

ANTECEDENTS OF CONTINUANCE INTENTION IN USERS OF THE SHOPEE ONLINE SHOPPING APPLICATION IN SAMARINDA

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Abstract: The rapid advancement of technology has brought significant changes to human lifestyles, including in Indonesia, which is open to new technologies. This article discusses the impact of technology, particularly e-commerce, on society and industry. E-commerce, which involves the buying and selling of goods and services through electronic systems, has transformed shopping patterns from conventional to modern. This research focuses on the Shopee application, one of the leading e-commerce platforms in Indonesia. Factors influencing the intention to continue using Shopee (Continuance Intention) include perceived ease of use, perceived enjoyment, personal innovativeness, e-trust, and attitude. By analyzing these factors, this research aims to understand how Shopee can enhance customer loyalty in Samarinda. The analysis used SEM or AMOS software version 5.0, with a sample of 133 respondents.

Keywords : Attitude, Continuance Intention, E-Trust, Perceived Ease of Use, Perceived Enjoyment, Personal Innovativeness.

INTRODUCTION

In this era of globalization, information technology has become a key aspect in accelerating economic growth and social progress. One information technology that is experiencing rapid development is the Internet of Things (IoT). IoT is a concept where everyday objects are equipped with the ability to communicate with each other and exchange data over the internet network. This opens up new opportunities in various fields, including the development of smart *cities*.

Supporting Theory Several literatures have provided a solid theoretical basis for the development of the smart city concept and the application of IoT technology in it. According to Giffinger et al. (2015), smart cities are the result of strong interactions between physical infrastructure, ICT (Information and Communication) infrastructure, human capital, and social capital in providing sustainable and high quality services. This concept is supported by the New Urbanism theory put forward by Prasetyo et al. (2020), who emphasize the importance of redesigning cities with a focus on sustainability, inclusivity, and social connectivity.

In addition, IoT theory provides a strong basis for implementing technology in smart cities. According to Atzori et al. (2015), IoT is a large network of physical objects connected via the internet, capable of collecting and exchanging data without the need for human-to-human or human-to-computer interaction. The application of IoT in the context of smart cities enables real-time data collection, in-depth analysis, and more efficient decision making.

The purpose of this paper is to explore the potential for applying IoT technology in the development of smart cities. Through this research, it is hoped that innovative ideas will be found that can improve efficiency, sustainability and the quality of life of residents in smart cities. Apart from that, this research also aims to contribute to theoretical and practical understanding of the integration between smart city concepts and IoT technology. Thus, it is

hoped that this research can become the basis for the development of better smart cities in the future.

METHOD

Method will test the influence of Perceived Ease of Use (X1), Perceived Enjoyment (X2) and Personal Innovativeness (X3) and E-Trust (X4). The endogenous variables used are Attitude (Y1) and Continuance Intention (Y2). The Attitude variable (Y1) is also a research intervening variable. The location of the research conducted by the researcher was in Samarinda City, the Shopee Online Shopping Application was the object, and the users were the respondents and had a sample of 133 respondents. Researchers use SEM or AMOS version 5.0 software analysis tools. In conducting research, data is an important factor that researchers must have. Data collection in this research was carried out using the accidental sampling method.

DISCUSSION

Based on the completed questionnaire, the characteristics of the respondents in this study can be identified based on 4 characteristics, namely based on gender, age, highest level of education and occupation. In detail, the characteristics of respondents who use the Shopee *Online Shopping Application* in Samarinda will be explained in the following diagram :

Table 1 Number of Respondents According to Gender

No	Gender	Frequency	Percentage
1	Man	44	33%
2	Woman	89	67%
TOTAL		133	100%

Source: Data has been processed by researchers, 2023

Based on Table 1 above, it shows that the number of male respondents was 44 people with a percentage of 33% and the number of female respondents was 89 people with a percentage of 67% as the highest data.

Table 2 Number of Respondents Based on Age

No	Age	Frequency	Percentage
1	< 20 years	20	15%
2	20-25 years	108	81%
3	26-30 years old	4	3%
4	≥ 30 years	1	1%
TOTAL		133	100%

Source: Data processed by researchers, 2023

Based on Table 2, it shows that the age group <20 years is 20 people or the equivalent of 15%, the 20 - 25 year age group is 108 people or the equivalent of 81%, the 26-30 year age group is 4 people or the equivalent of 3%, the aged ≥30 years, namely 1 person or the equivalent of 1%. From the data above, it shows that the highest number of respondents were respondents in the age group between 20 - 25 years, namely 108 people or the equivalent of 81%, while the lowest number of respondents was in the age group ≥ 30 years, namely 1 person or the equivalent of 1%.

Table 1 Number of Respondents Based on Last Education

No	Education	Frequency	Percentage
1	High School/Equivalent	80	60%
2	Diploma	21	16%
3	Bachelor degree)	29	22%
4	Postgraduate (S2)	3	2%
5	Postgraduate (S3)	0	0%
TOTAL		133	100%

Source: Data processed by researchers, 20 23

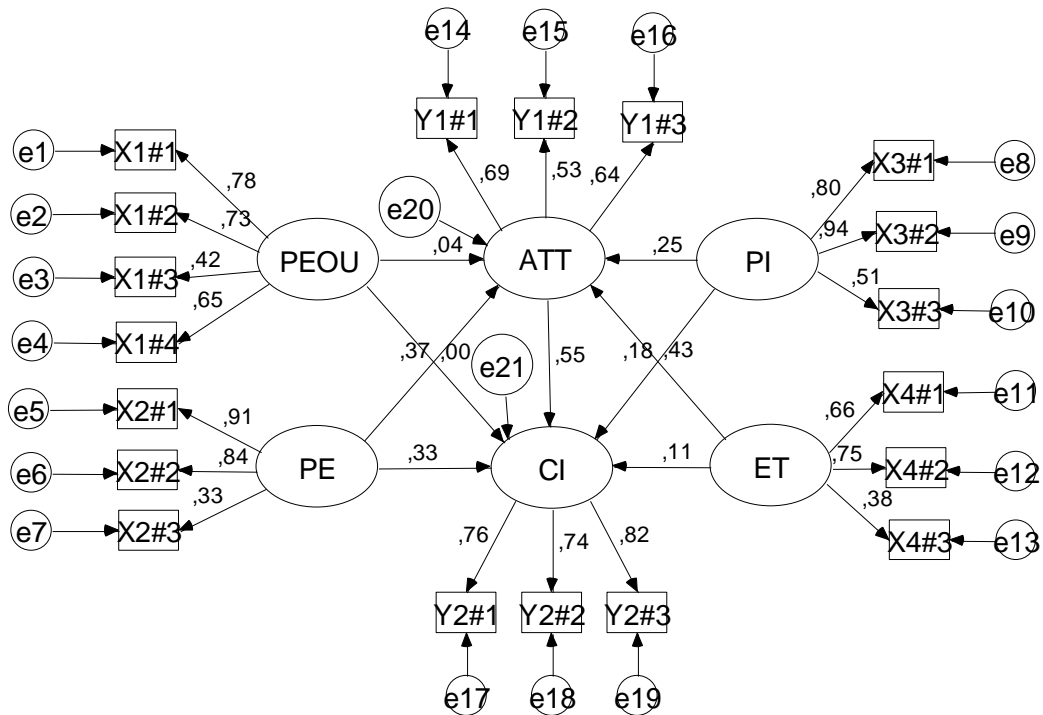
Based on Table 3, it shows that the group with the last education level of high school/equivalent is 80 people or the equivalent of 60%, the group with the last education level of diploma is 21 people or the equivalent of 16%, the group with the last education level of Bachelor (S1) is 29 people or the equivalent of 22%, the group The last postgraduate education level (S2) was 3 people or the equivalent of 2% and the last postgraduate education level (S3) group was 0 people or the equivalent of 0%. From the data above, it shows that the highest number of respondents were respondents in the final education level group, SMA/Equivalent, namely 80 people or the equivalent of 60%, while the lowest number of respondents were respondents in the final education level group, Postgraduate (S3), namely 0 people or the equivalent of 0% . .

Table 2Number of Respondents Based on Occupation

No	Occupation / Profession	Frequency	Percentage
1	Student/Students	77	58%
2	Private sector employee	26	20%
3	Civil servants	4	3%
4	TNI / POLRI	0	0%
5	Other	26	20%
TOTAL		133	100%

Source: Data processed by researchers, 20 23

Based on Table 4, it shows that respondents with jobs/professions as students are 77 people or equivalent to 58%, jobs/professions as private employees are 26 people or equivalent to 20%, jobs/professions are Civil Servants (PNS) are 4 people or equivalent. 3%, occupation/profession as a member of the Indonesian National Army (TNI)/Indonesian Republic Police (POLRI) amounting to 0 people or equivalent to 0%, occupation/profession as other 26 people or equivalent to 20%. From the data above, it shows that the highest number of respondents were in the job/profession as students, 77 people with a percentage of 58%, while the lowest number of respondents were in the job/profession as the Indonesian National Army (TNI)/Indonesian Republic Police (POLRI) in the amount 0 people or the equivalent of 0%.



Path Diagram of Hypothesis Testing Results

Source: SEM analysis via AMOS 5.0 software

In the research analysis carried out was an analysis of the research instrument (questionnaire) which showed that all research instrument items were valid and reliable. This is shown in the table above. Testing of Structural Equation Modeling (SEM) assumptions was carried out by testing the linearity of the relationship between research variables. The test results concluded that all relationships between research variables were stated to be linear, so that they could be continued with the next stage. The model fit test is carried out before carrying out the estimation test. The fit test results show that the research model is fit and marginally fit, so it can be continued with testing the research hypothesis.

Of the 9 (nine) research hypotheses analyzed using significant tests using AMOS 5.0 software, it can be concluded that there are 3 (three) hypotheses that show an insignificant influence. However, the other 6 (five) hypotheses show a significant influence.

Conclusion

Results of research conducted on Shopee Online Shopping Application users in Samarinda. Based on the data analysis carried out, research conclusions can be drawn, namely:

1. Perceived Ease of use has no significant effect on the Attitude of Shopee Online Shopping Application users in Samarinda. The findings of this research show that respondents' perceptions of the services from the Shopee Online Shopping Application do not influence respondents' attitudes towards the Shopee Online Shopping Application. Which means that respondents still find it difficult to use the features in the Shopee Online Shopping Application.
2. Perceived Enjoyment has a significant effect on the Attitude of Shopee Online Shopping Application users in Samarinda. Respondents' perceived comfort with the Shopee Online Shopping Application influences respondents' attitudes towards the Shopee Online Shopping Application. Perceived Enjoyment is reflected by the Happiness indicator and Attitude is

- reflected by the Good Idea indicator. Which means, enjoyment in using the Shopee Online Shopping Application makes respondents think that using the Shopee Online Shopping Application is a good idea.
3. Personal Innovativeness has a significant effect on the Attitude of Shopee Online Shopping Application users in Samarinda. This means that respondents' curiosity about events and promotions held by the Shopee Online Shopping Application makes respondents always think positively.
 4. E-Trust has a significant effect on the attitude of Shopee Online Shopping Application users in Samarinda. E-Trust is reflected by the Benevolence indicator and Attitude is reflected by the Good Idea indicator. This means that respondents' trust in the Shopee Online Shopping Application makes respondents always think positively.
 5. Perceived Ease of Use has no significant effect on Continuance Intention among Shopee Online Shopping Application users in Samarinda. Perceived Ease of Use is reflected by the Clear and Understandable indicator and Continuance Intention is reflected by the commitment indicator. This means that respondents consider the service features in the Shopee Online Shopping Application to be unclear and difficult to understand so that respondents are reluctant to reuse the Shopee Online Shopping Application.
 6. Perceived Enjoyment has a significant effect on Continuance Intention among Shopee Online Shopping Application users in Samarinda. Perceived Enjoyment is reflected by the Happiness indicator and Continuance Intention is reflected by the Commitment indicator. Which means, the comfort and pleasure when using the Shopee Online Shopping Application makes respondents want to use the Shopee Online Shopping Application again.
 7. Personal Innovativeness has a significant effect on Continuance Intention among Shopee Online Shopping Application users in Samarinda. Personal Innovativeness is reflected by the Stimulus Variation indicator and Continuance Intention is reflected by the commitment indicator. Which means, the more often the Shopee Online Shopping Application innovates in the form of holding interesting events and promotions, the more respondents will intend to use the Shopee Online Shopping Application again.
 8. E-Trust has no significant effect on Continuance Intention among Shopee Online Shopping Application users in Samarinda. E-Trust is reflected by the Benevolence indicator and Continuance Intention is reflected by the commitment indicator. This means that the seller's lack of attention, such as not displaying real images of the product, makes respondents reluctant to use the Shopee Online Shopping Application repeatedly.
 9. Attitude has a significant effect on Continuance Intention among Shopee Online Shopping Application users in Samarinda. Attitude is reflected by the Good Idea indicator and Continuance Intention is reflected by the commitment indicator. Which means, if the respondent always thinks positively or thinks using the Shopee Shopping Application is a good idea, this will indirectly make the respondent intend to use the Shopee Online Shopping Application again.

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