

Usefulness, Ease of use and Shopping habit Influence Post Covid-19 Online Purchase Intention on Shopee

Nahla Uyunul Hawwa^{1*}, Bernadetta Diansepti Maharani¹, Putri Dwi Cahyani¹

¹Faculty of Economics, Sarjanawiyata Tamansiswa Yogyakarta University, Indonesia

*Corresponding author E-mail: nahlauyunul14@gmail.com

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ABSTRACT

This study aims to analyze the influence of Perceived Usefulness and Perceived Ease of Use on Post Covid-19 Online Purchase Intention by Shopping Habit during Covid-19 as a mediating variable. The study seeks to determine the extent to which these factors contribute to increasing Post Covid-19 Online Purchase Intentions in the millennial generation use the shopee. using a quantitative research approach is causal associative in nature with Statistical Package for the Social Science (SPSS) tools. This research was conducted on a population consisting of all millennials in Yogyakarta, with a sample of 140 randomly selected respondents. Data was collected through a Likert scale-based questionnaire. The research findings show that perceived usefulness, perceived ease of use, and shopping habits during covid-19 have a positive and significant effect on post covid-19 Online purchase Intention. Perceived usefulness has a positive and significant effect on Shopping Habit during Covid-19. However, there is a gap between theory and results, on the Perceived Ease Of Use variable which states that there is no relationship between the perceived ease of use variable and shopping habit during covid-19. This study strengthens the role of variables, especially perceived usefulness on post covid-19 online purchase intention, besides expanding the theory of perceived usefulness and expanding the theory of shopping habits during covid-19. This study argues that perceived ease of use affects online purchase intention. These findings contribute to the literature on the importance of making digital marketing strategies more effective in online marketplaces

Keywords: covid-19, perceived usefulness, perceived ease of use, shopping habit, online purchase intentions

INTRODUCTION

In early 2020, the world was shocked by the COVID-19 pandemic that started in Wuhan, China, and quickly spread globally. In Indonesia, including Yogyakarta, the government imposed social restrictions (PSBB and PPKM) that drastically changed people's activities, including shopping habits. People who used to shop directly at markets or physical stores were forced to switch to online shopping to fulfill their daily needs and more. This shift has triggered the formation of new online shopping habits. A shopping habit is a repetitive activity of acquiring goods (Noperahila & Sulianta, 2024).

E-commerce, such as Shopee, which is popular in Indonesia with its various features and ease of use, is the main solution. Shopee, launched in 2015 and operating in Indonesia since June 2015, has attracted many users because of the benefits it offers. The COVID-19 pandemic accelerated the adoption of online shopping and formed a new habit among people.

Table 1. The Most Visited E-Commerce in 2020

Data Name	Value
Shopee	96.532.300
Tokopedia	84.997.100
Bukalapak	31.409.200
Lazada	22.674.700
Blibli	18.695.000

Sources : Katadata, 2020

Table 2. The Most Visited E-Commerce in 2023

Data Name	Value
Shopee	2.349.900.000
Tokopedia	1.254.700.000
Bukalapak	762.400.000
Lazada	337.400.000
Blibli	168.200.000

Sources : Katadata, 2023

According to katadata in 2020 during the pandemic, shopee was recorded at 96,532,300 to be the most visited e-commerce. However, in 2021, shopee experienced a decline in visitors due to tokopedia being the most widely used marketplace. It did not last long in 2023 after the end of the pandemic, shopee again became the most visited e-commerce in Indonesia, which amounted to 2,349,900,000 until the beginning of 2024. This proves that online shopping activities are still continuing and even growing in the post-covid-19 era. Although online shopping is on the rise, it doesn't mean that people will only choose e-commerce as their marketplace. Because in the future it is possible that consumers prefer to buy and move in physical stores or in person. They will use both channels, depending on the context or whatever suits them best (A et al., 2023)

The millennial generation is a generation born between 1981 and 1996. One of the characters that is very inherent in this millennial generation is the increased use and familiarity with communication, media and digital technology because this millennial generation was raised by technological advances (Firdausi, 2020). Which means they are already familiar with technological developments even before the pandemic. Although there are many advantages to the Shopee application, there are also not a few obstacles felt by users while using the application.

Perceived Usefulness is the value of the product/service that users perceive based on expected performance (Kristianti & Jannah, 2024). Perceived Ease of Use measures the level of difficulty users have in using a technology system (Udayana et al., 2022). Online purchase intention is the customer's determination to shop through a digital platform (Saleem, 2024).

Although Shopee has many advantages, user reviews on Playstore in 2023 show obstacles such as lagging applications, frequent requests for updates, problematic shipping, and limited shipping service options. These constraints can affect the perceived ease of use and usefulness of the app. Perceived Usefulness is the value of the product/service that users perceive based on expected performance. Perceived Ease of Use measures the level of difficulty users have in using a technology system. Online purchase intention is the customer's determination to shop through a digital platform. Although Shopee has many advantages, user reviews on Playstore in 2023 show obstacles such as lagging applications, frequent requests for updates, problematic shipping, and limited shipping service options. These constraints can affect the perceived ease of use and usability of the app.

In Vo, (2023) research, entitled The effect of perceived usefulness, perceived ease of use and perceived health risks on consumer online shopping behavior and intention to continue shopping a post-pandemic covid-19 study revealed that perceived usefulness positively influences consumer attitudes and intentions to continue shopping online. However, in the study (M. El Khoury et al., 2023) entitled "Post-Covid-19 Online Purchase Intention Evidence from Lebanon and the Kingdom of Bahrain states that the positive impact of perceived usefulness on consumer intentions towards online shopping does not show a significant impact after covid-19" thus causing inconsistencies in research results.

Based on this background, the purpose of this study is to determine the extent to which perceived usefulness, perceived ease of use and shopping habit during covid-19 affect post covid-19 online purchase intention and aims to determine gaps in previous literature. Researches also examined the mediating role of shopping habit during covid-19 is able to mediate the variables of perceived usefulness and perceived ease of use on post covid-19 online purchase intention. In addition to offering suggestions people for shopee companies, it is hoped that this research can help enrich further literature in the field of marketing management.

RESEARCH METHODS

This study uses quantitative methods of causal associative nature. Where according to the causal associative method is research that aims to analyze the causal relationship between independent variables (variables that influence) and dependent variables that are influenced Sugiyono, (2018). So this quantitative research can analyze the relationship between Perceived Usefulness (X1) and Perceived Ease Of Use (X2) in the influence of Shopping Habit During Covid-19 (Z) on Post Covid-19 Online Purchase Intention (Y). The population in this study is the entire millennial generation in Yogyakarta with sample criteria, namely the millennial generation (1981-1996) with an age range of 28-43 years and have used shopee. Then the sampling technique uses the Hair et al. formula, namely the number of samples obtained from 14 indicators with a

sample size of 10. So that a sample of 140 respondents was obtained. The types and sources of data in this study use primary data from the results of distributing closed questionnaires. The questionnaire will be distributed to respondents who meet the criteria and measured using a 5-level Likert scale, namely STS = Strongly Disagree, TS = Disagree, N = Neutral, S = Agree, and SS = Strongly Agree. The research place was conducted in the city of Yogyakarta with data collection time from December 2024 to completion. The development of research instruments is carried out by providing question items in each indicator on the perceived usefulness variable such as makes job easier, improve job performance, increase productivity, usefull (Putri, 2020). Then on the perceived ease of use variable, namely clear and understandable, does not require a lot of mental effort, easy to get the system to do what he/she want to do (Putri, 2020). In the shopping habit variable during covid-19 there is frequently, automaticly and routine (Nguyen et al., 2023). Finally, regarding post covid-19 online purchase intention is probability, likely, definetly would (Sartika, 2021). The tool used in analyzing data is SPSS IBM 29 where the data analysis includes validity test, reliability test, descriptive analysis, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, f test, t test, coefficient of determination, and mediation test.

RESULTS AND DISCUSSION

Validity test

Table 3. Validity Test

Variable	Question Item	r value	r table value	Desc.
Perceived Usefulness (X1)	PU1	0,923	0,166	Valid
	PU2	0,910	0,166	Valid
	PU3	0,895	0,166	Valid
	PU4	0,890	0,166	Valid
Perceived Ease Of Use (X2)	PEOU1	0,852	0,166	Valid
	PEOU2	0,871	0,166	Valid
	PEOU3	0,901	0,166	Valid
Shopping Habit During Covid-19 (Z)	SHDC1	0,883	0,166	Valid
	SHDC2	0,914	0,166	Valid
	SHDC3	0,885	0,166	Valid
	SHDC4	0,922	0,166	Valid
Post Covid-19 Online Purchase Intention (Y)	PCOPI1	0,943	0,166	Valid
	PCOPI2	0,969	0,166	Valid
	PCOPI3	0,971	0,166	Valid

Based on Table 3. it shows that all question items on variables X1, X2, Y and Z have a value of r count > r table, namely 0.166. So it can be concluded that the statement items are valid.

Reliability Test

Table 4. Reliability Test

Variable	Cronbach's Alpha value	Limit Value	Desc.
Perceived Usefulness (X1)	0,922	0,60	Reliabel
Perceived Ease Of Use (X2)	0,841	0,60	Reliabel
Post Covid-19 Online Purchase Intention (Y)	0,959	0,60	Reliabel
Shopping Habits During Covid-19 (Z)	0,922	0,60	Reliabel

Based on the results of the reliability test table 4., the Perceived Usefulness variable (X1) produced a Cronbach's Alpha value of 0.922, the Perceived Ease Of Use variable (X2) produced a Cronbach's Alpha value of 0.841, the Post Covid-19 Online Purchase Intention variable (Y) produced a Cronbach's Alpha value of 0.959 and the Shopping Habits During Covid-19 variable (Z) produced a Cronbach's Alpha value of 0.922. So it can be stated that all research instruments are reliable because they have a Cronbach's Alpha value above 0.60

Responden Characteristic

This study involved 140 respondents with a male gender of 35 people with a percentage of 25.0% and most were female as many as 105 people with a percentage of 75.0%. So it can be concluded that the respondents in this study were predominantly female. From the age category, the majority of respondents were in the age range 27-31 years as many as 65 people with a percentage of 46.4% and ages 32-37 years as many as 49 people with a percentage of 35.0% and respondents aged 38-43 years as many as 26 people with a percentage of 18.6%. Therefore, the sample in this study, the most filled questionnaires were respondents aged 27-31 years. Then based on the respondent's job, namely civil servants as many as 19 people with a percentage of 13.46%. Then employee jobs as many as 48 people with a percentage of 34.3% and housewife jobs as many as 30 people with a percentage of 21.4% and other jobs such as lecturers, tutor teachers, gojek, freelance, entrepreneurship of 43 people with a percentage of 30.7%. So that the sample in this study was dominated by employees. Regarding income, 32 people have an income of < Rp. 1,000,000 with a percentage of 22.9%, income of Rp. 1,000,000- Rp. 2,000,000 as many as 36 people with a percentage of 25.7% and income of < Rp. 2,000,000 as many as 71 people. From the results of the data processing, most respondents have an income of > 2 million.

Descriptive Statistic

Table 5. Descriptive Statistic

Variable	Item	Instrument	Mean
Perceived Usefulness (X1)	PU1	Purchasing online using Shopee makes shopping easier	4.39
	PU2	Shopping using the Shopee application can increase my effectiveness in shopping online	4.34
	PU3	Using shopee can increase my productivity in shopping online	3.93
	PU4	I find shopee useful in shopping online	4.23

Perceived Ease Of Use (X2)	PEOU1	Shopee application menu is easy to understand	4.29
	PEOU2	I am able to easily use the Shopee application	3.88
	PEOU3	I find online shopping using shopee easy to do	4.19
Shopping Habit During Covid-19 (Z)	SHDC1	I often shop online using shopee during Covid- 19	3.71
	SHDC2	I automatically shop online using Shopee during covid-19	3.58
	SHDC3	Shopping online using Shopee is a routine during covid-19	3.16
	SHDC4	I have been shopping online using the Shopee application for a long time during covid19	3.46
Post Covid-19 Online Purchase Intention (Y)	PCOPI1	I expect I will shop online using the Shopee application after Covid-19	3.76
	PCOPI2	I intend to use the Shopee application after covid-19	3.97
	PCOPI3	I plan to use the Shopee application after covid-19	3.97

Based on the table 5., it can be seen that the average respondent's assessment of the Perceived Usefulness variable is 4.24. The instrument that has the highest mean value in the variable (X1) is in statement 1 which states that "Online purchases using Shopee make shopping easier" of 4.39. Meanwhile, the instrument that has the lowest value is in the 3rd statement "Using the Shopee application can increase my productivity in shopping online" with an average value of 3.93.

The average respondent's assessment of the Perceived Ease Of Use variable was 4.12. The instrument that has the highest mean value in the variable (X2) is in statement 1 "The shopee application menu is easy to understand" of 4.29. Meanwhile, the instrument that has the lowest mean value is in the 2nd statement "I can easily use the Shopee application" with an average value of 3.88.

The average respondent's assessment of the Shopping Habit During Covid-19 variable was 3.47. The instrument that has the highest mean value in variable Z is in the 1st statement "I often shop online using shopee during Covid-19" of 3.71. While the instrument that has the lowest mean value is in the 3rd statement "Shopping online using the Shopee application is a routine during covid-19" with an average value of 3.16

The average respondent's assessment of the Post Covid-19 Online Purchase Intention variable is 3.78. The instrument that has the highest mean value in variable Y occurs in statements 2 and 3 where in statement 2 "I intend to shop online using the Shopee application after Covid-19" and statement 3 "I plan to shop online using the Shopee application after Covid-19" amounting to 3.79. Meanwhile, the instrument that has the lowest mean value is in statement 1 "I expect to shop online using the Shopee application after Covid-19" with an average value of 3.76.

Classical Assumption Test

Table 6. Classical Assumption Test Result 1

Independent	Dependent	Multicollinearity		Glejser Test	Kol-Smir Test
		Tol.	VIF	Sig.	Asymp. Sig
PU	SHDC	0.399	2.507	0.001	0.120
PEOU		0.399	2.507	0.497	

PU = Perceived Usefulness, PEOU = Perceived Ease Of Use, SHDC = Shopping Habit During Covid-19.

The results of classical assumption testing in the table 6. show that the regression model equation does not occur multicollinearity, because the tolerance value (2.507) is more than 0.10 and the VIF value is less than 10. In addition, in the Glejser test, the sig value > 0.05 on the PU variable does not show symptoms of heteroscedasticity, but the PEOU variable shows symptoms of heteroscedasticity. Then in the normality test, it is normally distributed because the asymp.sig value is more than 0.05

Table 7. Classical Assumption Test Result Model 2

Ind.	Dep.	Mult.		Glej. test	Kol-Smir Test
		Tol.	VIF	Sig.	Asym. Sig
PU	PCOPI	0.343	2.917	0.003	0.200
PEOU		0.397	2.516	0.001	
SHDC		0.662	1.510	0.001	

PU = Perceived Usefulness, PEOU = Perceived Ease Of Use, SHDC = Shopping Habit During Covid-19, PCOPI = Post Covid-19 Online Purchase Intentions.

The results of testing classical assumptions in the table 7. show that the regression model equation does not occur multicollinearity, because the tolerance value of PU (0.343), PEOU (0.397), SHDC (0.662) is more than 0.10 and the VIF value is less than 10. In addition, in the Glejser test, the sig value > 0.05 so it can be concluded that the variable does not show symptoms of heteroscedasticity. And in the normality test, the distribution is normal because the asymp.sig value is more than 0.05

Hypothesis Testing and Discussion

Table 8. Multiple Linear Regression Analysis Result Model 1

Ind.	Dep.	Uns. Coefficient		F	T	Sig.	Adj. R ²
		B	Std. Error	34.915			0.328
PU	SHDC	0.622	0.131		4.732	0.001	
PEOU		0.129	0.190		0.681	0.497	

PU = Perceived Usefulness, PEOU = Perceived Ease Of Use, SHDC = Shopping Habit During Covid-19.

In the multiple regression analysis equation using the formula from, namely $Y = a + b_1.X_1 + b_2.X_2 + e$, namely y = dependent variable, a = constant, X_1 = independent variable X_1 (Perceived Usefulness), X_2 = independent variable X_2 (Perceived Ease Of Use), e = Error (Slamet & Aglis, 2020). Then the multiple regression model can be interpreted $Z = 1.754 + 0.6221 + 0.1292$. This means that each regression coefficient (b_1) for the Perceived Usefulness variable, namely 0.622 and (b_2), namely 0.129 for the Perceived Ease of Use variable, states that each additional variable value of 1 unit will increase the shopping habit during covid-19.

Based on the table 8., the calculated F value is 34.915. While the value of the F table $df_1 = k$ (number of independent variables) = obtained at 2, $df_2 = n-k-1$ ($140-2-1$) = 137 of 3.90, which shows that the calculated F is greater than the F table ($34.915 > 3.90$) However, the significant value of 0.001 is smaller than 0.005. Thus the F test shows that Perceived usefulness and Perceived Ease Of Use simultaneously affect Shopping Habit During Covid-19.

The table shows that $\text{sig} (0.001) < 0.05$. So that H_{a1} is accepted, that is, there is a positive and significant effect of the Perceived Usefulness variable on Shopping Habit During Covid-19. However, in the variable perceived ease of use $\text{sig} (0.497) > 0.05$ and the value of t count (0.681) t table, it can be concluded that there is no positive and significant influence on Shopping Habit During Covid-19.

The test result of the coefficient of determination is 0.328. This shows that 32.8% of the Shopping Habit During covid-19 variable can only be explained by 32.8% by the independent variables, namely Perceived Usefulness and Perceived Ease Of Use. While the rest ($100\% - 32.8\% = 67.2\%$) is explained by other causes outside the model studied.

Table 9. Multiple Regression Analysis Result Model 2

Ind.	Dep.	Uns. coefficient		F	T	Sig	Adj. R ²
		B	Std. Error				
PU	PCOPI	0.214	0.071	88.833	3.022	0.003	0.655
PEOU		0.366	0.095		3.853	0.001	
SHDC		0.272	0.043		6.363	0.001	

PU = Perceived Usefulness, PEOU = Perceived Ease Of Use, SHDC = Shopping Habit During Covid-19, PCOPI = Post Covid-19 Online Purchase Intentions

In the multiple regression analysis equation, the multiple regression model can be interpreted as $Y = -0.616 + 0.2141 + 0.3662 + 0.2723$, which means that each regression coefficient (b_1) for the Perceived Usefulness variable is 0.214, the regression coefficient (b_2) for the Perceived Ease Of Use variable is 0.366 and the regression coefficient (b_3) for the Shopping Habit During Covid-19 variable of 0.272 states that each additional value of the Perceived

Usefulness, Perceived Ease Of Use, Shopping Habit During Covid-19 variables by 1 unit will increase post covid-19 Online Purchase Intention.

Based on the table, the calculated F value is 88.833. While the value of the F table $df_1 = k$ (number of independent variables) = obtained by 2, $df_2 = n-k-1$ ($140-3-1$) = 136 of 3.90, which shows that the calculated F is greater than the F table ($88.833 > 3.90$) However, the significant value of 0.001 is smaller than 0.005. Thus Perceived Usefulness, Perceived Ease Of Use and Shopping Habit During Covid-19 simultaneously affect Post Covid-19 Online Purchase Intention

The table 9. shows that sig (0.003) and (0.001) < 0.05. So that Ha2, Ha4, and Ha5 are accepted, namely that there is a positive and significant influence on the Perceived Usefulness, Perceived Ease Of Use and Shopping Habit During covid-19 variables on Post Covid-19 Online Purchase Intentions.

The test result of the coefficient of determination (adjusted R) is 0.655, this shows that 65.5% of the Post Covid-19 Online Purchase Intention variable can be explained by the independent variables, namely Perceived Usefulness, Perceived Ease Of Use, and Shopping Habit During covid-19. While the rest ($100\% - 65.5\% = 34.5\%$) is explained by other causes outside the model under study.

Mediation test

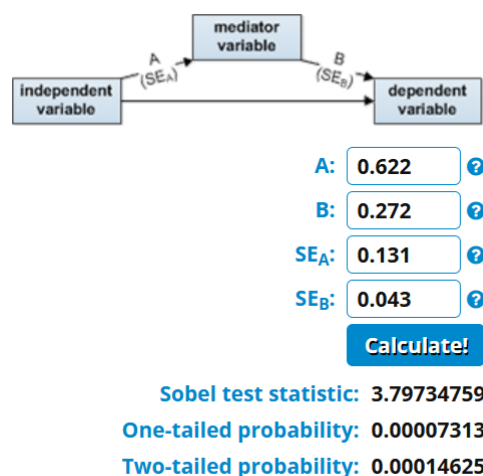


Figure 1. Mediation Test Result Model 1

Based on the above calculations, it is known that X1 to Y through Z has a value of $3,797 < 1,960$, which means that Shopping Habit During Covid-19 is able to mediate Perceived Usefulness on Post Covid-19 Online Purchase Intention. Thus the hypothesis is supported.

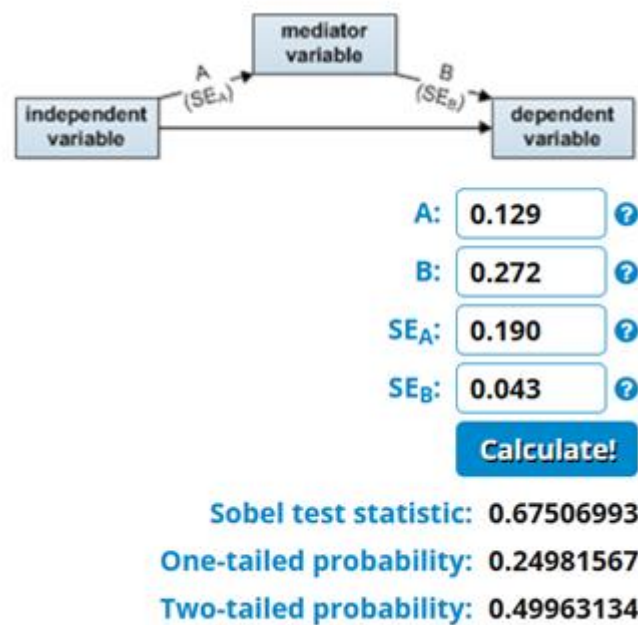


Figure 2. Mediation Test Result 2

Based on the above calculations, it is known that X2 to Y through Z has a value of $0.675 < 1.960$, which means that Shopping Habit During Covid-19 is not able to mediate Perceived Ease Of Use on Online Purchase Intention through Shopping Habit During Covid-19. Thus the hypothesis is not supported.

Discussion

Ha1 is accepted, that is, there is a positive and significant effect of the Perceived Usefulness variable on Shopping Habit During Covid-19. This research is in line with research conducted by (Mondal & Hasan, 2023) which states that shopping habits during covid-19 are determined by the usefulness of online shopping so that Perceived Usefulness has a positive and significant effect on Shopping Habit During Covid-19.

Ha2 is accepted, that is, there is a positive and significant effect of the Perceived Usefulness variable on Post Covid-19 Online Purchase Intention. This research is in line with research conducted by (Vo, 2023) which states that when individuals find online shopping easy and effortless, it increases the perceived ease of behavior involved in online purchases. So that Perceived Usefulness has a positive and significant effect on Post Covid-19 Online Purchase Intention

Ho3 is rejected, which states Perceived Ease Of Use has no positive and insignificant effect on Shopping Habit During Covid-19. This research is in line with research conducted by (Kumar et al., 2020) which states that perceived ease of use has no influence on habits in using applications.

Ha4 is accepted, that is, there is a positive and significant effect of the Perceived Ease Of Use variable on Shopping Habit During Covid-19. This research is in line with research conducted by (Yusuf & Zulfitri, 2021) which states that in increasing the intention to purchase fashion products online, respondents consider the ease of use of technology as the most determining factor. Perceived Ease Of Use has a positive and significant effect on Online Purchase Intention.

Ha5 is accepted, that is, there is a positive and significant effect of the Shopping Habit During Covid-19 variable on Post Covid-19 Online Purchase Intention. This research is in line with research conducted by (Rahman & Nurlatifah, 2020) which states that the best relationship to purchase intention is online shopping habit. So that Online Shopping Habit has a positive and significant effect on Online Purchase Intention.

Based on the above calculations, it is known that X_2 to Y through Z has a value of $0.675 < 1.960$, which means that Shopping Habit During Covid-19 is not able to mediate Perceived Ease Of Use on Online Purchase Intention through Shopping Habit During Covid-19. Thus the hypothesis is not supported.

CONCLUSION

Hypothesis 1 which states Perceived Usefulness has a positive and significant effect on Shopping Habit During Covid-19 is accepted, Perceived Usefulness has a positive and significant effect on Shopping Habit During Covid-19 is accepted. This shows that the higher the value of Perceived Usefulness (perceived benefits), the more it can increase (shopping habits) Shopping Habit During Covid-19 in using the Shopee application.

Hypothesis 2 which states Perceived Usefulness has a positive and significant effect on Post Covid-19 Online Purchase Intention is accepted. This shows that the higher the value of Perceived Usefulness (perceived benefits), it can increase (online shopping intention) Post Covid-19 Online Purchase Intention in using the Shopee application.

Hypothesis 3 which states Perceived Ease Of Use has no positive and insignificant effect on Shopping Habit During Covid-19 is rejected. This shows that there is no relationship or correlation between the variables Perceived Ease Of Use and Shopping Habit During Covid-19 on the Shopee application.

Hypothesis 4 which states that Perceived Ease Of Use has a positive and significant effect on Post Covid-19 Online Purchase Intention is accepted. This shows that the higher the value of Perceived Ease Of Use (perceived ease), it can increase Post Covid-19 Online Purchase Intention in using the Shopee application.

Hypothesis 5 which states that Shopping Habit During Covid-19 has a positive and significant effect on Online Purchase Intention is accepted. This shows that the higher the value of

(shopping habits) Shopping Habit During Covid-19, it can increase (online shopping intention) Post Covid-19 Online Purchase Intention in using the Shopee application.

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