The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

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ABSTRACT: This research aims to determine technology acceptance of behavior using e-commerce for Social users which is mediated by behavioral intention by testing UTAUT 2 (Unified Theory of Acceptance and Use of Technology 2). This research method uses a quantitative survey approach. The population in this research is all the people of Samarinda City who use Sociolla e-commerce. The sample was taken as many as 299 respondents. The data collection method used in this research is a questionnaire. The sample collection technique used was convenience sampling using Google Form for distributing questionnaires. The analysis technique uses Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis with WarpPLS 7.0 software. The research results show that performance expectancy, effort expectancy, and social influence have no effect on behavioral intention in using Sociolla e-commerce. Facilitating conditions, hedonic motivation, price value, and habit have a positive and significant effect on behavioral intention in using Sociolla e-commerce. Facilitating conditions, habits, and behavioral intentions have a positive influence on use behavior in using social e-commerce in the city of Samarinda. Sociolla e-commerce users tend to behave automatically because they are used to it. The more frequently users use Sociolla e-commerce, the more spontaneously they will use it when making transactions or shopping online for beauty products.

KEYWORDS: UTAUT 2, E-commerce Sociolla, SEM

I. INTRODUCTION

Marketing cannot be separated from the dynamics, situations and conditions that surround the business. A business can survive and gain continuous profits if it is able to adapt its products to consumer needs. On the other hand, consumer needs provide opportunities to grow the market. The development of online business competition in Indonesia is a very interesting phenomenon to study, especially in the era of globalization and digitalization. The impact of globalization, digitalization causes sectors The marketplace is growing quickly. This makes the management of the marketplace sector to participate in competition attract customers. This condition spurred management to re-analyze the marketing strategies and tactics carried out in order to further improve the company's role in serving customers (Utami et al., 2021).

In the current age of information technology, many companies, especially in the trade industry, face high competition but still pay attention to the latest issues or phenomena to win the existing competition. This internet technology creates e-commerce to make shopping for various needs easier. E-commerce is an opportunity for sellers to be able to offer their products to potential buyers (Wong, 2010). Buyers are also able to search for the desired product through the e-commerce application. This application has many products for sale ranging from electronic goods, books, household necessities, games, to beauty products. Indonesia is the 10th largest country with very rapid e-commerce growth, rising to 78%, the highest in the world (kominfo.go.id).

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)
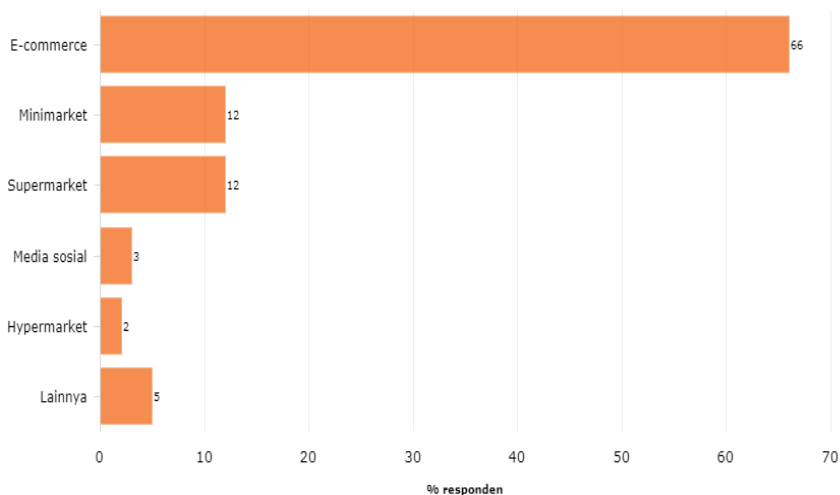

Figure 1. 2022 Cosmetics Shopping Survey Graph
Source: Databoks.katadata.co.id, 2023.

Based on the image above, a survey conducted by Populix found that 66% of consumers will buy cosmetics in e-commerce in 2022. This percentage is greater than purchases in minimarkets, supermarkets, social media, hypermarkets, the remaining 5% of respondents buy cosmetics in other places.. It cannot be denied that people now prefer to shop online. Apart from being more practical, flexible times, easy promotions, shopping via e-commerce is also considered cheaper because it provides more discounts than physical stores. With e-commerce, one shop can reach all areas which is felt to be more efficient and does not take up excessive budget.

E-Commerce Map for Website-Based Cosmetics Category in Quarter 2 2022

No	Website	Monthly Web Visitors	AppSotre Ranking	PlayStore Ranking
1	Sociolla	1,426,667	6	4
2	Shepora	313,487	11	10

Source: iprice.co.id, 2023.

It can be seen in Table 1, Sociolla ranks 6th and 4th in the average ranking of shopping applications, and monthly web visitors are 1,426,667 people, which is superior to Shepora in 11th and 10th in the average ranking of shopping applications with the number of monthly web visitors was 313,487 in the second quarter of 2022.

Sociolla is a Business to Customer (B2C) based e-commerce in Indonesia that offers original beauty products such as make up, skin care, hair care, perfume and beauty tools from local Indonesian products and foreign countries such as Korea, Japan, etc. Sociolla, which was founded in March 2015, is a pioneer of beauty focused e-commerce under the auspices of PT Social Bella Indonesia, but still sells its products through the website www.sociolla.com, only establishing offline stores since 2019, namely in Kota Kasablanka and Lippo Mall Puri, Jakarta.

Since its founding, Sociolla immediately received series A funding in the same year which was used to build Beauty Journal (a content platform that contains articles, videos and reviews about beauty and lifestyle). Two years later, Sociolla again received series B funding which was used to build an online community called SOCO to integrate e-commerce Sociolla and Beauty Journal (Cahya, 2018).

Sociolla again received series C funding in 2018 and series D in 2019 which was used to recruit more resources and develop customer experience services in the shopping experience. Furthermore, it received US$ 58 million in a Series E funding round in 2020. This fresh funding was obtained from investors including Temasek, Jungle Ventures, and Pavilion Capital (Setyowati, 2022).

One of the theories used to study people's behavior in using Sociolla e-commerce is the Unified Theory of Acceptance and Use of Technology (UTAUT 2), a development of the UTAUT model which examines various elements that influence user acceptance behavior towards technology applications. Venkatesh et al., (2012), Nugroho & Karim (2023) and Pratama Hafidz et al., (2023) explain that UTAUT 2 consists of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habits.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

According to Venkatesh et al., (20 12) performance expectancy measures how confident a person is that using the system can help someone achieve their job performance. Several studies have proven that performance expectancy has a positive and significant influence on behavioral intention (Hadi & Alfarobi, 2023; Khosasih, 2023; Tak & Panwar, 2017). Furthermore, effort expectancy (EE) refers to the ease of use of a system that can reduce a person's effort in the form of energy and time in activities (Venkatesh et al., 2012). Where a person's perception of the ease of technology can give rise to behavioral intention to use the Sociolla e-commerce application to shop for cosmetics online. Strengthened by research by Chresentia and Suharto (2020) and Moon and Hwang (2018) showing that effort expectancy has a positive and significant effect on behavioral intention.

Social influence (SI) according to Venkatesh et al., (2012) is the extent to which a person considers it important for other people to convince him or herself to use a new system. A person who is influenced by his social environment is considered to follow the perceptions in his environment as well. Supported by research by Nur et al., (2021) and Kartikasari et al., (2021) which shows that social influence has a positive and significant effect on behavioral intention.

Facilitating condition (FC) is considered to be a person's belief that a technology service provider can provide resources in the form of facilities that support the use of the technology (Venkatesh et al., 2012). The amount of trust can be expressed as a person's understanding of the facilities that support that person's willingness to use technology. This is proven by research by Nur et al., (2021) and Kartikasari et al., (2021) which states that facilitating conditions influence e-commerce usage behavior.

H edonic motivation is the extent to which a person gets pleasure from the technology that the user is using (Brown and Venkatesh, 2005). In line with research by Tak & Panwar (2017) that hedonic motivation influences behavioral intention. Next, price value explains the trade-off between the benefits obtained and the costs incurred to use a technology (Venkatesh et al., 2012). Supported by research by Kartikasari et al., (2021) ; Chresentia & Suharto (2020) ; and Andrianto (2020) that price value has a positive and significant effect on behavioral intention.

Lastly, habit shows the level of a person's tendency to carry out activities using a technology, automatically having learned these activities from their daily life (Venkatesh et al., 2012). Strengthened by research by Nur et al., (2021) ; Khosasih (2023) ; and Hadi & Alfarobi (2023) that habits have a significant influence on the use of technology.

The UTAUT 2 model explains the role of behavioral intention as a mediator in the relationship between public acceptance and use behavior. E-commerce. Behavioral intention is the user's interest in using the system continuously, assuming that they have access to the system (Venkatesh et al., 2003). Meanwhile, use behavior is interpreted as the intensity or frequency of a person using or utilizing the system (Venkatesh et al., 2003; Jogiyanto, 2007) . Sociolla e-commerce users will feel comfortable and continue to use it, if e-commerce provides profitable benefits.

Previously, several studies have used this model in evaluation research. Among them, Andrianto (2020) who applied the UTAUT 2 model to evaluate behavioral intention to use digital wallet applications, then Tak & Panwar (2017) who applied the UTAUT 2 model to the behavior of using shopping-based mobile apps in India. Furthermore, Puspitaningsih & Jati (2023) used the UTAUT 2 model to determine the factors that influence fintech payments in Bandung, then research by Pratama Hafidz et al., (2023) applied the UTAUT 2 model to interest in using Allo Bank digital services. From these several studies, it confirms that the UTAUT 2 model has been used in various studies.

In recent years, the use of Sociolla e-commerce has spread to various cities in Indonesia, one of which is the city of Samarinda. Where the number of people living in Samarinda City is 834,824 people per year 2022 according to BPS Samarinda City data. Of course, not a few people know and use Sociolla e-commerce as an online shopping platform for beauty products. Communities in Samarinda City were used as samples for using Sociolla e-commerce.

Based on the company's internal data, over the past year there has been an increase in the number of new users from East Kalimantan by 21 percent. Social Bella noted that the beauty and personal care product categories that are most targeted by Samarinda beauty enthusiasts in 2021 are toner, face serum and sunscreen products. Sociolla also noted that the COSRX brand from the country of ginseng (Korea) has been a favorite brand for beauty lovers for the last three years. On the other hand, during Q3 2021, Social Bella recorded an increase in shopping baskets by users from Samarinda by up to 30 percent compared to the previous year, namely Q3 2020. The increase in product orders on Sociolla by Samarinda users in Q3 2021 also increased by 27 percent compared to Q3 2020 (Wibisono, 2021).

II. LITERATURE REVIEW
A. *Unified Theory of Acceptance and Use of Technology (UTAUT)*

Unified Theory of Acceptance and Use of Technology (UTAUT) is a technology acceptance model that combines elements of eight existing technology acceptance models, namely theory of reasoned action (TRA), technology acceptance model (TAM), motivation model (MM), theory of planned behavior (TPB), combined TAM & TPB, model of PC utilization (MPCU), innovation

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

diffusion theory (IDT) and social cognitive theory (SCT) to get an integrated view of the adoption of the latest technology (Venkatesh et al., 2003; Rahman & Dewi, 2020; and Meuthia et al., 2020).
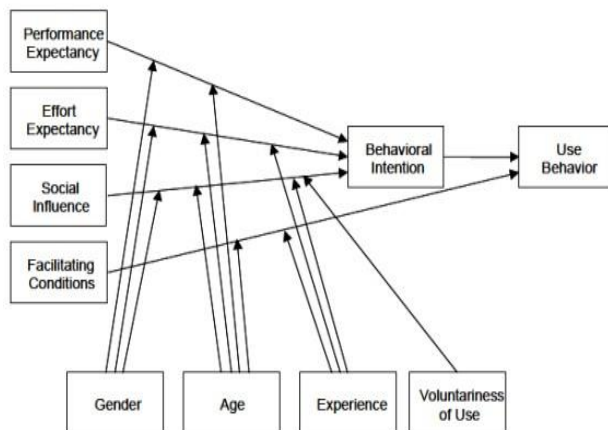

Figure 2. UTAUT Model (Venkatesh et al., 2003)

In the UTAUT research model, behavioral intention and technology use behavior are influenced by people's perceptions of performance expectancy, effort expectancy, social influence and facilitating conditions. facilitating conditions) which are adjusted to gender, age, experience and voluntariness of use (Setyorini & Meiranto, 2021). According to Hakim (2016), the UTAUT model is a new model that was developed due to the limitations of the TAM model which is less comprehensive in examining various elements that influence user acceptance behavior towards technology applications. UTAUT was proven to be up to 70% more successful in explaining variance in intention to use technology compared to the other eight theories (Venkatesh et al., 2003).

B. Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2)

The UTAUT 2 model is a development of the UTAUT paradigm, where UTAUT 2 studies the adoption and use of technology in consumer settings. The aim of the UTAUT 2 model is to identify three significant research dimensions in the acceptance and use of technology for the public and consumers, change some existing relationships in the UTAUT model concept, and introduce new interactions or relationships (Venkatesh et al., 2012).

One of three UTAUT integrations or extensions that evaluate UTAUT in new situations such as new technologies, new cultures, and new user populations. This has the potential to expand the scope of endogenous theoretical mechanisms beyond UTAUT and include exogenous factors into the UTAUT model (Indrawati *et al.,* 2017) . In research by Pertiwi and Ariyanto (2017), three more components were added, hedonic motivation, price value *and* habit, bringing UTAUT up to UTAUT 2.
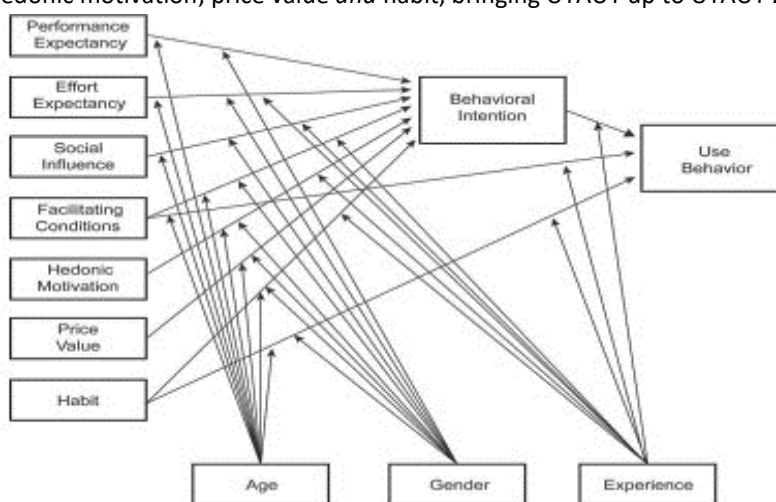

Figure 3. UTAUT 2 Model (Venkatesh, et al., 2012)

C. Performance Expectancy

Performance Expectancy or performance expectations is the level of individual confidence that using the system can help them obtain benefits in their activities (Venkatesh et al., 2012). According to Jogiyanto (2007), performance expectations are how high

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

a person believes that using a system will help him to gain performance benefits in his job. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: perceived usefulness, extrinsic motivation, job-fit, and relative adventage.

D. Effort Expectancy

Effort Expectancy or effort expectation is defined as the ease of use of a system that can reduce a person's effort in the form of energy and time in activities (Venkatesh et al., 2012). Effort expectations are defined as the user's perceived ease of use of the system. This convenience will give rise to someone's confidence that the system has benefits so that they feel comfortable when using it at work (Hamzah, 2009). Davis (1989) concluded that the ease of operating the system will influence the use of the system itself. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: perceived ease of use, complexity and ease of use.

E. Social Influence

Social Influence or socio-cultural factors are social influences that show the extent of an individual's perception of what other people believe in using a new system (Adiwibowo et al., 2012). According to Wang and Chou (2014), social influence refers to how other people influence a person's behavioral decisions. Social influence is related to external pressure (from important people in a person's life, such as family, friends, and supervisors at work). Based on research that tests and develops the UTAUT model (in research by Venkatesh et al., 2003) it can be concluded that socio-cultural factors are predictors of interest in adopting and using information technology systems through social influence around the user. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: subjective norms, social factors, and image.

F. Facilitating Conditions

Facilitating Conditions or conditions that facilitate an individual's level of comfort in using a system that is supported by technical and organizational infrastructure (Al-Qeisi et al., 2015). According to Venkatesh et al., (2012), it concludes a person's belief that a technology service provider can provide resources in the form of facilities that support the use of the technology. The theory of attitude and behavior from Triandis (1980), states that the use of information technology by workers is influenced by individual feelings towards the use of personal computers, social norms in the workplace which pay attention to the use of personal computers, habits regarding computer use, the expected individual consequences of personal computer use, and the conditions that facilitate the use of information technology. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: perceived behavioral control, facilitating conditions, and compatibility.

G. Hedonic Motivation

Hedonic Motivation or hedonic motivation is the extent to which a person gets pleasure from the technology that the user is using (Brown and Venkatesh, 2005). Furthermore, Venkatesh et al., (2012) stated that people not only care about performance, but also the feelings they get from using a technology and found that hedonic motivation was the second strongest factor influencing behavioral intentions towards technology adoption. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: fun, entertainment, and interest.

H. Price Value

Price value explains the trade-off between the benefits obtained and the costs incurred to use a technology (Venkatesh et al., 2012). Price value in this research can also be referred to as how valuable the technology used is compared to the costs incurred. When the perceived benefits outweigh the costs incurred, consumers show a willingness to adopt a particular technology. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: quality, price, and value.

I. Habits

Habit or habit shows the extent to which users tend to use technology automatically due to previous learning with the habit of using technology as an indicator (Putranto & Pramudiana, 2015). Research by Venkatesh et al., (2012) shows that there is a significant influence of consumer habits on personal technology use when they face a diverse and ever-changing environment, as well as the level of a person's tendency to carry out activities using a technology automatically having learned these activities from their daily life.

According to Lally et al., (2009) through The European Journal of Social Psychology, the results of this research show that the amount of time required for an action to become a habit varies greatly by observing the habit formation of 96 people over a 12 week period. The results obtained by researchers found that the average time needed to form a habit was around 76 days. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: prior usage, addiction, and behavior to be automatic.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

J. Behavioral Intention

According to Venkatesh et al. (2003), Behavioral Intention or behavioral interest is defined as a person's desire to use information technology with the desired goals. Interest in using a system is the user's intention to use the system continuously with the assumption that they have access to the system (Venkatesh et al., 2003).

Meanwhile, Ajzen (1991) believes that Behavioral Intention is a measure of the strength of a person's goal to carry out a specific action (TRA model). Behavioral Intention is determined by a person's Attitude and Subjective Norms. Attitude is a person's positive or negative feelings about determining goals and behavioral targets. Subjective Norms are a person's perception of public opinion about whether or not they should carry out a behavior as discussed by many people. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: repurchase intentions, positive word of mouth communication, and service quality.

K. Use Behavior

Use Behavior can be defined as how often users use information technology (Venkatesh et al., 2012). Information technology will be used if the user has an interest in using the information system, because a person believes that using a system can improve their work performance. According to Venkatesh et al. (2012) this variable is composed of several indicators, namely: usage time, usage frequency, and use variety.

L. E-Commerce

According to Kotler & Armstrong (2012) e-commerce is an online channel that can be reached by someone via a computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using computer assistance, the process begins with providing information services to consumers in determining choice. According to Wong (2010) e-commerce is the process of buying and selling and marketing goods and services through electronic systems, such as radio, television and computer networks or the internet.

So it can be concluded that e-commerce is a dynamic collection of technology, applications and business processes that connect companies and consumers as well as certain communities where the exchange of goods between retailers and consumers of various commodities on a wide scale and an electronic transaction, and in the process of sending goods from retailers using transportation from one region to another until it reaches the consumer and the relationship that occurs is a mutually beneficial relationship for both parties.

M. Hypothesis

The hypotheses in this research include:

H_1: Performance expectancy has a positive and significant effect on behavioral intention.

H_2: Effort expectancy has a positive and significant effect on behavioral intention.

H_3: Social influence has a positive and significant effect on behavioral intention.

H_4: Facilitating conditions have a positive and significant effect on behavioral intention.

H_5: Hedonic motivation has a positive and significant effect on behavioral intention.

H_6: Price value has a positive and significant effect on behavioral intention.

H_7: Habit has a positive and significant effect on behavioral intention.

H_8: Facilitating conditions have a positive and significant effect on use behavior.

H_9: Habit has a positive and significant effect on use behavior.

H_{10}: Behavioral intention has a positive and significant effect on use behavior.

III. RESEARCH METHODS

A. Operational Definition of Variables

Table 2. Definition of Research Variables

Variable	Understanding	Indicator
Performance Expectancy (X1)	*Performance expectancy* measures a person's belief that utilizing the system will help him achieve his performance goals.	1. *Perceived usefulness* 2. *Motivation* 3. *Job fit* 4. *Relative advantage*
Effort Expectancy (X2)	*Effort expectancy* refers to the ease with which someone thinks about using a system.	1. *Perceived ease of use* 2. *Complexity*

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

Variable	Understanding	Indicator
		3. *Ease of use*
Social Influence (X3)	*Social influence* is defined as the extent to which someone believes that it is important for other people to convince them to use a new system.	1. *Subjective norms* 2. *Social factors* 3. *Image*
Facilitating Conditions (X4)	*Facilitating conditions* are considered as a person's belief that a technology service provider can provide resources in the form of facilities that support the use of the technology.	1. *Perceived behavioral control* 2. *Facilitating conditions* 3. *Compatibility*
Hedonic Motivation (X5)	*Hedonic motivation* explains the extent to which a person gets pleasure from the technology that the user is using.	1. *Fun* 2. *Entertain* 3. *Interest*
Price Value (X6)	*Price value* explains *the trade-off* between the benefits obtained and the costs incurred to use a technology.	1. *Quality* 2. *Price* 3. *Value*
Habit (X7)	*Habit* is the level of a person's tendency to carry out activities using a technology and has automatically learned these activities from their daily life.	1. *Prior usage* 2. *Addiction* 3. *Behavior to be automatic*
Behavioral Intention (Y1)	*Behavioral intention* is assumed to be the user's interest in using the system continuously, assuming that they have access to the system.	1. *Repurchase intentions* 2. *Positive word of mouth communication* 3. *Service quality*
Use Behavior (Y2)	*Use behavior* is the intensity or frequency of users in using information technology.	1. *Usage time* 2. *usage frequency* 3. *Use Variety*

B. Population and Sampling Techniques

Population is a group of variables, subjects, concepts, or phenomena (Morissan, 2012) . The population in research is not only the number of objects but can be about all the characteristics of a particular object. Researchers study the existing scope according to the research problem and then conclusions can be drawn from what has been tested. The population in this research is all the people of Samarinda City who use Sociolla e-commerce.

According to Morissan (2012), a sample is a subgroup of elements from the population selected to participate in the study. The sampling technique used is non-probability sampling. Non-probability sampling is a sampling technique that does not involve probability selection procedures but relies on the researcher's personal judgment. The technique used is convenience sampling, which is a non-probability sampling technique that aims to obtain easily accessible sample elements, and the selection of sampling units is primarily left to the interviewer (Malhotra, 2015).

The determination of the sample size is based on the SEM (Structural Equation Model) requiring between 100 to 200 samples (Guritno et al., 2011). The sample size used in this study is 299 samples.

C. Data analysis technique

SEM-PLS was used to analyze the data in this research. Structural Equation Modeling (SEM) according to Hair et al., (2021) is a type of analysis that includes many methodologies such as factor analysis, structural modeling, and path analysis. SEM was chosen for data analysis in this research because it can test complex research models simultaneously (checking the validity and reliability of instruments, testing relationships between variables, and finding models that are suitable for prediction), analyzing variables that cannot be measured directly, and can take into account measurement error.

The Partial Least Squares (PLS) approach is used in this research data analysis method. PLS is a component or variation-based structural equation modeling (SEM) technique. SEM-PLS was chosen for this research because of its ability to work efficiently with a limited sample size and a complicated research model (Sholihin & Ratmono, 2021). WarpPLS 7.0 software was used as a data analysis method in this research.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

IV. RESULTS AND DISCUSSION

A. *Test Research Instruments*

1. Measurement Model Testing (Outer Model)

Before the hypothesis analysis process, an instrument test must be carried out first, consisting of validity and reliability tests. According to Solihin and Ratmono (2020), in SEM-PLS analysis, measurement model testing (outer model) is used to evaluate construct validity and reliability.

a. Construct Validity Test

The validity test is used to measure whether a research questionnaire is valid or not. The validity test can be seen from the convergent validity value with a loading factor value > 0.50 and Average Variance Extracted (AVE) > 0.50. The results of convergent validity are as follows:

Table 3. Convergent Validity Test Results

Variable	Items	Loading Factor	AVE	Information
Performance Expectancy	X1.1	0.601	0.675	Valid
	X1.2	0.685		
	X1.3	0.590		
	X1.4	0.715		
	X1.5	0.669		
	X1.6	0.715		
	X1.7	0.717		
	X1.8	0.697		
Effort Expectancy	X2.1	0.747	0.688	Valid
	X2.2	0.660		
	X2.3	0.719		
	X2.4	0.723		
	X2.5	0.622		
	X2.6	0.650		
Social Influence	X3.1	0.820	0.765	Valid
	X3.2	0.763		
	X3.3	0.780		
	X3.4	0.659		
	X3.5	0.775		
	X3.6	0.785		
Facilitating Conditions	X4.1	0.702	0.697	Valid
	X4.2	0.637		
	X4.3	0.742		
	X4.4	0.727		
	X4.5	0.712		
	X4.6	0.528		
Hedonic Motivation	X5.1	0.757	0.739	Valid
	X5.2	0.687		
	X5.3	0.751		
	X5.4	0.742		
	X5.5	0.735		
	X5.6	0.758		
Price Value	X6.1	0.755	0.712	Valid
	X6.2	0.698		
	X6.3	0.748		
	X6.4	0.623		

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

Variable	Items	Loading Factor	AVE	Information
	X6.5	0.746		
	X6.6	0.692		
Habits	X7.1	0.785	0.781	Valid
	X7.2	0.804		
	X7.3	0.778		
	X7.4	0.794		
	X7.5	0.801		
	X7.6	0.721		
Behavioral Intention	Y1.1	0.754	0.763	Valid
	Y1.2	0.735		
	Y1.3	0.789		
	Y1.4	0.766		
	Y1.5	0.763		
	Y1.6	0.768		
Use Behavior	Y2.1	0.745	0.745	Valid
	Y2.2	0.701		
	Y2.3	0.791		
	Y2.4	0.774		
	Y2.5	0.775		
	Y2.6	0.680		

From Table 3, it is known that the loading factor value for all indicators is > 0.50 and the AVE value is > 0.50, so this shows that each questionnaire item has passed the validity test and can be an appropriate measuring tool.

b. Reliability Test

The reliability test is used to measure the consistency of the questionnaire which is an indicator of the variable. The reliability test is seen from the Cronbach's Alpha (CA) and Composite Reliability (CR) values. If the values for the two tests are > 0.70, then all items on the questionnaire can be said to be reliable and can be used as a measuring tool. The following are the results of reliability testing:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Parameter	Information
Performance Expectancy	0.829	0.87	0.7	Reliable
Effort Expectancy	0.776	0.843		
Social Influence	0.857	0.894		
Facilitating Conditions	0.762	0.835		
Hedonic Motivation	0.833	0.878		
Price Value	0.804	0.86		
Habits	0.872	0.904		
Behavioral Intention	0.856	0.893		
Use Behavior	0.893	0.882		

Source: Processed data (2023)

It is known in Table 4 that if the Cronbach's alpha and composite reliability values are > 0.70, then it can be said that all variables are declared valid. The Facilitating Condition (FC) variable is considered the lowest variable with a Cronbach's Alpha value of 0.762, while the Use Behavior (UB) variable is considered the highest variable with a Cronbach's Alpha value of 0.893. The validity and reliability test results have been met, so the next step is to test the structural model (inner model).

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

2. Structural Model Testing (Inner Model)

The Structural Model (Inner Model) is a model suitability test used to predict causal relationships with latent variables (Solihin & Ratmono, 2020) . The inner model test stages include Model Fit Test, Determination Coefficient Test ($R2$), and Q-Square.

a. Model Fit Test (Model Fit)

The three test indices carried out during the Fit Test include:

1) Average path coefficient (APC)
2) Average R-squared (ARS)
3) Average block VIF (AVIF)

The criteria for APC and ARS are if the p-value is <0.05, it means the index is significant, while the AVIF value as an indicator of multicollinearity is less than 5. The following are the results of the fit test:

Table 5. Fit Test Results

Indicator	Mark	Parameter	Information
APC	0.203, P<0.001	Fit ≤ 0.005	Accepted
ARS	0.824, P<0.001	Fit ≤ 0.005	Accepted
AVIF	3,952	Acceptable ≤ 5 Ideally ≤ 3.3	Accepted

Source: Processed data (2023)

Based on Table 5, it is known that APC has a value of 0.203, P<0.001, while ARS has a value of 0.824, P<0.001. Likewise, AVIF has a value of 3.952, which means it meets the criteria because it has a value below 5. Based on these three values, then the inner model has been fulfilled.

b. Coefficient of Determination Test (R2)

The coefficient of determination test aims to find out how much variance the independent variable changes in the dependent variable. The following are the results of the coefficient of determination test:

Table 6. Coefficient of Determination Test Results

No	Variable	R-Square ($R^{2)}$)
1	Behavioral Intention (BI)	0.872
2	Use Behavior (UB)	0.776

Source: Processed data (2023)

Based on the results above, it was found that R^2 of the behavioral intention variable has a value of 0.872, this proves that behavioral intention is influenced by the variables performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit by 87%, while 13% is explained by other variables. For R^2, the use behavior variable has a value of 0.776, this proves that use behavior is influenced by facilitating conditions, habits and behavioral intention by 78%, while 22% is explained by other variables.

c. Q-Square

The Q-Square test is used to assess the predictive validity of a collection of predictor latent variables on the criterion variable. The Q-Square criterion must be > 0, meaning the variable has good predictive validity. Following are the results of the Q-Square test:

Table 7. Q-Square Test Results

No	Variable	Q-Square
1	Behavioral Intention (BI)	0.814
2	Use Behavior (UB)	0.762

Source: Processed data (2023)

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

Based on Table 7, it is known that the value of Q^2 behavioral intention is 0.814 and use behavior is 0.762. It is known that the Q^2 value of the behavioral intention and use behavior variables is greater than 0 (zero), therefore the path model in this research has met the predictive relevance criteria and the model can predict the accuracy of the data used.

3. Research Hypothesis Testing
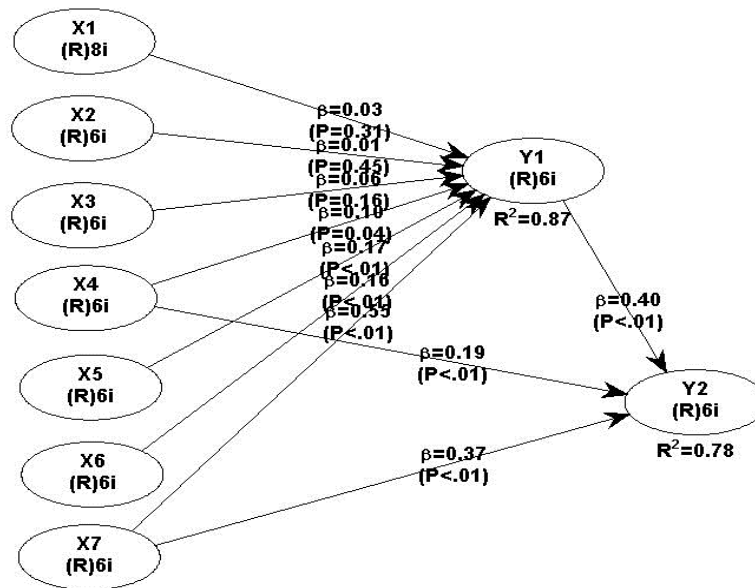
Figure 4. Hypothesis Test Results

Table 8. Path Coefficients Direct Effect

Influence	Path Coefficients	t-statistic	p-value	Information
Performance Expectancy => Behavioral Intention	0.028	0.491	0.312	Hypothesis Rejected
Effort Expectancy => Behavioral Intention	0.007	0.119	0.453	Hypothesis Rejected
Facilitating Condition => Behavioral Intention	0.099	1,745	0.041	Hypothesis Accepted
Hedonic Motivation => Behavioral Intention	0.174	3,096	0.001	Hypothesis Accepted
Price Value => Behavioral Intention	0.157	2,776	0.003	Hypothesis Accepted
Habit => Behavioral Intention	0.550	10,379	< 0.001	Hypothesis Accepted
Facilitating Condition => Use Behavior	0.188	3,353	< 0.001	Hypothesis Accepted
Habit => Use Behavior	0.366	6,709	< 0.001	Hypothesis Accepted
Behavioral Intention => Use Behavior	0.404	7,447	< 0.001	Hypothesis Accepted

Source: Processed data (2023)

Based on the p-value in table 8, hypothesis testing can be explained as follows:

a. The Influence of Performance Expectancy on Behavioral Intention

Hypothesis 1 states that performance expectancy has a positive and significant effect on behavioral intention. From table 8 it is known that the path performance expectancy (X1) => behavioral intention (Y1) has a P-Values value greater than 0.05 (0.312 > 0.05), with a parameter of 0.028. Thus, Ha1 is rejected and H0 is accepted, meaning that performance expectancy has no effect on behavioral intention.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

b. **The Effect of Effort Expectancy on Behavioral Intention**

Hypothesis 2 states that effort expectancy has a positive and significant effect on behavioral intention. From table 8 it is known that the path effort expectancy (X2) = > behavioral intention (Y1) has a P-Values value greater than 0.05 (0.453 > 0.05), with a parameter of 0.007. Thus, Ha2 is rejected and H0 is accepted, meaning that effort expectancy has no effect on behavioral intention.

c. **The Influence of Social Influence on Behavioral Intention**

Hypothesis 3 states that social influence has a positive and significant effect on behavioral intention. From table 8 it is known that the social influence path (X3) => behavioral intention (Y1) has a P-Values value greater than 0.05 (0.164 > 0.05), with a parameter of 0.056. Thus, Ha3 is rejected and H0 is accepted, meaning that social influence has no effect on behavioral intention.

d. **The Influence of Facilitating Conditions on Behavioral Intention**

Hypothesis 4 states that facilitating conditions have a positive and significant effect on behavioral intention. From table 8 it is known that the path facilitating conditions (X4) => behavioral intention (Y1) has a P-Values value that is smaller than 0.05 (0.041 < 0.05), with a parameter of 0.099. Thus, Ha4 is accepted and H0 is rejected, meaning that facilitating conditions influence behavioral intention.

e. **The Influence of Hedonic Motivation on Behavioral Intention**

Hypothesis 5 states that hedonic motivation has a positive and significant effect on behavioral intention. From table 8 it is known that the path (path) hedonic motivation (X5) => behavioral intention (Y1) has a P-Values value that is smaller than 0.05 (0.001 < 0.05), with a parameter of 0.174. Thus, Ha5 is accepted and H0 is rejected, meaning that hedonic motivation influences behavioral intention.

f. **The Influence of Price Value on Behavioral Intention**

Hypothesis 6 states that price value has a positive and significant effect on behavioral intention. From table 8 it is known that the path price value (X6) = > behavioral intention (Y1) has a P-Values value that is smaller than 0.05 (0.003 < 0.05), with a parameter of 0.157. Thus, Ha6 is accepted and H0 is rejected, meaning that price value influences behavioral intention.

g. **The Influence of Habit on Behavioral Intention**

Hypothesis 7 states that habit has a positive and significant effect on behavioral intention. From table 8 it is known that the path habit (X7) = > behavioral intention (Y1) has a P-Values value that is smaller than 0.05 (<0.001 < 0.05), with a parameter of 0.550. Thus, Ha7 is accepted and H0 is rejected, meaning that habit influences behavioral intention.

h. **The Influence of Facilitating Conditions on Use Behavior**

Hypothesis 8 states that facilitating conditions have a positive and significant effect on use behavior. From table 8 it is known that the path facilitating conditions (X4) => use behavior (Y2) has a P-Values value that is smaller than 0.05 (<0.001 < 0.05), with a parameter of 0.188. Thus, Ha8 is accepted and H0 is rejected, meaning that facilitating conditions influence use behavior.

i. **The Influence of Habit on Use Behavior**

Hypothesis 9 states that habit has a positive and significant effect on use behavior. From table 8 it is known that the path habit (X7) = > use behavior (Y2) has a P-Values value that is smaller than 0.05 (<0.001 < 0.05), with a parameter of 0.366. Thus, Ha9 is accepted and H0 is rejected, meaning that habit influences use behavior.

j. **The Influence of Behavioral Intention on Use Behavior**

Hypothesis 10 states that behavioral intention has a positive and significant effect on use behavior. From table 8 it is known that the path (path) behavioral intention (Y1) => use behavior (Y2) has a P-Values value that is smaller than 0.05 (<0.001 < 0.05), with a parameter of 0.404. Thus, Ha10 is accepted and H0 is rejected, meaning that behavioral intention influences use behavior.

B. **DISCUSSION**

This section will discuss interpretations and arguments based on several SEM-PLS test results that have been carried out. Also, the discussion section will discuss further regarding testing existing hypotheses.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

1. The influence of performance expectancy on behavioral intention to use Sociolla e-commerce

The results of testing the first hypothesis in table 8 show that performance expectancy has no effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' lack of agreement with the results of the statement of indicator items, among others; Sociolla e-commerce is not very useful for everyday life, it has not fully improved the performance efficiency of users, it is not able to help solve problems quickly, there are obstacles when buying products in e-commerce compared to offline stores, and it does not increase the productivity of Sociolla e-commerce users.

This is supported by research conducted by Piarna and Fathurohman (2020) , Hidayat et al., (2020) , and Hikmah et al., (2018) . Several studies state that there is no influence of performance expectancy on behavioral intention in using technology.

Performance expectancy represents a person's level of confidence in using technology to provide benefits to the activities carried out (Venkatesh et al., 2012) . The research results show that the people of Samarinda do not fully believe that using Sociolla e-commerce can improve their work performance, so they have not experienced the benefits and rewards that can help them complete their operations quickly. This has an impact on users' intentions to use Sociolla e-commerce to carry out shopping transactions for beauty products has not increased significantly. However, it is not impossible for Sociolla e-commerce to always improve its performance in the future. Performance can be improved in terms of features and more profitable promos, so that when users use Sociolla e-commerce they can increase the effectiveness of their performance.

2. The influence of effort expectancy on behavioral intention using Sociolla e-commerce

The results of testing the second hypothesis in table 8 show that effort expectancy has no effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' lack of agreement with the results of the statement of indicator items, namely that Sociolla e-commerce still requires more effort in terms of energy and time spent.

This is supported by research by Hadi and Alfarobi (2023) , Prasetyo et al., (2022) , Piarna and Fathurohman (2020) , and Nuari et al., (2019) . Several studies state that there is no influence of effort expectancy on behavioral intention in using technology. Effort expectancy is formed because of needs and information which states that the technology used is very appropriate, thereby encouraging high hopes for users to get benefits (Julyazti et al., 2023) . Effort expectancy encourages the emergence of behavioral intention, when users get consistent benefits while using technology services, technology users will become a habit. This is different from the test results, where effort expectancy does not influence the behavioral intention to use Sociolla e-commerce among the people of Samarinda.

The results of this research cannot prove that the ease of shopping for cosmetic products via Sociolla e-commerce is because users do not feel the ease of using the Sociolla features themselves. Based on the characteristics of respondents in terms of age, they are dominated by those aged 26 to 40 years (48.5%), which includes generations Z and X. This generation tends to be used to using technology quickly and easily (Ulfa, 2021) . So it is assumed that Sociolla e-commerce users in Samarinda with high standards of convenience feel that Sociolla e-commerce does not meet their convenience expectations, users still need a lot of effort in the form of energy and time to operate and complete their work.

3. The influence of social influence on behavioral intention to use Sociolla e-commerce

The results of testing the third hypothesis in table 8 show that social influence has no effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' lack of agreement with the results of the statement of indicator items, among others; the people and environment around them have less influence on using Sociolla e-commerce and there is a lack of role and advice from those closest to them in suggesting the use of Sociolla e-commerce for shopping for beauty products.

This is supported by research by Pramana et al., (2022) and Nuari et al., (2019) . Several studies state that there is no influence of social influence on behavioral intention in using technology.

According to Venkatesh et al., (2012) Social influence describes the level of belief where a person feels that the surrounding environment believes that they should use certain technology to support their work. So the research results have nothing in common with what has been linked to theory. According to Diniyah (2021), the lack of behavioral intention to use technology can be caused by a lack of public information about this technology, so that many people in the surrounding environment are still unaware and unaware of it.

In line with Sociolla e-commerce which was introduced in 2015 and the Sociola store in Samarinda which was just opened in 2021. It can be said that the decision of the Samarinda people to use Sociolla e-commerce does not come from the surrounding environment such as family, friends or certain figures, but rather comes from one's own beliefs which are influenced by certain factors that arise internally to use it.

The Influence of Technology Acceptance on E-Commerce Behavior of Sociolla Users is Mediated by Behavioral Intentions (UTAUT 2 Testing Study)

4. **The influence of facilitating conditions on behavioral intention to use Sociolla e-commerce**

The results of testing the fourth hypothesis in table 8 show that facilitating conditions have a significant positive effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the statement of indicator items, among others; respondents have sufficient knowledge to use Sociolla e-commerce, it is easy to search for information related to the use of e-commerce, the smartphone owned by the respondent is sufficient to run e-commerce, and customer service is very helpful in using Sociolla e-commerce.

This is supported by research by Kartikasari et al., (2021) and Nur et al., (2021) . Some of these studies state that there is an influence of facilitating conditions on behavior intention in using technology. This is different from the research of Prasetyo et al., (2022) and Hikmah et al., (2018) which explains that there is no influence of facilitating conditions on behavior intention.

Facilitating condition is defined as the level of a person's belief that a technology provider can provide resources in the form of facilities that support the use of technology (Venkatesh et al., 2012) . When a technology is supported by good devices, as well as the availability of supporting facilities that are easy to obtain, it will encourage the desire to use the technological device, the action to try the technology service if it provides benefits for the user, then this action will be sustainable (Julyazti et al., 2023) .

Facilitating conditions have a positive effect on behavioral intention in using Sociolla e-commerce among the people of Samarinda. This shows that the facilities available to operate a technology and the convenience obtained, the behavioral intention to use Sociolla e-commerce is certainly higher. In accordance with the respondents in this study, the majority of users were private employees, totaling 104 respondents (34.8%). In line with Budiman's (2017) research , private sector employees are the occupational group that carries out the most transactions in e-commerce. Accompanied by the ease of using a device or smartphone to carry out payment transactions for various beauty products on Sociolla e-commerce.

5. **The influence of hedonic motivation on behavioral intention using Sociolla e-commerce**

The results of testing the fifth hypothesis in table 8 show that hedonic motivation has a significant positive effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the statement of indicator items, namely that respondents feel happy when using Sociolla e-commerce because it is exciting, respondents feel interested and enjoy when using Sociolla e-commerce.

This is supported by research by Prasetyo et al., (2022) and Tak and Panwar (2017) . Several studies state that there is an influence of hedonic motivation on behavioral intention in using technology. This is different from research by Hidayat et al., (2020) which explains that there is no influence of hedonic motivation on behavior intention.

According to Venkatesh et al., (2012) hedonic motivation is the feeling of pleasure obtained from using technology. When users feel happy when operating Sociolla e-commerce due to the ease, comfort and practicality obtained when making transactions, a sense of satisfaction arises within the user. The results of this research are able to prove that the satisfaction and pleasure that arises will increase the preferences of people in Samarinda to continue using Sociolla e-commerce in the future. In line with research by Putri and Suardikha (2020) where e-commerce users do not need to have exact amounts of money to make transactions, there is no need to save change and errors in calculating the change from a transaction which means hedonic motivation can influence people's intentions to use a technology.

6. **The influence of price value on behavioral intention to use Sociolla e-commerce**

The results of testing the sixth hypothesis in table 8 show that price value has a significant positive effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the statement of indicator, among others; respondents felt that the price paid for using Sociolla e-commerce was still within reasonable and affordable limits, respondents felt that the price of services on Sociolla e-commerce was in accordance with the services offered and received, and respondents were willing to pay the price set for the products available on sociolla e-commerce.

This is supported by research by Kartikasari et al., (2021) and Chresentia and Suharto (2020). Several studies state that there is an influence of price value on behavioral intention in using a technology. This is different from the research of Prasetyo et al., (2022) and Hidayat et al., (2020) which explains that there is no influence of price value on behavior intention.

Price value is a trade off between the benefits obtained and the costs incurred to use technology Venkatesh et al., (2012). The research results prove that the benefits felt by the people of Samarinda in using Sociolla e-commerce are balanced with the costs incurred to use it. This is supported by direct observation, where the price for using Sociolla e-commerce is relatively cheap and transactions using it do not burden users and are still considered reasonable. Therefore, users will be more interested in using Sociolla e-commerce in the future.

Users usually pay more attention to the prices of products and services, so users will be more aware of the costs incurred to obtain a benefit (Limanan, 2021). One of the advantages of Sociolla e-commerce is the many discount promotions of up to 90%,

vouchers of up to 1.2 million rupiah, and free shipping without any conditions. The price value is not much compared to the promo given, it can be said that the promo issued is greater than the cost of using Sociolla e-commerce. Users are willing to continue using it because they feel the benefits are greater than the costs incurred, so a behavioral intention will be formed to always use Sociolla e-commerce.

7. The influence of habit on behavioral intention to use Sociolla e-commerce

The results of testing the seventh hypothesis in table 8 show that habit has a significant positive effect on behavioral intention in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the indicator item statement, namely that it has become a habit for respondents to use Sociolla e-commerce and respondents feel addicted when using Sociolla e-commerce to shop for beauty needs.

This is supported by research by Hadi and Alfarobi (2023), Khosasih (2023), and Nur et al., (2021). Several studies state that there is an influence of habit on behavioral intention in using technology. According to Venkatesh et al., (2012) habit is the level of a person's tendency to carry out activities using a technology automatically because it has become their daily routine. The research results prove that Sociolla e-commerce users in Samarinda have used it repeatedly and have become a habit of always carrying out transactions using Sociolla e-commerce in the future.

Based on the results of the questionnaire, the highest advantage of Sociolla e-commerce compared to its competitors is that it has a lot of collaboration with beauty product distributors. The more you collaborate with distributors, the more profitable it will be, so users will automatically use Sociolla e-commerce because it has become a habit. In line with research by Khosasih (2023) where the habits of users who are used to living through technology make people quicker to decide to buy beauty products on e-commerce applications.

8. The influence of facilitating conditions on use behavior using Sociolla e-commerce

The results of testing the eighth hypothesis in table 8 show that facilitating conditions have a significant positive effect on use behavior in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the statement of indicator items, among others; it is easy to search for information related to the use of e-commerce, the smartphone owned by the respondent is sufficient to run e-commerce, the respondent has sufficient knowledge to use Sociola e-commerce, and customer service is very helpful in daily use of Sociola e-commerce.

This is supported by research by Hadi and Alfarobi (2023) , Piarna and Fathurohman (2020) , Hidayat et al., (2020) , and Nuari et al., (2019) . Some of these studies state that there is an influence of facilitating conditions on use behavior in the use of technology. These results support the research of Venkatesh et al., (2012) which states that the availability of resources will increase the user's intensity in using a technology. This means that ownership of the resources or devices needed to use Sociolla e-commerce, such as smartphones, will make users in Samarinda increase the frequency of using them.

Facilitating conditions are objective factors that can make it easier to carry out an action (Sancaka & Subagio, 2018). The ease of taking action if supported by behavioral intention will result in good use behavior. With the availability of facilities that support users in using Sociolla e-commerce, such as a stable, fast network and adequate internet quota, it will influence users to use Sociolla. Moreover, Sociolla e-commerce, which is relatively easy to use, strengthens the facilitating conditions in influencing the use of Sociola e-commerce.

9. The influence of habit on use behavior using Sociolla e-commerce

The results of testing the ninth hypothesis in table 8 show that habit has a significant positive effect on use behavior in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the indicator item statement, namely that respondents feel addicted when using Sociolla e-commerce to shop for beauty needs and it has become a habit that makes its use sustainable.

These results indicate that users who are used to using Sociolla e-commerce will increase the intensity of using e-commerce, because it has become normal for users. Supported by research by Pramana et al., (2022), Piarna and Fathurohman (2020) and Hidayat et al., (2020) . Some of these studies state that there is an influence of habit on use behavior in using technology.

According to research by Febriani et al., (2023) shows that habit has a positive and significant influence on use behavior because a person tends to behave automatically due to previous experience. In line with the results of this research, habit influences use behavior which means that Sociolla e-commerce users in Samarinda tend to carry out behavior automatically because they are used to it. The more often users use Sociolla e-commerce, the more automatically they will use it if they want to transact or buy beauty products online. This habit makes users addicted, so that user behavior in using Sociolla e-commerce becomes a necessity in making transactions.

10. The influence of behavioral intention on use behavior using Sociolla e-commerce

The results of testing the final hypothesis in table 8 show that behavioral intention has a significant positive effect on use behavior in using Sociolla e-commerce. In accordance with the respondents' strong agreement with the results of the statement of indicator items, namely that respondents want to use e-commerce continuously and respondents plan to use Sociolla e-commerce every time they shop for beauty needs in their daily lives.

This is supported by research by Julyazti et al., (2023), Piarna and Fathurohman (2020) , Hidayat et al., (2020), and Nuari et al., (2019) . Several studies state that there is an influence of behavioral intention on use behavior in using a technology. This research explains that the more sociolla e-commerce users in Samarinda feel the benefits they get when using sociolla e-commerce, the more users' interest in using sociolla e-commerce in a sustainable manner will increase and this will have an impact on increasing its use in the future.

In line with the research results of Venkatesh et al. (2012) where it is stated that there is a significant relationship with interest in using information technology systems and their use. When users want to try, continue using Sociolla e-commerce and plan to use it regularly, with adequate equipment, customers will feel confident in using Sociolla e-commerce. With this, Sociolla e-commerce must always strive to be able to retain users to continue shopping for beauty products using Sociolla e-commerce in users' daily lives. In accordance with high intensity and repeatability, it can maintain users to continue using Sociolla e-commerce on an ongoing basis.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

From the results of hypothesis testing and the discussion described in this research, it can be concluded as follows:

1. Performance expectancy has no effect on behavioral intention in using Sociolla e-commerce. The research results show that the people of Samarinda do not fully believe that using Sociolla e-commerce can improve their work performance, so they have not experienced the benefits and rewards that can help them complete their operations quickly.

2. Effort expectancy has no effect on behavioral intention in using Sociolla e-commerce. The results of this research cannot prove that the ease of shopping for cosmetic products via Sociolla e-commerce is because users do not feel the ease of using the Sociolla features themselves.

3. Social influence has no effect on behavioral intention in using Sociolla e-commerce. that the decision of the people of Samarinda to use Sociolla e-commerce does not come from the surrounding environment such as family, friends, or certain figures, but rather comes from their own beliefs which are influenced by certain factors that arise internally in order to use it.

4. Facilitating conditions influence behavioral intention in using Sociolla e-commerce. This shows that the facilities available to operate a technology and the convenience obtained, the behavioral intention to use Sociolla e-commerce is certainly higher.

5. Hedonic motivation influences behavioral intention in using Sociolla e-commerce. When users feel happy when operating Sociolla e-commerce due to the ease, comfort and practicality obtained when making transactions, a sense of satisfaction arises within the user. The results of this research are able to prove that the satisfaction and pleasure that arises will increase the preferences of people in Samarinda to continue using Sociolla e-commerce in the future.

6. Price value influences behavioral intention in using Sociolla e-commerce. The research results prove that the benefits felt by the people of Samarinda in using Sociolla e-commerce are balanced with the costs incurred to use it.

7. Habit influences behavioral intention in using Sociolla e-commerce. The research results prove that Sociolla e-commerce users in Samarinda have used it repeatedly and have become a habit of always carrying out transactions using Sociolla e-commerce in the future.

8. Facilitating conditions influence use behavior in using Sociolla e-commerce. This means that ownership of the resources or devices needed to use Sociolla e-commerce, such as smartphones, will make users in Samarinda increase the frequency of using them.

9. Habit influences use behavior in using Sociolla e-commerce. This means that Sociolla e-commerce users in Samarinda tend to behave automatically because they are used to it. The more often users use Sociolla e-commerce, the more automatically they will use it if they want to transact or shop online for beauty products. This habit makes users addicted, so that user behavior in using Sociolla e-commerce becomes a necessity in making transactions.

10. Behavioral intention influences use behavior in using Sociolla e-commerce. Habit influences use behavior which means that Sociolla e-commerce users in Samarinda tend to carry out behavior automatically because they are used to it. The more often users use Sociolla e-commerce, the more automatically they will use it if they want to transact or shop online for beauty

products. This habit makes users addicted, so that user behavior in using Sociolla e-commerce becomes a necessity in making transactions.

B. *Suggestion*

Based on the research results and conclusions obtained, the researcher provides several suggestions as follows:

1. The next researcher is expected to conduct research with other variables to find out the factors that can influence the intention and behavior of using Sociolla e-commerce or other e-commerce through different research methods so that an in-depth picture of these factors can be obtained.

2. E-commerce can continue to develop features and add promos and vouchers so that users can easily use it and will continue to use Sociolla e-commerce for a long time. So that it can be adapted to the needs of Sociolla application users. Based on the characteristics of respondents, in terms of age, they are predominantly aged 26 to 40 years (48.5%), which includes generations Z and X. This generation tends to be used to using technology quickly and easily.

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