived ease of use (PEU) and perceived enjoyment (PEnj) were found to have a positive influence on the online shopping intention. This suggests that the ease of use of the technology and the degree in which the shopper is satisfied with the online shopping experience are imperative in predicting the potential e-shopper's intent. Specifically, this study further contends that individuals would only purchase through the Internet if they find it to be "enjoyable in its own right" coupled with the ease of engaging in the mechanisms of the technology.

(Moslehpour *et al.*, 2018) study proposes a new model by partially combining personality traits (PT) and Technology Acceptance Model (TAM) attributes to examine the influences of personality characteristics (conscientiousness, openness) and perception of technology (perceived usefulness, perceives ease of use) on e-purchase intention. They found that PU, PEOU and OPE have significant impacts on e-purchase intention (INT).

(Aslami *et al.*, 2022) study aims to determine the direct effect of perceived ease of use, perceived risk and E-WOM on trust and purchase intention, and also to determine the indirect effect of perceived ease of use, perceived risk and E-

WOM on purchase intention which is mediated by trust. The population in this study were all shopee users in West Jakarta with a sample of 260 respondents. The method used in this research was quantitative analysis with SEM analysis assisted with SmartPLS 3.0 tool. The results of this study indicated that perceived ease of use had a positive and significant effect on purchase intention.

H₁: *Perceived ease of use have a positive and significant effect on online purchasing intentions at Blibli.*

2.2.2. Relationship Between Perceived Usefulness on Online Purchasing Intentions

In (Hanjaya, Kenny and Gunawan, 2019) study data was gathered with survey by spreading 100 questionnaires randomly to the respondents who had the experience in doing the online purchase via mobile app in the last 6 months in Indonesia and Singapore. The methodology in doing this study is the quantitative approach by considering the connection amongst the independent variables and the dependent variables. This research found that usefulness and information quality significantly affect the online purchase intention through mobile app in Indonesia while in Singapore ease of use, usefulness, and service quality significantly affect the online purchase intention through mobile app.

The purpose of (Ventre and Kolbe, 2020) study is to investigate online purchase intention in emerging markets focusing on the impact of perceived usefulness of online reviews, trust and perceived risk. The results were obtained by an online survey answered by 380 online shoppers in Mexico City. Results from partial least squares structural equation modeling (PLS-SEM) using SmartPLS indicate that perceived usefulness of online reviews influences in trust and online purchase intention.

(Kripesh, Prabhu and Sriram, 2020) study concentrates on the effect of product information and perceived usefulness on the purchase intention of online customers. Survey methodology was adopted and structural equation modelling technique was used. Analysis was done using Smart PLS version 3. The study shows a positive correlation between product information and perceived usefulness which in turn significantly influences the purchase intention. The study reveals the importance of detailed online product information and efficiency of the website as key factors that make customer buy online.

H_2: *Perceived usefulness have a positive and significant effect on online purchasing intentions at Blibli.*

2.2.3. Relationship Between Perceived Enjoyment on Online Purchasing Intentions

(Hasan *et al.*, 2021) study aimed to understand factors influencing customers' online shopping intentions. This study used the technology acceptance model (TAM) and extended it, including social value and perceived enjoyment, to measure customers' intentions in the online shopping context. Three hundred one validated data was collected using personal interviews and the online survey approach through convenience sampling technique from 20 to 60 years old. Subsequently, data were analyzed through PLS-SEM. The measurement model was first examined to determine whether the constructs predict online shopping intentions. After validating the measurement model, the subsequent structural model was analyzed using Smart PLS 3.3.3. The study results revealed that perceived usefulness, attitude, social value, and perceived enjoyment are significant positive predictors of online shopping intentions. However, perceived ease of use insignificantly impacted online shopping intentions.

The purpose of (Mustika and Wahyudi, 2022) research is to examine the relationship between Website Quality, Perceived Enjoyment, Perceived Trust that can involve Purchase Intention of Skincare Products. This research will employ a theoretical lens of S-O-R (stimulus-organism-response). The proposed model is tested to 476 participant users of beauty e-commerce sites

using survey approach by Lime Survey. Partial least square structural equation modelling was used for the analysis (PLS-SEM). The findings revealed that Quality of a website, Perceived Enjoyment, and Perceived Trust has a positive significant effect on Online Purchase Intention, Website Quality has a positive significant effect on Perceived Enjoyment and Perceived Trust, and Perceived Enjoyment and Perceived Trust can mediate perfectly between Website Quality and Online Purchase Intention. This research show implication that e-retailer should improve the quality of beauty e-commerce especially on visual and display appeal quality, to facilitate and comfort consumers about their purchasing decisions, also beauty e-commerce sites should give more attention to delivery and transaction security.

(Ulaan, Pangemanan and Lambey, 2016) research is aimed to know the effect of Perceived Enjoyment on Intention to Shop Online by applying Simple Regression Analysis. This method is to enable understanding the relationship between the independent variable (Perceived Enjoyment) and dependent variable (Intention to Shop Online) using simple linear regression analysis model. The result analysis indicated that Perceived Enjoyment has a positive influence on Intention to Shop Online. Furthermore, online shop owners must consider about the importance of consumers feeling of pleasure while shopping through website. In this research, create an attractive web design so that it will attract consumers to do an online purchasing, because according to this study,

when a consumer feels enjoy while doing their activity through internet, it will attract their intention to shop online.

H3: *Perceived enjoyment have a positive and significant effect on online purchasing intentions at Blibli.*

2.3.Research Framework

Below is a figure of the framework for this research:

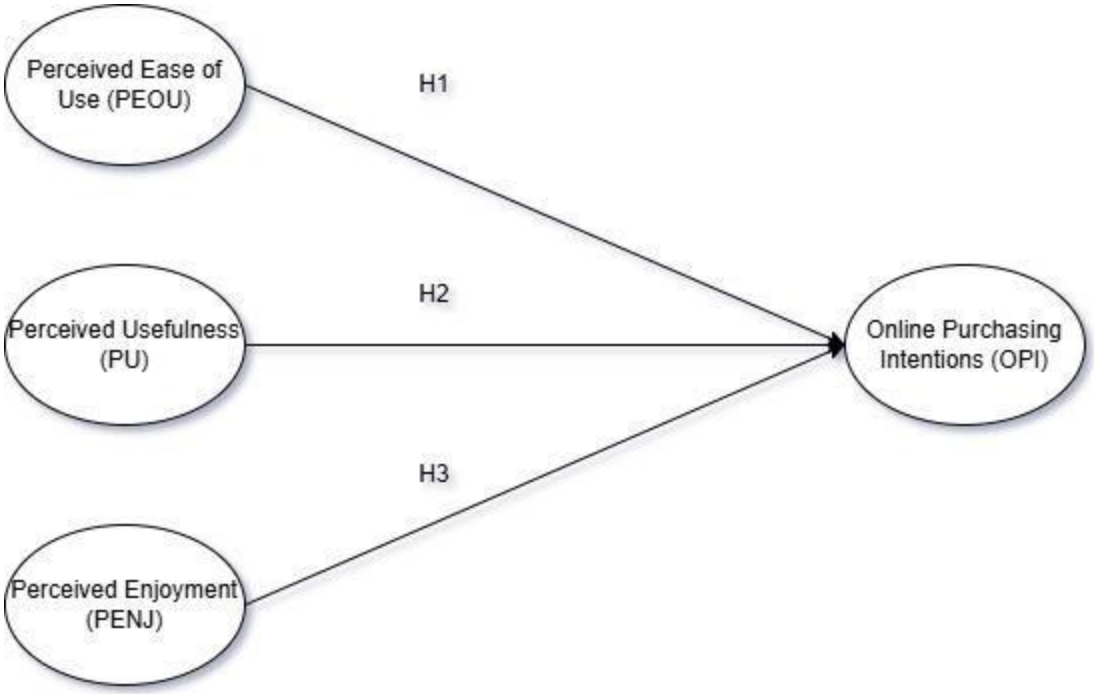


Figure 2.2. Research Framework

Source: Author (2025)

CHAPTER III

RESEARCH METHOD

3.1.Type of Research

This research is a quantitative research. According to (Sugiyono, 2016) quantitative method is a method based on the philosophy of positivism aimed at describing and testing the hypothesis made by the researcher. Quantitative research contains many numbers starting from collection, processing, and results that are dominated by numbers. The research strategy used in this study is to use an associative research strategy. Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2019b).

3.2.Population and Sample

(Sugiyono, 2019a) states that population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. Furthermore, according to (Sugiyono, 2021) a sample is part of the number and characteristics possessed by the population. The sampling procedure used in this study is non-probability sampling with purposive sampling technique. (Sugiyono, 2021) states that the purposive sampling technique is a sampling determination technique with certain considerations.

The population in this study were all active users of the Blibli platform in Indonesia who had made at least one purchase in the last six months. This population was chosen because they were considered to have direct experience in using Blibli services, so they could provide relevant data related to online purchasing intentions. The research sample was determined using a purposive sampling technique with the following three criteria:

1) Respondents were active Blibli users who had made at least one purchase in the last six months.
2) Respondents were aged between 17 to 45 years, because this age range is considered the most active in using e-commerce platforms.
3) Respondents understood and were able to answer the survey questions given, both technically and conceptually.

3.3.Data and Data Sources

The data in this study were collected through a survey using Google Form, which was distributed to respondents who met the purposive sampling criteria. The survey instrument was designed using a Likert scale of 1-5, where respondents were asked to provide an assessment of statements related to perceived ease of use, perceived usefulness, perceived enjoyment, and online purchase intentions. This scale is used to measure the intensity or level of respondent agreement with the various aspects studied, thus allowing for in-depth quantitative analysis.

According to (Ghozali, 2018), the scale that is often used in compiling questionnaires is an ordinal scale or often called a Likert scale. Respondents are asked to answer the agreement of a psychological object. The Likert scale contains five levels of answer preferences with the choices that will be presented in the table below:

Table 3.1. Likert Scale Point

Rating Scale	Weight
Strongly Disagree	1
Don't Agree	2
Neutral	3
Agree	4
Strongly Agree	5

3.4.Operational Definition of Variables

In this study, the online purchase intentions variable acts as the dependent variable. The variables to perceived ease of use, perceived usefulness, and perceived enjoyment act as independent variables. The following table presents an explanation related to the operational definition of this research variable:

Table 3.1. Operational Definition of Variables

Variable	Operational Definition	Indicator	
Perceived Ease of Use (PEOU)	The level of user confidence that using Blibli will be free from excessive effort.	PEOU1	Ease of navigation.
		PEOU2	Clarity of interface.
		PEOU3	Ease of learning to use the platform.
Perceived Usefulnes (PU)	User perception that using Blibli increases online shopping efficiency and productivity.	PU1	Blibli helps increase online shopping efficiency.

Variable	Operational Definition	Indicator	
		PU2	Users feel more productive by using Blibli.
		PU3	Blibli provides significant benefits compared to traditional shopping methods.
Perceived Enjoyment (PENJ)	The level of enjoyment felt by users when using Blibli services.	PENJ1	Enjoy exploring the features and products on Blibli.
		PENJ2	Satisfaction with interactions with virtual assistants at Blibli.
		PENJ3	The pleasure of using the automatic assistance feature in online shopping.
Online Purchase Intentions (OPI)	Users' desire to make purchases through the Blibli platform.	OPI1	There is a desire to buy products through Blibli.
		OPI2	Plans to make online shopping transactions at Blibli in the near future.
		OPI3	Preference for using Blibli over other platforms for online purchases.

Source: (Davis, 1989; Davis, Bagozzi and Warshaw, 1989; Ramayah and Ignatius, 2005; Bosnjak, Galesic and Tuten, 2007; Chen, Shang and Li, 2014; Trihutama, 2018; Patel and Patel, 2018; Ventre and Kolbe, 2020; Dabbous and Barakat, 2020; Kripesh, Prabhu and Sriram, 2020; Kanwal *et al.*, 2022; Munir and Darmawan, 2022; Mustika and Wahyudi, 2022)

3.5.Data Analysis Techniques

The data analysis technique in this study uses descriptive analysis and statistical analysis which are described as follows:

3.5.1. Descriptive Analysis

Descriptive analysis is a statistical technique that is useful for analyzing and placing a picture of data. The purpose of descriptive analysis is to obtain a picture of a set of data obtained from a set of data obtained from the results of observations so that it will be easy to understand, read, and use as information (Bahri, 2018).

3.5.1.1.Descriptive Analysis of Respondents

Descriptive analysis of respondents aims to describe the characteristics of respondents based on data grouping, according to several criteria. This analysis uses classifications, namely the number (N) and percentage (%). The characteristics of respondents analyzed include gender, age, type of work, range of monthly spending for online shopping, and frequency of online shopping at Blibli.

3.5.1.2.Descriptive Analysis of Variables

In this study, descriptive statistical measurements were carried out in the form of missing, mean, median, min, max, standard deviation, excess kurtosis, and skewness for each questionnaire variable indicator to provide a description of the variable data, namely perceived ease of use, perceived usefulness, perceived enjoyment, and online purchase intentions.

3.5.2. PLS-SEM Statistical Analysis

In general, the data is tested using the PLS-SEM testing method which uses the SmartPLS application. The testing method consists of two, namely model testing and model estimation. Model testing is divided into inner model testing (inner model) and outer model (outer model). Model evaluation in PLS consists of two stages, namely evaluation of the outer model or measurement model and evaluation of the inner model or structural model. Evaluation of the measurement model is grouped into evaluation of the reflective and formative models (Haryono, 2016).

According to Jogiyanto (2011:69) in (Haryono, 2016) the measurement model (outer model) in and research model cannot be tested in a correlational and causal relationship prediction model if it has not passed the purification stage in the measurement model. The measurement model itself is used to test the construct validity and reliability of the instrument. According to Cooper and Schindler (2006:53) in (Haryono, 2016) the validity test is conducted to determine the ability of the research instrument to measure what should be measured. While the reliability test is used to measure the consistency of the measuring instrument in measuring a concept or can also be used to measure the consistency of respondents in answering question items in the questionnaire or research instrument (Haryono, 2016).

After evaluating the construct/variable measurement model, the next step is to evaluate the structural model or inner model. The first step is to evaluate the structural model by looking at the significance of the relationship between constructs/variables. This can be seen from the path coefficient which describes the strength of the relationship between constructs. The sign or direction in the path coefficient must be in accordance with the hypothesized theory, its significance can be seen in the t-test or CR (critical ratio) obtained from the bootstrapping process or resampling method. The second step is to evaluate the R^2 value. The interpretation of the R^2 value is the same as the interpretation of the linear regression R^2, namely the magnitude of the variability of the endogenous variable that can be explained by the exogenous variable. Another test in structural measurement is Q^2 predictive relevance which functions to validate the model. This measurement is suitable if the endogenous latent variable has a reflective measurement model. The results of Q2 predictive relevance are said to be good if the value is > which indicates that the exogenous latent variable is good (appropriate) as an explanatory variable that is able to predict its endogenous variable (Haryono, 2016).

For testing the outer model, the indicators are by using Outer Loading, Average Variance Extracted (AVE), Fornell-Larcker Criterion, Cronbach Alpha (CA) and Composite Reliability (CR). In addition, for the inner model or outer model, the suitability of the model is measured by Inner VIF Values, R-Square, and Q-Square.

The hypothesis testing uses bootstrapping with an alpha level () of 0,05. The following is an explanation of this (Haryono, 2016; Noor, 2017; Hair Jr *et al.*, 2021):

Outer Loading: Indicator to measure the extent to which the indicator represents the latent construct, used to assess the validity of the indicator in the measurement model. A good outer loading value should be > 0,5 to indicate the validity of the indicator.

Average Variance Extracted (AVE): The proportion of indicator variance explained by the latent construct, used to evaluate convergent validity. A good AVE value should be > 0,5 to indicate the validity of the indicator.

Fornell-Larcker Criterion: A technique to check discriminant validity by comparing the square root of AVE to the correlation between latent constructs. The value on the diagonal (root of AVE) must be the largest compared to other correlations.

Cronbach Alpha (CA): Indicator to measure the internal reliability of the construct that assesses the consistency of the indicator in measuring the same construct. A good Cronbach Alpha value should be more than 0,4 to ensure reliability.

Composite Reliability (CR): An indicator to measure the internal reliability of a construct by considering the weight of the indicators and providing more

accurate results than CA. A good Composite Reliability value should be more than 0,4 to ensure reliability.

Inner VIF Values: An indicator to identify multicollinearity between latent constructs in a structural model to ensure unbiased estimates. Inner VIF Values must be <0,5 to ensure no multicollinearity.

R-Square: The proportion of variance in the dependent variable explained by the independent construct, indicating the strength of the structural model.

Q-Square: An indicator to measure the predictive ability of the model by looking at the relevance of the prediction of the exogenous construct to the endogenous variable. Hypothesis testing is carried out at an alpha (α) level of 0.05.

Bootstrapping: A statistical technique based on re-sampling used to test the significance of paths, coefficients, and model validity.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1.Descriptive Statistical Analysis

The following table presents the results of descriptive analysis of respondents and descriptive analysis of variables:

Table 4.1. Respondent Profile

Respondent Characteristics	**N**	**%**
Gender		
Man	78	39,00%
Woman	122	61,00%
Age		
17–30 years	126	63,00%
31–45 years	54	27,00%
< 45 years	20	10,00%
Profession		
Students	76	38,00%
Private employees	56	28,00%
Government employees	23	11,50%
Businessman	45	22,50%
Range of Online Shopping Expenditures per Month		
< Rp 500.000	22	11,00%
Rp 500.000–Rp 1.000.000	43	21,50%
Rp 1.000.001– Rp 2.000.000	110	55,00%
> Rp 2.000.000	25	12,50%
Frequency of Online Shopping at Blibli		
1–2 times/month	23	11,50%
3–4 times/month	125	62,50%
> 4 times/month	52	26,00%
Total of Respondent	200	

Source: Data Processed (2025)

The majority of respondents in this survey are women, comprising 61,00% of the total, while men account for 39,00%. Most respondents fall within the 17–30 age range (63,00%); followed by those under 31–45 years (27,00%). In terms of profession, students dominate the respondent pool, making up 38,00%, followed by private employees at 28,00%. Regarding monthly online shopping expenditures, the majority spend between Rp 1.000.001 and Rp 2.000.000, representing 55,00% of respondents. Additionally, most respondents shop online at Blibli 3–4 times per month, with this frequency reported by 62,50% of the participants.

Table 4.2. Descriptive Analysis of Item Variables

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
PEOU1	1	0	4,305	4	1	5	0,75	1,561	-1,07
PEOU2	2	0	4,27	4	1	5	0,823	2,583	-1,353
PEOU3	3	0	4,16	4	1	5	0,777	1,598	-0,931
PU1	4	0	4,42	5	1	5	0,737	5,171	-1,757
PU2	5	0	4,25	4	1	5	0,829	2,789	-1,346
PU3	6	0	4,18	4	1	5	0,811	1,291	-0,965
PENJ1	7	0	3,605	4	1	5	0,916	0,207	-0,392
PENJ2	8	0	3,97	4	1	5	0,761	0,3	-0,43
PENJ3	9	0	3,955	4	1	5	0,783	0,925	-0,613
OPI1	10	0	4,27	4	1	5	0,835	1,292	-1,115
OPI2	11	0	4,175	4	1	5	0,809	1,11	-0,902
OPI3	12	0	4,12	4	1	5	0,892	0,918	-0,963

Source: Data Processed (2025)

The descriptive analysis of variables indicates that all items have no missing data and were rated on a 1–5 scale. For Perceived Ease of Use (PEOU), the mean scores range between 4.16 and 4.305, with item PEOU1 having the highest mean (4.305)

and the lowest standard deviation (0.75), indicating a strong agreement and low variability among respondents. All PEOU items exhibit negative skewness, suggesting that responses are skewed towards higher scores, with PEOU2 showing the most pronounced skewness (-1.353). For Perceived Usefulness (PU), PU1 has the highest mean (4.42) and exhibits the strongest negative skewness (-1.757) and highest kurtosis (5.171), reflecting a peak in responses at the upper end of the scale. Perceived Enjoyment (PENJ) shows slightly lower means compared to other constructs, with PENJ1 having the lowest mean (3.605) and the highest variability (standard deviation 0.916). For Online Purchase Intentions (OPI), the mean scores are consistent, ranging from 4.12 to 4.27, with OPI1 having the highest mean (4.27). All OPI items are also negatively skewed, indicating that respondents generally expressed strong intentions to purchase online. Overall, the data demonstrates a trend of high agreement across items, with slight differences in variability and distribution shapes across constructs.

4.2.PLS-SEM Analysis

4.2.1. *Outer Model*

This study was conducted by measuring by testing the validity and reliability of each variable to be tested. The variables tested consisted of perceived ease of use (PEOU), perceived usefulness (PU), perceived enjoyment (PENJ), and online purchase intentions (OPI). The validity and reliability testing process on all variables was processed using SmartPLS with 200 respondents.

4.2.1.1. Validity Test

There are two types of validity tests, namely convergent validity tests and discriminant validity tests. Convergent validity tests are needed to see the results of a study, which can be declared convergently valid or not. Two things to consider when conducting a convergent validity test are Outer Loading and Average Variance Extracted (AVE). According to (F. Hair Jr *et al.*, 2014) the results of the study will be said to be valid if the Average Variance Extracted (AVE) value obtains a minimum result of 0,50. The results of the outer loading can be seen in table 4.3. as follows:

Table 4.3 Outer Loading

Outer Loadings

	Online Purchasing Intentions	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness
OPI1	0,939			
OPI2	0,931			
OPI3	0,954			
PENJ1			0,755	
PENJ2			0,804	
PENJ3			0,844	
PEOU2		0,916		
PEOU3		0,900		
PU1				0,874
PU2				0,907
PU3				0,881
PEOU1		0,905		

Source: Data Processed (2025)

It can be concluded from table 4.3 that all indicators have met the criteria above the criteria (>0,50). So based on this, it can be interpreted that all indicators

have good loading factor values. Based on these results, it can be continued to the next test:

Table 4.4 Average Variance Extracted

	Average Variance Extracted (AVE)
Online Purchasing Intentions	0,887
Perceived Ease of Use	0,823
Perceived Enjoyment	0,643
Perceived Usefulness	0,788

Source: Data Processed (2025)

In table 4.4 Average Variance Extracted (AVE) above has a value greater than 0,50. As for the discriminant validity test, it is carried out by analyzing the values of all variable items. So this result is good from the Average Variance Extracted (AVE) aspect. Furthermore, the following review of the results of discriminant validity can be seen in table 4.5.:

Table 4.5. Discriminant Validity Results

Fornell-Larcker Criterion

	Online Purchasing	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness
Online Purchasing Intentions	0,942			
Perceived Ease of Use	0,671	0,907		
Perceived Enjoyment	0,559	0,603	0,802	
Perceived Usefulness	0,686	0,779	0,626	0,887

Source: Data Processed (2025)

In the table of discriminant validity results, Interpretation of SmartPLS results based on the Fornell-Larcker criteria involves understanding discriminant validity, which is the extent to which the constructs in the model differ from

each other. The numbers on the diagonal (0,942; 0,907; 0,802; 0,887) are the square root of the Average Variance Extracted (AVE) for each construct. AVE measures how much variance is captured by the construct compared to the variance caused by error. For good convergent validity, the AVE value should be greater than 0,50; and the square root of the AVE should be greater than the correlation between the construct and the other constructs.

The numbers outside the diagonal indicate the correlations between the different constructs. To meet the discriminant validity based on the Fornell-Larcker criterion, the square root of the AVE of each construct (diagonal value) must be greater than the correlation of that construct with other constructs (off-diagonal value). Based on the results given, each construct meets this criterion. The construct "Online Purchasing Intentions" has a value of 0,942 which is greater than all other correlations in this row/column (0,671; 0,559; 0,686).

The construct "Perceived Ease of Use" has a value of 0,907 which is greater than all other correlations in this row/column (0,603; 0,779). The construct "Perceived Enjoyment" has a value of 0,802 which is greater than all other correlations in this row/column (0,626). Finally, the construct "Perceived Usefulness" has a value of 0,887 which is greater than all other correlations in this row/column (0,686; 0,779, 0,626).

4.2.1.2.Reliability Test

In a study, it is certainly not only necessary to conduct convergent and discriminant validity tests, but also to conduct reliability tests that can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0,40 (Noor, 2017). In table 4.4, the Cronbach's alpha value of each variable is found to be reliable because each variable has met. Such as Online Purchasing Intentions (0,936), and Perceived Ease of Use (0,892). For more details, see table 4.6. as follows:

Table 4.6. *Cronbach's Alpha* dan *Composite Reliability*

Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Online Purchasing Intentions	0,936	0,959
Perceived Ease of Use	0,892	0,933
Perceived Enjoyment	0,725	0,844
Perceived Usefulness	0,865	0,918

Source: Data Processed (2025)

4.2.2. Inner Model

This study also conducted a structural model test or also called the inner model which is used to determine the relationship between variables. For testing the structural model is done by analyzing the value of R-square (R2) for the dependent variable. As for the independent variable by testing the path coefficient.

4.2.2.1. Collinearity Test

Collinearity test is one approach to conduct structural model test, which tests the relationship between latent variables. In the context of PLS-SEM, the tolerance value of 0,20 or lower than the VIF value of 5. If higher, each indicates potential collinearity problems. When the level of collinearity is very high or the VIF value is 5 or more, then it should be considered to remove one of the appropriate indicators (F. Hair Jr *et al.*, 2014). In this study, such as the relationship between the variables Online Purchasing Intentions and Perceived Ease of Use has a value of 2,695. The following are more detailed results that can be seen in table 4.7.:

Table 4.7. Collinearity Test

Inner VIF Values

	Online Purchasing Intentions	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness
Online Purchasing				
Perceived Ease of Use	2,695			
Perceived Enjoyment	1,741			
Perceived Usefulness	2,822			

Source: Data Processed (2025)

4.2.2.2.R-Square

R-square is the most common measure used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a form of model predictive power measurement and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent combined effect of variables on the endogenous latent variables. Table 4.8. shows the R^2 results of each variable as follows:

Table 4.8. R-Square Results

	R Square	R Square Adjusted
Online Purchasing Intentions	0,532	0,525

Source: Data Processed (2025)

It can be seen from table 4.8. that Online Purchasing Intentions is described by its antecedent variables of 52,5%. This means that there is still an influence of 47,5% of other variables outside the Online Purchasing Intentions variable.

4.2.2.3.Q-Square

Q-Square is an indicator of the structural model that comes out of the sample or accurate data predictor, which is not used in model estimation (Hair et al., 2016). In the structural model, the Q-square value must be greater than zero ($Q^2>0$) for a certain reflection of the endogenous latent variable that shows the prediction of the relevance path model for a particular dependent construct

(Hair *et al.*, 2016). The following are the Q-square results in this study can be seen in table 4.9 below:

Table 4.9. Q-Square Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
Online Purchasing Intentions	600,000	323,631	0,461
Perceived Ease of Use	600,000	600,000	
Perceived Enjoyment	600,000	600,000	
Perceived Usefulness	600,000	600,000	

Source: Data Processed (2025)

It can be seen in table 4.9. that the Online Purchasing Intentions variable has a Q-square value of 0,461. As for the variables Perceived Ease of Use, Perceived Ease of Use, and Perceived Usefulness have a Q-square value of 0. Although the value is 0, the results are normal because the three variables are independent variables.

4.2.2.4.Path Coefficient (Hypothesis Testing)

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results in table 4.10, it shows that all hypotheses are supported. This is because it is in line with the principle of (Hair *et al.*, 2016), which states that the T-statistics value must be more than 1,96; and the value of the P-value must be less than 0,05. Therefore, all are supported. The following table 4.10 explains in detail the results of the path coefficient test:

Table 4.10. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values	Conclusion
Perceived Ease of Use -> Online	0,304	0,298	0,079	3,857	0,000	H1 Supported
Perceived Usefulness -> Online	0,351	0,352	0,085	4,128	0,000	H2 Supported
Perceived Enjoyment -> Online	0,156	0,161	0,068	2,312	0,021	H3 Supported

Source: Data Processed (2025)

4.3.Discussion

The results of the study strengthen the theory of the Technology Acceptance Model (TAM), which states that perceived ease of use and perceived usefulness influence user intentions to adopt technology. The addition of the perceived enjoyment dimension expands the application of this theory in the context of Blibli e-commerce, showing that pleasant experiences are also important in increasing online purchase intentions. These findings emphasize the importance of cognitive and affective factors in driving technology adoption, so e-commerce managers need to optimize the ease, benefits, and pleasure felt by users (Permadi, Irawati and Widada, 2023).

The results of this study indicate that users tend to choose platforms that simplify the transaction process, provide real benefits, and provide a pleasant shopping experience (Sartika *et al.*, 2024). Therefore, strategies that focus on improving usability, delivering

added value, and creating positive experiences can significantly drive consumer purchase intentions on e-commerce platforms such as Blibli.

The results of this study are in line with research (Ramayah and Ignatius, 2005; Moslehpour *et al.*, 2018; Ventre and Kolbe, 2020; Mustika and Wahyudi, 2022) which found that Perceived ease of use, perceived usefulness, and perceived enjoyment have a positive and significant effect on online purchasing intentions at Blibli.

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

The result of the research study entitled Antecedents of the Technology Acceptance Model (TAM) Theory on the Blibli Online Mall Platform are as follow:

1. Perceived ease of use has a positive and significant effect on online purchasing intentions at Blibli. This suggest that having the platform easy to access, use, and to perform transactions are important in bringing potential shopper to use Blibli service. Features that have already been implemented in the Blibli platform, such as the product search which offers easier way to navigate and find specific items and the payment gateway which offers various methods of transactions (Hadi, 2023). These are the few features that contributed to the platform's perceived ease of use.
2. Perceived usefulness has a positive and significant effect on online purchasing intentions at Blibli. This suggest that consumers prefer using a platform that have useful features that can make e-shopping easier and more efficient. As previously mentioned, Blibli have large variety of products such as daily necessity, clothings, electronic gadgets, and more, which offers the consumers a lot options to buy (Blibli toko online, 2024). A detailed online product information and efficiency of the website is a key factors that make customer buy online (Kripesh, Prabhu and

Sriram, 2020). Delivery features such as Blibli Express and Order Tracking made delivery more efficient and safer (Hadi, 2023). A responsive and knowledgeable customer service is important for consumers in need of assistance regarding to the service.

3. Perceived enjoyment has a positive and significant effect on online purchasing intentions at Blibli. This suggest that the platform should be attractive and entertaining to the consumers. According to (Ulaan, Pangemanan and Lambey, 2016), online shop owners should consider about the importance of consumers feeling of enjoyment while shopping through website. To increase a platform attractiveness, Blibli platform should have an appealing website design, clean layout, and high-quality product images (Gusfi *et al.*, 2024).

5.2. Research Limitations

While the data gathered from this study is beneficial, there are limitations that made the research less than optimal. Few of these limitations are the fact that the data were only obtained from Blibli users, so the result may not be generalizable to other e-commerce platforms. This study also only used four variables with three simple hypotheses, so the result does not include other factors that may be relevant. The measurement of the variables was also carried out using a questionnaire, which has the potential to cause respondent subjectivity bias.

5.3. Suggestions

For a more accurate application and research interpretation, further study can include other e-commerce platforms to expand the generalizability of the results. Using a longitudinal approach can further understand changes in consumer behavior over time. Beside that, other researchers who want to improve on this study further, they can add other variables, such as consumer trust or service quality, to provide more comprehensive insights toward the topic.

5.4. Managerial Implications

After looking back at the content of this study, there are a few factor that can be improved or added in order to bring more consumers into Blibli or perhaps other e-commerce. First, e-commerce platforms can improve the ease of navigation and other intuitive features on the Blibli application or website to increase the users' perceived ease of use. Second, focusing on promoting specific benefits of products or services can strengthen the user's perceived usefulness. Lastly, creating creative campaigns or gamification on the platform to add an element of enjoyment to the user's shopping experience.

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APPENDIX

Questionnaire Data

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	4	3	3	4	4	4	4	4	2
4	5	5	5	4	4	3	4	4	4	4	4
3	5	4	5	5	5	5	4	4	4	3	4
5	5	4	5	5	5	3	4	5	5	5	5
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3	3	3	3	3	3	3	3	3	3	3	3
5	5	5	5	5	5	5	4	5	5	5	5
5	5	5	5	4	4	4	4	4	4	4	4
3	4	4	4	5	5	3	4	4	4	5	4
5	4	5	5	4	3	5	4	4	5	4	4
5	5	5	5	5	5	4	5	4	5	5	5
5	5	4	4	4	4	3	5	3	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
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4	4	4	3	4	4	4	4	3	3	4	3
4	4	3	4	4	3	2	3	3	3	3	3
5	5	4	5	4	4	3	4	4	5	4	4

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
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4	4	5	5	3	5	5	5	4	5	4	4
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4	4	4	4	4	4	4	4	4	5	5	5
5	5	4	5	5	3	2	3	4	5	5	5
3	3	4	4	4	4	3	3	3	3	4	3
4	4	4	4	4	3	3	4	3	5	5	5
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5	5	4	4	3	5	1	3	3	5	5	4
2	1	1	1	1	1	2	2	1	1	1	1
5	5	5	4	4	4	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	3	3	4	5	5	5
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3	3	3	3	3	3	3	3	3	3	3	3
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5	5	5	5	5	5	4	3	5	3	3	3
4	4	3	3	4	4	3	4	3	4	3	3

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
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4	4	4	4	5	5	4	4	5	5	4	5
4	5	5	5	5	4	5	4	5	5	5	4
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4	5	4	5	4	5	4	4	4	5	5	5
4	2	3	3	3	3	3	3	3	2	2	2
2	1	2	1	1	2	3	3	2	2	2	1

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
1	1	1	1	1	1	1	1	1	1	1	1
5	5	5	5	5	5	5	5	5	5	5	5
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5	5	5	5	5	5	3	3	5	5	5	5
5	5	5	5	5	4	5	5	4	4	4	4

PEOU1	PEOU2	PEOU3	PU1	PU2	PU3	PENJ1	PENJ2	PENJ3	OPI1	OPI2	OPI3
5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	4	4	4	4	4	4	3	4	4
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4	4	4	4	3	5	3	3	4	4	4	4
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4	4	4	4	4	3	2	3	3	3	3	3
4	4	4	4	4	4	4	4	4	3	4	4
4	4	4	4	4	4	1	3	3	4	4	4
4	3	3	4	4	4	3	5	3	5	5	5

Kuesioner Penelitian

Kepada Yth.
Bapak/Ibu Responden
di Tempat

Sehubungan untuk memenuhi tugas akhir (skripsi) sebagai syarat kelulusan pada Program Studi Manajemen Program Sarjana Universitas Islam Indonesia, saya bermaksud untuk melakukan penelitian yang berjudul: "Anteseden Teori Technology Acceptance Model (TAM) pada Platform Blibli Online Mall" Kriteria responden dalam penelitian ini adalah:

1. Responden merupakan pengguna aktif Blibli yang telah melakukan minimal satu kali pembelian dalam kurun waktu enam bulan terakhir.
2. Responden berusia antara 17 hingga 45 tahun, karena rentang usia tersebut dianggap paling aktif menggunakan platform e-commerce.
3. Responden memahami dan mampu menjawab pertanyaan survei yang diberikan, baik secara teknis maupun konseptual.

Saya mohon kesediaan Bapak/Ibu untuk berpartisipasi sebagai responden dalam penelitian ini dengan mengisi kuesioner secara jujur dan lengkap sesuai dengan kondisi yang sebenarnya. Seluruh data maupun informasi yang diperoleh dari kuesioner ini akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian. Peneliti berkomitmen untuk menjaga kerahasiaan setiap jawaban yang diberikan. Demikian kuesioner ini saya sampaikan. Saya mengucapkan terima kasih atas waktu dan bantuan yang telah Bapak/Ibu berikan.

Hormat Saya

Chafiz Naufal Fauzi

Petunjuk Pengisian

Silahkan menjawab dengan memberi tanda centang () / *check list* pada salah satu jawaban yang paling sesuai dengan kondisi sebenarnya menurut anda pada salah satu kolom pilihan jawaban yang telah tersedia.

Bagian 1 – Identitas Responden

Jenis Kelamin:

Pria

Wanita

Kelompok Usia:

17 – 30 Tahun

31 – 40 Tahun

< 45 Tahun

Profesi:

Pelajar/Mahasiswa

Pegawai Swasta

Pegawai Negeri Sipil

Pengusaha

Kisaran Pengeluaran Belanja Online per Bulan:

< Rp 500.000

Rp 500.000–Rp 1.000.000

Rp 1.000.001– Rp 2.000.000

> Rp 2.000.000

Frekuensi Belanja Online di Blibli

1–2 kali/bulan

3–4 kali/bulan

> 4 kali/bulan

Petunjuk Pengisian

Silahkan menjawab dengan memberi tanda centang () / *check list* pada salah satu jawaban yang paling sesuai dengan kondisi sebenarnya menurut anda pada salah satu kolom pilihan jawaban yang telah tersedia.

Keterangan :

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Bagian 2 – *Perceived Ease of Use*

Saya merasa mudah menavigasi platform Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Interface Blibli mudah dipahami dan tidak membingungkan.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya dapat dengan cepat mempelajari cara menggunakan Blibli tanpa kesulitan.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Bagian 3 – *Perceived Usefulness*

Blibli membantu saya belanja online dengan lebih efisien.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya merasa lebih produktif ketika berbelanja menggunakan Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Blibli memberikan manfaat yang lebih baik dibandingkan metode belanja konvensional.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Bagian 4 – *Perceived Enjoyment*

Saya menikmati menjelajahi fitur dan produk yang tersedia di Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya merasa puas dengan interaksi yang saya lakukan dengan asisten virtual di Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya merasa nyaman dan terhibur ketika menggunakan fitur bantuan otomatis di Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Bagian 5 – *Online Purchasing Intentions*

Saya memiliki keinginan untuk membeli produk melalui Blibli.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya berencana melakukan transaksi belanja online di Blibli dalam waktu dekat.

SS : Sangat Setuju

S : Setuju

R : Ragu-Ragu

TS :Tidak Setuju

STS : Sangat Tidak Setuju

Saya lebih memilih Blibli dibandingkan platform lain untuk melakukan pembelian online.

SS : Sangat Setuju

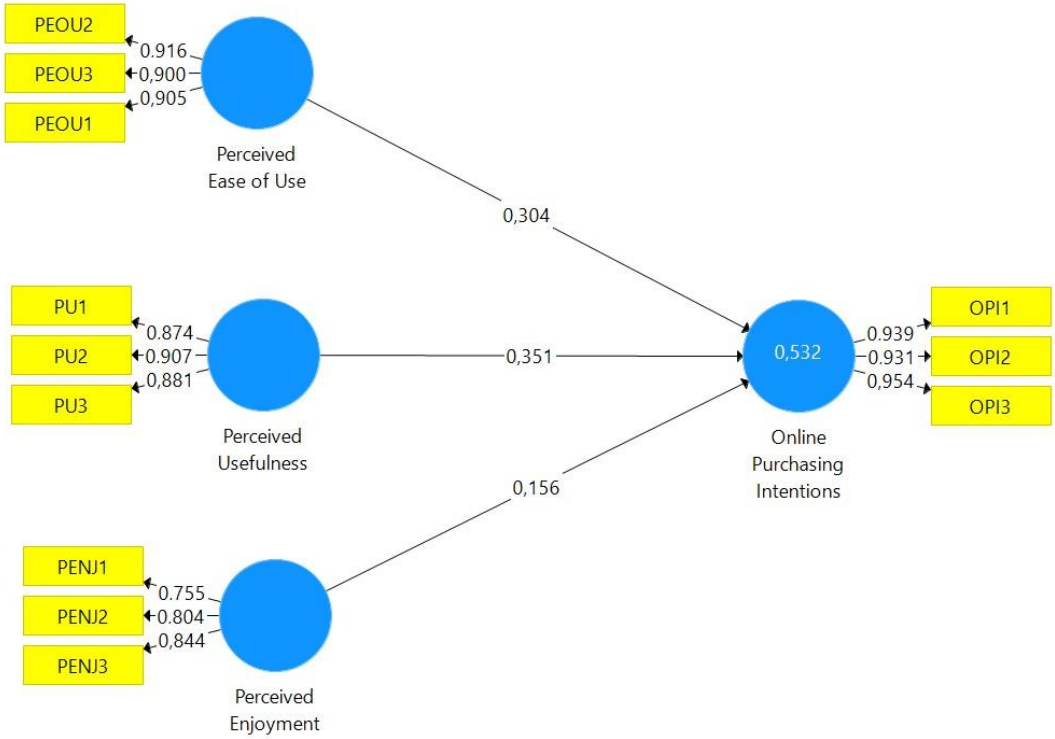
S : Setuju

R : Ragu-Ragu

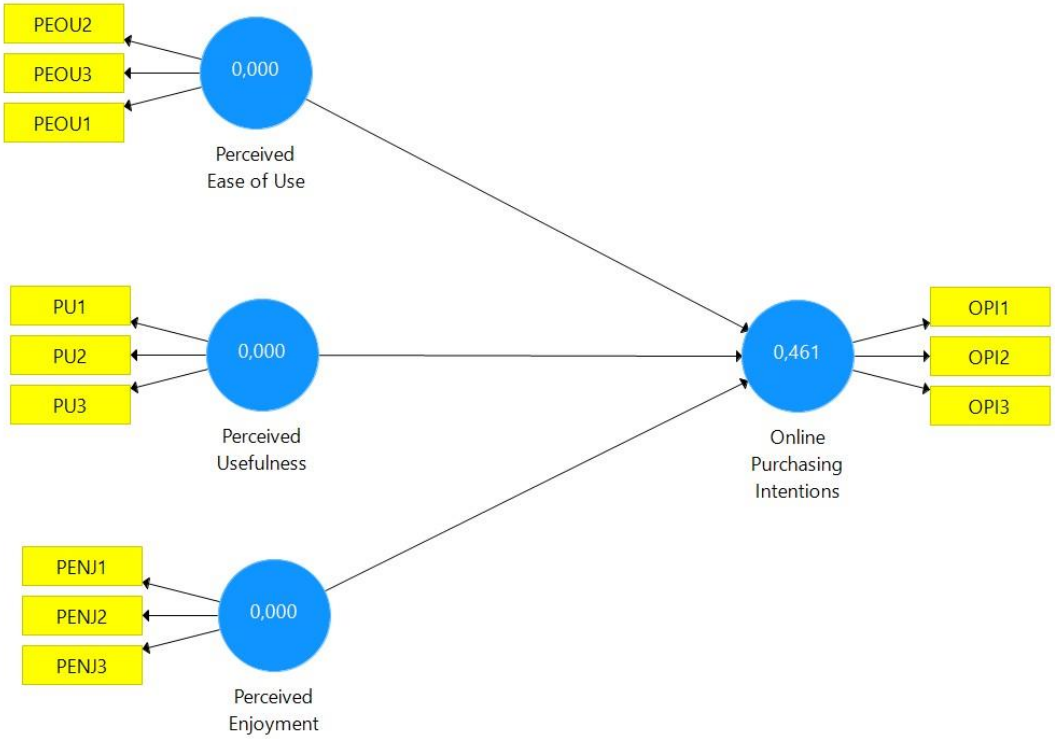
TS :Tidak Setuju

STS : Sangat Tidak Setuju

PLS Algorithm



Blindfolding



Bootstrapping

