International Journal of Asian Business and Management (IJABM)
Vol.2, No.1, 2023: 55-66

The Effect of the UTAUT (Unified Theory of Acceptance and Use of Technology) Model on the Intention to Use of the Shopee Marketplace in Semarang City

Mega Safitri Diyah Ayu[1*], Eko Nur Hermansyah[2]
Ngudi Waluyo University
Corresponding Author: Mega Safitri Diyah Ayu megasaf2112@gmail.com

A R T I C L E I N F O

Keywords: UTAUT, Intention To Use, Marketplace, Shopee, Interest In Using

Received : 5 December 2025
Revised : 22 January 2026
Accepted : 23 February 2026

©2026 Ayu, Hermansyah: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional

A B S T R A C T

This study aims to analyze the influence of the UTAUT (Unified Theory of Acceptance and Use of Technology) model on the intention to use the Shopee marketplace in Semarang City. The UTAUT model explains that the acceptance and use of technology are influenced by several main constructs, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. This study uses a quantitative approach with a survey method by distributing questionnaires to Shopee users in Semarang City. The sampling technique uses purposive sampling with 150 respondents. The data were analyzed using multiple linear regression analysis with the help of statistical applications. The results show that, partially, performance expectancy, effort expectancy, and social influence have a positive and significant effect on the intention to use Shopee, while facilitating conditions have a positive but insignificant effect. Simultaneously, all variables in the UTAUT model have a significant effect on the intention to use the Shopee marketplace in Semarang City. This study is expected to contribute to the development of digital marketing strategies and the improvement of marketplace services to increase the interest in using technology among the public

INTRODUCTION

The development of digital technology in recent decades has brought about significant changes in various aspects of life, including communication, work patterns, learning, and social interaction. This transformation is driven by advances in information and communication technology and the development of artificial intelligence (Hermawan & Widyatama, 2025). Changes in people's lifestyles have also driven a shift from conventional transactions to online transactions through marketplaces. Digital platforms are now the primary means of buying and selling (Putu et al., 2022).

In marketing, purchase intention is a psychological tendency that indicates a consumer's likelihood of making a purchase in the future. Purchase intention can be an early predictor of purchasing behavior (Sari, 2020). In marketplaces like Shopee, purchase intention is influenced by various internal and external factors. The Unified Theory of Acceptance and Use of Technology (UTAUT) model explains technology acceptance through several key constructs (Putu et al., 2022). The fashion industry is one of the most dominant categories in e-commerce because it follows trends and is related to consumer lifestyles. Fashion products are highly responsive to developments in the digital market (Statista, 2025).

Increased internet access and smartphone use have contributed to the growth of online shopping. This development has strengthened people's habit of transacting online (Vernia, 2022). However, purchasing fashion products online carries higher risks, such as differences in product size and quality. These challenges can impact consumer satisfaction after purchase (Viola et al., 2025). Fierce competition in the marketplace encourages promotional strategies such as discounts and flash sales. This phenomenon often influences consumer behavior in the decision-making process. The UTAUT model is widely used to explain technology usage behavior in the context of online purchasing. This model was originally developed to assess the acceptance of information technology (Momani, 2020).

In Indonesia, Shopee is one of the e-commerce platforms with a dominant market share. User access to Shopee has continued to increase in recent years (Statista, 2025). Surveys show that more than half of internet users in Indonesia access Shopee as their primary shopping platform. This confirms Shopee's strong position in the national e-commerce industry (Widodo, 2025).

The city of Semarang has experienced an increase in online shopping activity in line with the development of digital technology. Local governments are also encouraging the digitalization of MSMEs through the use of marketplaces (Chalim, 2022). However, obstacles remain, such as concerns about product quality and transaction security. These factors can influence consumer purchasing intention (Frahyanti et al., n.d.).

In the UTAUT model, performance expectancy relates to the perceived benefits of using technology. This construct reflects users' expectations of improved performance (Handayani, 2022). Effort expectancy relates to the level of ease of use of the system. Ease of navigation and transaction processing can increase user interest (Juan et al., 2023). Social influence indicates the influence of the social environment on technology adoption decisions. Recommendations

from others can drive purchasing behavior (Sopian et al., 2024). Facilitating conditions refer to the availability of infrastructure and resource support. Technical support and adequate internet connections can increase technology adoption (Rachmadi & Herlambang, 2020).

Previous research has shown that UTAUT constructs influence purchasing decisions and e-commerce adoption. This model has proven relevant in various research contexts (Samuel Purba & Mariana Simanjuntak, 2024). Other research also shows that all UTAUT constructs influence e-commerce usage intentions. These findings strengthen the model's validity in a digital context (Piarna et al., 2021).

Based on this urgency, this study aims to analyze the influence of UTAUT variables on purchase intention for fashion products through the Shopee marketplace in Semarang City. This research is expected to contribute to the development of digital marketing science and understanding of consumer behavior in the digital economy era.

Based on the background above, the following research model framework was obtained:

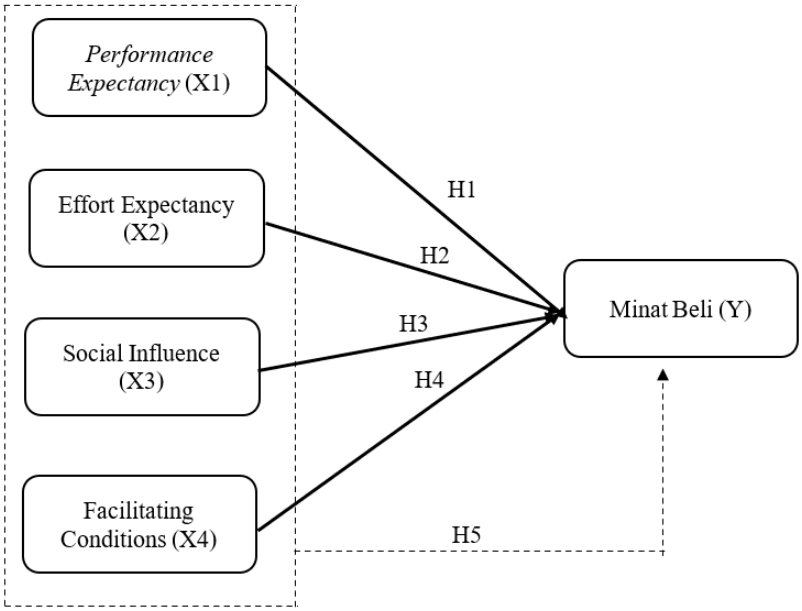

Figure 1. Research model

LITERATURE REVIEW

Digital Transformation and Online Consumer Behavior

The rapid development of digital technology has fundamentally transformed communication, commerce, and social interaction. Hermawan and Widyatama (2025) explain that advancements in information technology and artificial intelligence have accelerated lifestyle shifts from conventional transactions to digital platforms. This transformation is particularly visible in the growth of online marketplaces as primary channels for buying and selling (Putu et al., 2022).

In Indonesia, increasing internet penetration and smartphone usage have strengthened online shopping habits (Vernia, 2022). Statista (2025) reports that Shopee dominates Indonesia’s e-commerce traffic, confirming its strong position

in the national digital economy. Widodo (2025) further supports this finding, showing that Shopee is one of the most preferred online shopping platforms among Indonesian internet users.

However, online purchasing, especially in the fashion sector, carries inherent risks such as size mismatches, quality discrepancies, and uncertainty regarding product authenticity (Viola et al., 2025). These risks influence post-purchase satisfaction and future buying intentions. Frahyanti et al. (n.d.) also highlight that concerns about product quality and transaction security remain major determinants of consumers' decisions to shop online rather than offline.

Purchase intention itself is considered a psychological indicator predicting future buying behavior (Sari, 2020). In the digital marketplace context, understanding the factors that shape purchase intention is essential for developing effective marketing strategies.

The UTAUT Model in Technology Acceptance

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed by Venkatesh et al. (2003) to explain user acceptance of information systems. Williams, Rana, and Dwivedi (2015) describe UTAUT as one of the most comprehensive and widely validated models for predicting technology adoption behavior. The model integrates constructs from earlier theories and identifies four key determinants of technology use: performance expectancy, effort expectancy, social influence, and facilitating conditions.

Momani (2020) emphasizes that UTAUT is highly adaptable and applicable in various digital contexts, including e-commerce platforms. The model has been extensively used to explain consumer behavior in online transactions and marketplace environments (Putu et al., 2022).

Handayani (2022) confirms that UTAUT effectively measures user acceptance in digital systems, while Piarna et al. (2021) demonstrate its relevance in analyzing e-commerce adoption among micro, small, and medium enterprises (MSMEs). These studies strengthen the theoretical foundation of UTAUT as an appropriate framework for understanding purchase intention in marketplace settings.

Performance Expectancy and Purchase Intention

Performance expectancy refers to the degree to which users believe that using a system will enhance their performance (Venkatesh et al., 2003). In e-commerce contexts, this construct is closely related to perceived usefulness.

Research shows that perceived usefulness significantly influences consumer intention to use digital platforms. Hsu et al. (2017) and Venkatesh et al. (2017) demonstrate that higher perceived benefits increase user adoption and transaction intention. Similarly, Samuel Purba and Simanjuntak (2024) confirm that perceived value plays an important role in influencing purchasing decisions.

In the marketplace environment, consumers expect efficiency, convenience, competitive pricing, and promotional advantages. When these expectations are met, purchase intention increases substantially.

Effort Expectancy and Ease of Use

Effort expectancy reflects the perceived ease of using a system (Venkatesh et al., 2003). A user-friendly interface and simple transaction procedures encourage technology adoption.

Gunawan and Huarng (2017), Susanto and Al-Amry (2019), and Alalwan et al. (2020) consistently find that perceived ease of use positively influences online purchase intention. Liu and Li (2018) also demonstrate that easier navigation and transaction processes increase consumers' willingness to buy through digital platforms.

In marketplace applications like Shopee, intuitive design, smooth payment systems, and easy product searches contribute directly to increased consumer confidence and transaction frequency.

Social Influence in Online Purchasing

Social influence refers to the extent to which individuals perceive that important others believe they should use a new system (Venkatesh et al., 2003). In digital commerce, recommendations, reviews, testimonials, and peer influence significantly shape consumer decisions.

Oliveira et al. (2017), Li and Fang (2018), and Rahi et al. (2020) confirm that social factors strongly affect online purchase intentions. Sopian et al. (2024) also highlight that social influence plays a crucial role among Generation Z in adopting digital platforms.

In marketplace contexts, ratings, online reviews, and influencer promotions strengthen trust and reduce uncertainty, making consumers more confident in completing transactions.

Facilitating Conditions and Technology Support

Facilitating conditions refer to the availability of infrastructure and technical support necessary for system use (Venkatesh et al., 2003). Adequate internet access, secure payment systems, and reliable customer service are examples of facilitating conditions in e-commerce.

Thongmak (2017), Abdullah et al. (2018), and Kaur et al. (2020) confirm that supportive infrastructure positively affects purchase intention in online environments. Rachmadi and Herlambang (2020) also find that facilitating conditions significantly influence use behavior in mobile banking applications.

In the Indonesian context, government support for digitalization and infrastructure development plays an important role in encouraging marketplace adoption (Chalim, 2022).

Integration of UTAUT Constructs in E-Commerce

Previous empirical studies indicate that UTAUT constructs collectively influence behavioral intention and technology adoption. Venkatesh et al. (2017) confirm the robustness of UTAUT across different technological contexts. Piarna et al. (2021) and Putu et al. (2022) demonstrate that performance expectancy, effort expectancy, social influence, and facilitating conditions jointly explain online marketplace adoption.

These findings provide strong theoretical support for applying UTAUT in analyzing purchase intention within Shopee's fashion marketplace. Collectively, the four constructs explain consumer decision-making processes in digital shopping environments, making UTAUT a comprehensive framework for understanding online buying behavior.

METHODOLOGY

This study employed a quantitative approach using descriptive and verification methods to examine the relationships among variables. The research was conducted in Semarang City due to the high use of marketplaces, particularly Shopee, and the growing trend of online fashion purchases. Data collection was carried out over one month, from November to December 2025, covering questionnaire distribution and data analysis using statistical software. The population consisted of active Shopee users in Semarang who had purchased fashion products, with a minimum sample of 150 respondents who had used Shopee within the last six months, including the general public and university students.

Primary data were collected through a Likert-scale questionnaire measuring the UTAUT variables—performance expectancy, effort expectancy, social influence, and facilitating conditions—along with purchase intention. Secondary data were obtained from academic journals, previous studies, and official e-commerce statistics. Data analysis was conducted using SPSS, beginning with descriptive statistics, followed by validity and reliability tests, and classical assumption tests (normality, heteroscedasticity, and multicollinearity). After meeting these assumptions, multiple linear regression analysis was applied, followed by t-tests, F-test, and the coefficient of determination (R^2) to evaluate the model's explanatory power.

RESULT

Description of Respondents' Response Frequency

Table 1. Frequency of Respondents' Answers to the Performance Expectancy Variable (X1)

Indicator	STS		TS		N		S		SS		Total	Score	mean
	F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
X1.1	6	6	2	4	27	81	65	260	50	250	150	601	4.0067
X1.2	7	7	4	8	22	66	67	268	50	250	150	599	3.9933
X1.3	3	3	7	14	34	102	62	248	44	220	150	587	3.9133
X1.4	4	4	6	12	25	75	68	272	47	235	150	598	3.9867
X1.5	4	4	6	12	20	60	76	304	44	220	150	600	4
mean													3,98

Based on Table 1, the Performance Expectancy (X1) variable obtained an overall average score of 3.98 across its five indicators, with individual scores ranging from 3.91 to 4.01. These results fall into the high/good category, indicating that respondents generally perceive that using Shopee provides convenience and benefits in purchasing fashion products.

Table 2. Frequency of Respondents' Answers to the Effort Expectancy Variable (X2)

Indicator	STS		TS		N		S		SS		Total	Score	mean
	F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
X2.1	2	2	6	12	28	84	71	284	43	215	150	597	3.98
X2.2	5	5	4	8	27	81	69	276	45	225	150	595	3.9667
X2.3	4	4	6	12	23	69	73	292	44	220	150	597	3.98
mean													3,975

Based on Table 2, the Effort Expectancy (X2) variable obtained an overall average score of 3.975 across its three indicators, with individual scores ranging from 3.9667 to 3.98. These results fall into the high/good category, indicating that respondents perceive Shopee as relatively easy to use and that it does not require a significant amount of effort when purchasing fashion products.

Table 3. Frequency of Respondents' Answers to the Social Influence Variable (X3)

Indicator	STS		TS		N		S		SS		Total	Score	mean
	F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
X3.1	6	6	6	12	34	102	56	224	48	240	150	584	3.8933
X3.2	5	5	8	16	30	90	57	228	50	250	150	589	3.9267
X3.3	4	4	6	12	34	102	60	240	46	230	150	588	3.92
X3.4	5	5	6	12	36	108	50	200	53	265	150	590	3.9333
X3.5	7	7	2	4	32	96	68	272	41	205	150	584	3.8933
mean													3,91332

Based on Table 3, the Social Influence (X3) variable obtained an overall average score of 3.913 across its five indicators, with individual scores ranging from 3.8933 to 3.9333. These results fall into the high/good category, indicating that respondents perceive the influence of others as quite significant in their decision to purchase fashion products through Shopee.

Table 4. Frequency of Respondents' Answers to the Facilitating Conditions Variable (X4)

Indicator	STS		TS		N		S		SS		Total	Score	mean
	F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
X4.1	6	6	6	12	18	54	65	260	55	275	150	607	4.0467
X4.2	6	6	5	10	22	66	55	220	62	330	150	612	4.08
X4.3	4	4	8	16	27	81	56	224	55	275	150	600	4
X4.4	3	3	6	12	21	63	57	228	63	315	150	621	4.14
X4.5	4	4	5	10	22	66	56	224	63	315	150	619	4.1267
mean													4.07868

Based on Table 4, the Facilitating Conditions (X4) variable obtained an overall average score of 4.079 across its five indicators, with individual scores ranging from 4.00 to 4.14. These results fall into the high/good category, indicating that respondents perceive the availability of adequate resources, support, and facilities on Shopee as helpful in purchasing fashion products.

Table 5. Frequency of Respondents' Answers to the Variable Interest in Using (Intention to Use) (Y)

Indicator	STS		TS		N		S		SS		Total	Score	mean
	F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
Y1	1	1	3	6	21	63	102	408	23	115	150	593	3.9533
Y2	1	1	6	12	38	112	97	388	8	40	150	555	3.7
Y3	2	2	1	2	4	8	64	256	79	395	150	667	4.4467
Y4	1	1	2	4	6	12	87	348	54	270	150	641	4.2733
mean													3.27466

Based on Table 5, the Purchase Intention (Y) variable obtained an overall average score of 3.274 across its four indicators, with individual scores ranging from 3.70 to 4.4467. These results fall into the moderate to high category, indicating that respondents generally have a significant level of purchase intention toward fashion products on Shopee, although there are differences in the level of intention across the indicators.

.Classical Assumption Test

Table 6. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
	N	150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.38657321
Most Extreme Differences	Absolute	.047
	Positive	.035
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)[c]		.200[d]

Based on Table 6, the normality test results using the Kolmogorov–Smirnov test on the unstandardized residuals show a test statistic value of 0.047 with a significance value (Asymp. Sig. 2-tailed) of 0.200. Since the significance value is greater than 0.05, it can be concluded that the residual data are normally distributed.

Table 7. Heterocedasticity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.830	.683		2.679	.008
	Performance Expectancy	-.009	.018	-.043	-.524	.601
	Effort Expectancy	-.020	.029	-.056	-.674	.501
	Social influence	-.019	.017	-.094	-1.130	.260
	Facilitating Conditions	.002	.017	.010	.125	.900

Based on Table 7, the heteroscedasticity test results indicate that all independent variables have significance values greater than 0.05, namely 0.601, 0.501, 0.260, and 0.900, respectively. This shows that there is no significant relationship between the residuals and the independent variables.

Table 8. Multicolinearity Test Result

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	*Performance Expectancy*	.998	1.002
	Effort Expectancy	.999	1.001
	Social influence	.979	1.021
	Facilitating Conditions	.978	1.023

a. Dependent Variable: Minat Beli

Based on Table 8, the multicollinearity test results show that all independent variables have tolerance values greater than 0.1 (ranging from 0.978

to 0.999) and VIF values less than 10 (ranging from 1.001 to 1.023). This indicates that no multicollinearity exists among the independent variables.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression and t Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.843	1.103		.764	.446
	Performance Expectancy	.230	.029	.429	7.969	<.001
	Effort Expectancy	.332	.047	.377	7.012	<.001
	Social influence	.171	.027	.342	6.295	<.001
	Facilitating Conditions	.179	.028	.346	6.352	<.001

Based on the results of the multiple linear regression analysis, the regression equation obtained is:

$$Y=0.843+0.230X1+0.332X2+0.171X3+0.179X$$

Table 9 shows that the constant value of 0.843 represents the baseline level of purchase intention when all independent variables are equal to zero. The regression results indicate that all have positive effects on purchase intention. Among these variables, Overall, the findings demonstrate that improvements in perceived usefulness, ease of use, social influence, and supporting facilities contribute positively to consumers' purchase intention.

In addition, the t-test results confirm that all independent variables have a positive and significant effect on purchase intention, all with significance levels below 0.001. This indicates that each variable individually has a statistically significant influence on purchase intention.

Table 10. F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	396.628	4	99.157	50.190	<.001[b]
	Residual	286.465	145	1.976		
	Total	683.093	149			

Based on Table 10, the F-test results show that the calculated F value is 50.190 with a significance level of less than 0.001. Since the significance value is lower than 0.05, it can be concluded that the independent variables simultaneously have a significant effect on Purchase Intention.

Table 11. Determination Coefficient Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.581	.569	1.40557

Based on Table 11, the coefficient of determination test results show that the R value is 0.762 and the R Square value is 0.581. This indicates that 58.1% of the variation in respondents' Purchase Intention can be explained jointly by the independent variables, The Adjusted R Square value of 0.569 indicating that the

regression model is fairly good in explaining the influence of the independent variables on Purchase Intention.

DISCUSSION

The Influence of Performance Expectancy on Intention to Use

The regression results show that Performance Expectancy has a positive and significant effect on Purchase Intention ($t = 7.969$; $p < 0.001$). This indicates that consumers' perceptions of Shopee's usefulness increase their intention to purchase. The finding supports the UTAUT framework by Venkatesh et al. (2003), which identifies performance expectancy as a key determinant of technology use, and is consistent with studies by Alalwan et al. (2017) and Dwivedi et al. (2019) showing that perceived usefulness significantly enhances purchase intentions in digital platforms. Overall, improving platform functionality and benefits can strengthen purchase intention.

The Influence of Effort Expectancy on Intention to Use

The results indicate that Effort Expectancy has a positive and significant effect on Purchase Intention ($t = 7.012$; $p < 0.001$). This suggests that the easier consumers perceive Shopee to use, the higher their intention to purchase fashion products. The finding supports the UTAUT framework by Venkatesh et al. (2003), which identifies effort expectancy as perceived ease of use, and aligns with studies by Gunawan and Huarng (2017), Susanto and Al-Amry (2019), and Alalwan et al. (2020), which confirm that ease of use significantly increases purchase intention in e-commerce contexts. Overall, a user-friendly interface and efficient transaction system enhance consumer comfort and encourage buying behavior.

he Influence of Social Influence on Intention to Use

The findings show that Social Influence has a positive and significant effect on Purchase Intention ($t = 6.295$; $p < 0.001$). This indicates that encouragement or recommendations from friends, family, and social environments increase consumers' likelihood of purchasing fashion products on Shopee. The result supports the UTAUT framework by Venkatesh et al. (2003), which defines social influence as the perceived pressure from important others to use a technology, and is consistent with studies by Oliveira et al. (2017), Li and Fang (2018), and Rahi et al. (2020), which confirm that social factors significantly shape purchase intentions in e-commerce contexts. Overall, interpersonal recommendations play a crucial role in influencing online buying behavior.

The Influence of Facilitating Conditions on Intention to Use

The results indicate that Facilitating Conditions have a positive and significant effect on Purchase Intention ($t = 6.352$; $p < 0.001$). This suggests that adequate platform support strengthens consumers' intention to purchase fashion products on Shopee. The finding aligns with the UTAUT framework by Venkatesh et al. (2003), which defines facilitating conditions as the availability of technical and organizational infrastructure supporting technology use, and is consistent with studies by Thongmak (2017), Abdullah et al. (2018), and Kaur et al. (2020), which confirm that supportive facilities and resources significantly enhance purchase intention in e-commerce environments. Overall, strong platform infrastructure increases consumer confidence and encourages online

The Influence of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on Intention to Use

The F-test results ($F = 50.190$; $p < 0.001$) indicate that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions simultaneously have a significant effect on Purchase Intention. Thus, H_0 is rejected and H_a is accepted, confirming that the regression model is appropriate for predicting purchase intention. Collectively, these variables explain consumers' intention to purchase fashion products on Shopee. Individually, Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions each contribute positively to purchase intention, consistent with the UTAUT framework by Venkatesh et al. (2003). These results are supported by previous studies showing that perceived usefulness (Venkatesh et al., 2017; Hsu et al., 2017), ease of use (Liu and Li, 2018), social influence (Oliveira et al., 2017; Li and Fang, 2018), and facilitating conditions (Thongmak, 2017; Kaur et al., 2020) significantly enhance purchase intention in e-commerce contexts. Overall, all four factors jointly play an important role in driving online buying behavior.

CONCLUSION

Based on result research above, it can be concluded that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions play a significant role in shaping consumer purchase intention for fashion products on Shopee, both partially and simultaneously. These factors are key in increasing consumer inclination to purchase through the e-commerce platform.

SUGGESTION

Based on the study's conclusions, fashion business owners should improve product quality, provide clear information, and use customer testimonials to boost social influence and purchase intention. Shopee should maintain easy access, user-friendly transaction features, and flexible services to enhance perceived usefulness and ease of use. Consumers are encouraged to use reviews, ratings, and promotions to make informed decisions and share experiences to support positive social influence. Local governments can facilitate e-commerce growth by providing reliable digital infrastructure and digital literacy training for communities and businesses.

REFERENCES

Chalim, M. A. (2022). Upaya Pemerintah Dalam Membantu Pelaku Usaha Umkm Yang Terdampak Pandemi Covid-19. 01(01), 1–11.

Frahyanti, F., Syafi, M. A., & Devi, H. S. (n.d.). Analisis Faktor-Faktor Yang Menyebabkan Konsumen Memilih Belanja Online Store Daripada Offline Store Jurnal Sahmiyya | P-ISSN : 2963-2986 E-ISSN : 2963-8100. 3(1), 42–49.

Handayani, T. (2022). Analisis Penerapan Model Utaut (Unified Theory Of Acceptance And Use Of Technology) (Studi Kasus : Sistem Informasi Akademik Pada Sttnas Yogyakarta). 165–180.

Hermawan, S. D., & Widyatama, U. (2025). Dunia Digital: Bagaimana Teknologi Mengubah Cara Hidup Kita. March.

Juan, J., Citro, H., & Runtu, J. (2023). Pengaruh Effort Expectancy , Perceived Usefulness , Information Quality , Perceived Risk , Social Influence , Dan Trust Terhadap Repurchase Intention Pada Aplikasi Shopee. 12(2), 143–153. Https://Doi.Org/10.33508/Jumma.V12i2.5226

Momani, A. M. (2020). The Unified Theory Of Acceptance And Use Of Technology : June. Https://Doi.Org/10.4018/Ijskd.2020070105

Piarna, R., Subang, P. N., & Fathurohman, F. (2021). Adopsi E-Commerce Pada Umkm Di Kota Subang Menggunakan. March 2019. Https://Doi.Org/10.31962/34

Putu, N., Meinarni, S., Putu, N., Pradnya, R., Gede, W., & Parwita, S. (2022). Analisis Perilaku Konsumsi Pada Marketplace (Shopee & Tokopedia) Menggunakan Model Utaut. 5(1), 58–65.

Rachmadi, A., & Herlambang, A. D. (2020). Pengaruh Facilitating Conditions Dan Behavioral Intention Terhadap Use Behavior Pada Pengguna Aplikasi Bni Mobile Banking. 4(9), 3201–3208.

Samuel Natamaro Purba, & Mariana Simanjuntak. (2024). Analisis Faktor - Faktor Yang Mempengaruhi Keputusan Pembelian Fried Chicken. Jurnal Manajemen Kreatif Dan Inovasi, 2(3), 151–167. Https://Doi.Org/10.59581/Jmki-Widyakarya.V2i3.3816

Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. 8(1), 147–155.

Sopian, V., Siega, S., Edsu, S., Fansyuri, R. G. T., & Reyhan, R. (2024). Pengaruh Social Influence Terhadap Minat Menggunakan Media Sosial Melalui Sikap Generasi Z Di Kota Palembang. 1(July), 581–587.

Statista. (2025). Share Of Traffic Of E-Commerce Market In Indonesia Between January And March 2025, By Platform. Statista.

Vernia, D. M. (2022). Pengembangan Bisnis Industri Kreatif Bidang Fesyen Dengan Pendekatan Ekspor Untuk Memperkuat Perekonomian Nasional. 2, 122–133.

Viola, D., Hasibuan, N., Chintya, N., Ramadhana, R. Z., & Zein, D. C. (2025). Analisis Perilaku Konsumen Terhadap E - Commerce Dibidang Fashion. 3(1), 218–229.

Widodo, P. W. (2025). Survei Apjii 2025: Shopee Jadi Toko Online Terfavorit

Williams, M. D., Rana, N. P., & Dwivedi, Y. K. (2015). The Unified Theory Of Acceptance And Use Of Technology (Utaut): A Literature Review Journal Of Enterprise Information Management Article Information : (Issue January 2016). Https://Doi.Org/10.1108/Jeim-09-2014-0088