



**THE USE OF TECHNOLOGY ACCEPTANCE MODEL TO  
DETERMINE USE BEHAVIOR FACTORS: A CASE OF  
ZALORA INDONESIA**

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## **ABSTRACT**

In this era, developments in the results of shopping technology are no longer carried out in supermarkets, shopping centers, etc. Currently, shopping can also be done online via the internet. There are so many e-commerce in Indonesia, one of which is Zalora. The purpose of this research to find out the influence of technology acceptance model in the context use behavior of Zalora Indonesia users such as perceived usefulness, perceived ease of use, perceived enjoyment, subjective norm, intention to use, and use behavior.

Keywords: *Technology Acceptance Model, Intention to Use, Use Behavior, Zalora*

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Theory of Technology Acceptance Model (TAM) developed by Davis et al (1989) as quoted from Nangi and Sukaatmadja (2015) explain user acceptance and factors Influence the acceptance of technology in an organization. This model offered offers users offered to use a new system, some factors influence their relationship about How and when to use the system, especially in this case Usability (the user believes it using this system will improve performance) and ease of use this system will free him from difficulties, in that sense this system easy to use). Other factors that can influence interest An individual to use transactions electronically is trust service providers and risks that require compilation of transactions on line

Progress and development of the business world will certainly always be in tandem with the development of existing technology. One technology that changes the way humans communicate and interact with their environment is the internet. Undeniably this internet technology also affects the form and manner in the implementation in the business world. One form of business that is influenced by this technology is e-commerce. The growth of Internet users is increasing significantly also be the factor behind the development of online trading sites in Indonesia. E-commerce is one form of new concept offered by the company to gain consumers. With the internet technology, companies can conduct business activities without being intervened by distance and time. For consumers who also have a high activity and personal matters, e-commerce existence can also help because the purchase process is fast and can be done anywhere as long as there is internet connection. According to Khan (2016), e-commerce is the buying and selling of goods and services on the internet.

Fashion in Indonesia now being one of the other industry that provides a huge impact towards the economy sector of Indonesia. The economy of Indonesia is dominated by 3 sub-sector which are culinary that represented by 41.69%, fashion sector on 18.15%, and craft sector with 15.70% (Guglieri, 2017). The fashion industry of Indonesia was contributing its 54.54% that equals to USD 10.90 billion against the total value of the Indonesian creative economy sector in 2016 (Movanita, 2018). After years, the fashion industry back to giving its contributions towards the Gross

Domestic Income (GDP). The amount was counted to reach USD 13.29 billion dollars and keep on increasing by 8.7% from the previous year (Fimela, 2018). The fashion products of Indonesia are made it to reach the most products purchased online in 2017 (Rahman, 2017).

Zalora is one of the companies that engaged in e-commerce business. Zalora itself is a man and woman fashion e-commerce business that offered the international and local brand, designers for more than 27,000 products. The popularity of Zalora that transformed into website and application of fashion platform among customers that specifically 20-35 years old (Marketeers.com, 2015). Zalora achieve an astonishing record in terms of revenue earnings. Back at Harbolnas on 2017, the income of Zalora has dramatically increasing by approximately 15 times a day (Kontan.co.id, 2017). While in Ramadhan 2018, it is noticed that Zalora has growth its amount of selling activity by 25 times bigger than the usual day (Kontan.co.id, 2018). As an accomplishment, Zalora is at the top-10 most visited e-commerce on 2017 (iPrice, 2017). Therefore, the author are interested to examine more on what factors that possibly affect the adoption of the Zalora usage as an apparel online purchasing destination. Based on the data of iPrice, there is one noticable interesting things that Zalora made. It is stated that Zalora is not on the list of the most visited e-commerce in the 1st and 2nd Quartal. But on the 3rd and 4th Quartal, Zalora has made it to the 10th and 8th position on the list of the most visited e-commerce in 2017. Zalora is also being one of the fashion e-commerce that made it to the top 10 of most visited e-commerce application that come along with matahari.com.

Therefore, the research question is how does the implementation of Technology Acceptance Models (TAM) on Zalora able to make it become the biggest fashion e-commerce in Indonesia?.

From the research question above the Researcher want to review the application of Technology Acceptance Model (TAM) model of Zalora e-commerce towards use behavior. Beside that, the researcher has an intention to acknowledge about the indicator of TAM that have influence to intention to use. From this result, it shows that the converter of the improvement in the Zalora Indonesia application that can make Zalora being the 1st most visited e-commerce application in Indonesia further.

## **1.2 Significance of Study**

This research gives benefits to:

1. This research contributes to Zalora e-commerce in terms of factors that affect the customers to use Zalora e-commerce based on the variables tested. This study might become their reference to take any decision regarding develop their application and website.
2. For future research, this research will be a reference for the other research about the use of TAM to determine use behavior factors in e-commerce company.

## **1.3 Scope of Research**

This research limiting its scope to people of Indonesia. Based on the data from APJII (2017) the most internet users in Indonesia are dominated 74% by 19-34 years old. Therefore, the research limiting its scope to 19 to 34 years old. Lastly, the research limiting its scope to people who ever using Zalora website or application and ever purchase on Zalora website or application.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Use Behavior**

Definition of use behavior is the actual behavior of customer in using technology (Chandio, Semen, Samsuri, & Shah, 2016). Use behavior refers to the frequency of someone when they are using the information technology (Gaitán, Peral & Jerónimo, 2015). Past study defined use behavior as the amount of actual time which a person spend to use certain tools (Suksa-ngiam, 2017). Past study of TAM conducted by Byun, Chiu and Bae (2018) shows that Intention to use is used as mediating variables to bridge variables towards use behavior. Baptista and Oliveira (2015) also put intention to use as mediating variables for use behaviour. These align with the original concept of TAM created by Davis (1989). Indicators that are used to measure the variable are adapted from the statement given from Qu, Rong, Chen, Ouyang and Xiong (2017) which is customer use behavior. The questions are "I will expect my use of WeChat payment to continue in the future"; "Now I will always pay for purchases by using WeChat payment."; "I will recommend WeChat payment to others who intend to use mobile payment".

#### **2.2 Intention to Use**

Intention to use define as the degree to people that have been consciously formulated to plan perform or not performi on some specifiedi future action or behavior (De Veer, et al., 2015). It is also defined as a person's interest to use the application in the future (Elaklouk, Mat Zin, & Shapii, 2015). Intention to use is defined as a person's intention to adopt and continue to use certain tools or services in the future (Iyer & Srivastava, 2018). Another past journal defined intention to use as the measure of the probability if the person will adopt the tools (Davis F. D., 1989; Shanmugam, Savarimuthu, & Chai Wen, 2018). Perceived usefulness, perceived ease of use and perceived enjoyment are being used as factors influencing intention to use in Byun et al (2018) research that analysed adoption of sport brand apps. Kucukusta et al (2015) also used perceived usefulness and

perceived ease of use as factors determining Intention to use of new business software. On the study conducted by Ramos-de-Luna et al (2015) subjective norm is used as one of the factors that influenced Intention to use new NFC technology.

Indicators that are used to measure the variable are adapted from the statement given from Kucukusta et al (2015) and Byun et al (2018) which are frequency intention to use, accessible and usability. The questions are “I will use tourism Web site to book on a regular basis in the future”; “I will frequently use tourism Web site to book in the future”; “assuming I have access to the smartphone”; “I intend to use sports brand apps”; “I will frequently use sports brand apps in the future”; “I will use sports brand apps on regular basis in the future”.

### **2.3 Technology Acceptance Model (TAM)**

TAM is a method to measure the acceptance of users towards a new technology. The idea is to use external factors as a determinant for internal factors and attitudes also use intention. The goal itself is to provide an explanation that both theoretically and parsimonious justified (Safeena, Date, Hundewale & Kammani, 2013). TAM concept is based on fundamental of Perceived Ease of Use and Perceived Usefulness. Originally, attitude was also inside TAM. Then, it is removed since it has very minimal effect on Behavioral Intention (Davis F. D., 1989). TAM is known as one of the model that explain most variance in Behavioral Intention related to technology usage.

#### **2.3.1 Perceived Usefulness**

Perceived usefulness is defined as on what level that users’ perceived that a technology will elevate or improve their work capacity (Nugroho, Bakar & Ali, 2017). According to Davis (1989) perceived usefulness is to what degree that a technology users’ believe that the system will improve their performance on a specific job. Indicators that are used to measure the variable are adapted from the statement given from Amin et al (2014) and Kucukusta et al (2015) which are make life easier, help to efficiently and make more quickly. The questions are “This mobile site makes my work and life easier”; “Using Internet to book online tourism product would help me to book more efficiently “; “This mobile site allows me to easily acquire the information I need”; “Using Internet to book online tourism product would help me to book more quickly “; “Overall, this mobile site is useful”;

### **2.3.2 Perceived Ease of Use**

Based on Nugroho et al (2017) perceived ease of use can be defined as on what level that users' believe that a technology will free them from the effort they usually gave. Then the perception of that the effort will be lowered if they use the system leads to an image which called perceived ease of use (Kabir, Saidin, & Ahmi, 2017). Perceived ease of use also defined as users' believe of whether performing a specific job will have to sacrifice their effort. (Rouibah, Abbas, & Rouibah, 2011; Amin, Rezaei, & Abolghasemi, 2014) Indicators that are used to measure the variable are adapted from the statement given from Amin et al (2014) and Kucukusta et al(2015) which are easily, simply and proficiently. The questions are "Learning to use this mobile site is easy"; "Using Internet to book online tourism product would be simple to do"; "becoming proficient in using this mobile site is easy"; "Using Internet to book online tourism product would be easy following the instructions on Website";" Overall, this mobile site is easy to use"

### **2.3.3 Perceived Enjoyment**

Since nowadays hedonic component start to rise more than ever. Many technologies start to take account of the hedonic element itself. With the fact that not only by its efficiency and productivity, but also by internal motivators such as fun and enjoyment (Atkinson & Kydd, 1997; Byun et al ,2018). Perceived enjoyment is defined as the fun that users' get from using the technology (Venkatesh & Thong, 2012; Byun et al, 2018). Indicators that are used to measure the variable are adapted from the statement given in Byun et al (2018) which are entertaining, interesting and fun "Using sports brand apps entertains me"; "it is fun to use sports brand apps"; and "it is interesting to use sports brand apps".

### **2.3.4 Subjective Norm**

Subjective norm is perceived as a concept that related with social behaviour and context. It emphasized that there is an importance of social effects on users' decision to perform a specific action (Yarmen, et al, 2016). It is also defined as somebody's recognition on the degree whether they want to perform or not to perform an action because that recognition. (Venkatesh, 2000; Yarmen, et al., 2016).

Indicators that are used to measure the variable are adapted from the statement from Ramos et al (2015) and Choi & Chung (2013) which is people influence. The questions are “People who are important to me would recommend using NFC mobile payment system”; “People who are important to me view NFC mobile payment system as beneficial”; “People who are important to me think it is a good idea to use NFC mobile payment systems”; “Other people think that using Twitter or Facebook is important to me”; “Many of the people that I know expect me to continuously use Twitter or Facebook”.

## **2.4 Implementation of Technology Acceptance Model in Zalora**

According to Setyowati (2019) The reason for using the Zalora site is because of the shopping site service Zalora counts satisfying with the fast and accurate delivery of goods. Zalora's advantages compared to other shopping sites, among others providing a COD (Cost on Delivery) payment system that is rarely carried out Other shopping sites, the quality of goods according to what is displayed on the site, often provide discounts and product promos and available shipping addresses Damaged goods are accompanied by supporting documents. Excess Zalora shopping site has an impact on future purchase intentions on respondent. Research conducted by Nangi and Sukaatmadja (2015) states that usability, ease of use, and trust simultaneously positive and significant effect on intention to use e-commerce.

Ease of use is closely related to whether or not a site is used by prospective buyers when visiting it. The length of time to access the site and the placement of a random and untidy menu that can make buyers lose focus in shopping (Ramayah and Joshua, 2005). The ease with which a system is used will affect one's behavior to use it (Succi and Walter 2011). The ease of use refers to the user's perception of the process towards the end result of an online transaction, and convenience is the degree of ease in using the internet as a means of buying and selling online (Monsuwe et al., 2004). Thompson et al. (1991) also states that individuals will use information technology if they know the positive benefits of using it. Ease of use is the stage where someone believes that a system can be used easily without the need to spend a lot of effort (Davis, 1993).

According to Puspitasari and Briliana (2017) In the process of buying consumers online, perceived ease of use is very important. The website used by Zalora can provide easy access for consumers in terms of looking at product details and to buy a product. The strong influence of perceived ease of repurchase intention may be due to the nature of the context under study. Online stores often

make significant changes to the design and layout of their websites over a certain period of time, and thus customers must continue to spend effort in order to get accustomed to changes to a website. Zalora is one website that can be accessed using an online application system. Not only using the web, but Zalora can be accessed using applications that can be downloaded on smartphones. With this application system, Zalora can deliver value that is useful for consumers. Because the ease of access anywhere provides perceived usefulness (perception of usefulness), for consumers Perception of perceived enjoyment provided by Zalora to customers includes ease in terms of use, comfort, safety in transactions, and also about the products we get when we buy at Zalora. All in accordance with what is stated on the website. With the benefits provided to customers in such a way, Zalora aims to drive the repurchase process.

## **2.5 Relationship Among Variables**

### **2.5.1 Relationship between Perceived Usefulness and Intention to Use**

A research conducted by Byun et al (2018) that are analysing the adoption of sports brand apps shows that there's a noticeable influence of Perceived Usefulness towards Intention to use. The Research is conducted using SmartPLS 3.0 with PLS-SEM modelling. Using convenience sampling method with total of 261 Korean consumers of sports brand apps. Another research conducted by and Kucukusta et al (2015) shows that there is a positive influence from Perceived usefulness towards Intention to Use. The study conducted by using the Statistical Package for the Social Science (SPSS) software and using five techniques which are ANOVA, regression analysis, t-test, descriptive and exploratory factors and standard deviation. there are 213 Hong Kong online users that are filling the questionnaire for the study.

### **2.5.2 Relationship between Perceived Ease of Use and Intention to Use**

A research shows that there's a noticeable influence of Perceived Ease of Use towards Intention to use is conducted by Byun et al (2018) that are analysing the implementation of sports brand apps. The research is conducted using SmartPLS 3.0 with PLS-SEM modelling. Using convenience sampling method with total of 261 Korean consumers of sports brand apps. Another research conducted by and Kucukusta et al (2015) shows that there is a positive influence from Perceived Ease of Use towards Intention to Use. The study collected the data from 213 Hong Kong online users in Hong Kong business district. It is conducted by implement the Statistical Package

for the Social Science (SPSS) software and using five techniques which are ANOVA, regression analysis, t-test, descriptive and exploratory factors and standard deviation.

### **2.5.3 Relationship between Perceived Enjoyment and Intention to Use**

Perceived Enjoyment has significant effect on Intention to use has been proved in earlier study that conducted by Byun et al (2018) that analysed with PLS-SEM using SmartPLS 3.0. A total number of respondents of 261 was collected on Korean consumers behalf. Another research conducted by Jung, E. H., and Walden, J (2015) shows that there is positive relation from perceived enjoyment towards intention to use. The study administered questionnaire towards undergraduate students at one of the university in Florida. At the end, there are 178 valid responses collected from the questionnaires. Then, the data are analysed the implementation of bivariate correlation, and AMOS 7.0 to test the research hypotheses.

### **2.5.4 Relationship between Subjective Norm and Intention to Use**

Past research conducted by Ramos et al (2015) about the determinants of intention to use NFC technology as new payment method shows that there are significant influence from subjective norm towards intention to use. The study is conducted using PLS-SEM model with SmartPLS 3.0 software. The respondents itself is gathered with the total of 191 respondents. Another research aligned which conducted by Choi & Chung (2013) which proved that there's significant relation from Subjective Norm towards Intention to use. The research is conducted by using SPSS 19 as the data processor. A total of 179 graduate students were recruited from a college on the East Coast. Participation was voluntary, and data were collected through a survey questionnaire from one of the required courses at the School of Library and Information Science program.

### **2.5.5 Relationship Between Intention to Use And Use Behavior**

A research purposing on applying the modified TAM by Byun et al (2018) to examine the factors that are influencing consumers' intention and actual behaviour when using sport brand apps shows that there's a significant influence from Intention to use towards Actual Behaviour. The research is conducted using PLS SEM modelling with SmartPLS 3.0 as the software for data processing. There are 261 valid questionnaires collected from Korean consumers of the sports brand apps. Another research conducted by Baptista & Oliveira (2015) also shows that there's a significant influence from Intention to Use towards Use Behavior. The study is conducted using PLS-SEM

model with the SmartPLS 2.0 software. Questionnaire was spread using email invitation and resulting with 252 valid responses.

## **2.6 Research Gap**

Different elements has giving a birth of a different result of this research. This research are aiming the use behavior in Zalora app using TAM which is perceived usefulness, perceived ease of use, perceived enjoyment and subjective norm as the goals, while previous research did by Byun et al (2018) only using perceived usefulness, perceived ease of use and perceived enjoyment. And previous research did by Wardhana and Aditya (2016) did not use behavior as dependent variable. Moreover this research's target population is Indonesian citizens 19-34 years old who know Zalora app, ever used and purchase in Zalora app. Compared to the previous research by Byun et al (2018) only did on Korea. Wardhana and Aditya (2016) also only observed the users of LINE in Indonesia. Lastly, the previous research by Wardhana and Aditya (2016) using sampling technique incidental and collect 400 users of LINE in Indonesia. Meanwhile, previous research did by Byun et al (2018) using convenience sampling technique and collect 261 respondents.

## CHAPTER III

### CONCLUSION AND RECOMENDATION

#### 3.1 Conclusion

In this era, developments in the results of shopping technology are no longer carried out in supermarkets, shopping centers, etc. Progress and development of the business world will certainly always be in tandem with the development of existing technology. The growth of Internet users is increasing significantly also be the factor behind the development of online trading sites in Indonesia. Fashion in Indonesia now being one of the other industry that provides a huge impact towards the economy sector of Indonesia. Back at Harbolnas on 2017, the income of Zalora has dramatically increasing by approximately 15 times a day (Kontan.co.id, 2017). It is stated that Zalora is not on the list of the most visited e-commerce in the 1st and 2nd Quartal.

This research contributes to Zalora e-commerce in terms of factors that affect the customers to use Zalora e-commerce based on the variables tested. This research limiting its scope to people of Indonesia. Based on the data from APJII (2017) the most internet users in Indonesia are dominated 74% by 19-34 years old. Definition of use behavior is the actual behavior of customer in using technology (Chandio, Semen, Samsuri, & Shah, 2016). Use behavior refers to the frequency of someone when they are using the information technology (Gaitán, Peral & Jerónimo, 2015). Intention to use define as the degree to people that have been consciously formulated to plan perform or not perform on some specified future action or behavior (De Veer, et al., 2015). It is also defined as a person's interest to use the application in the future (Elakloul, Mat Zin, & Shapii, 2015).

Indicators that are used to measure the variable are adapted from the statement given from Kucukusta et al (2015) and Byun et al (2018) which are frequency intention to use, accessible and usability. The goal itself is to provide an explanation that both theoretically and parsimonious justified (Safeena, Date, Hundewale & Kammani, 2013). TAM is known as one of the model that explain most variance in Behavioral Intention related to technology usage. Perceived usefulness is defined as on what level that users' perceived that a technology will elevate or improve their work capacity (Nugroho, Bakar & Ali, 2017).

According to Davis (1989) perceived usefulness is to what degree that a technology users' believe that the system will improve their performance on a specific job. Then the perception of that the effort will be lowered if they use the system leads to an image which called perceived ease of use (Kabir, Saidin, & Ahmi, 2017). Perceived ease of use also defined as users' believe of whether performing a specific job will have to sacrifice their effort. With the fact that not only by its efficiency and productivity, but also by internal motivators such as fun and enjoyment (Atkinson & Kydd, 1997; Byun et al, 2018). Perceived enjoyment is defined as the fun that users' get from using the technology (Venkatesh & Thong, 2012; Byun et al, 2018). Subjective norm is perceived as a concept that related with social behavior and context. It emphasized that there is an importance of social effects on users' decision to perform a specific action (Yarmen, et al, 2016). Indicators that are used to measure the variable are adapted from the statement from Ramos et al (2015) and Choi & Chung (2013) which is people influence.

### **3.2 Recommendation**

However, We summarized that Zalora is still needs to improve the easy access to its application both on websites and mobile application. Zalora needs to keep increasing the user friendly system to its application. Ease of use of Zalora could be developed by using simple layout of the website or application (Guglieri, 2017). Category that is defined clearly and visually could help the customers find what they look for easily (Geyter, 2012). Short and informative content and easy to read, navigate and understand site make the customers stay using the Zalora application or website (Spritz Web Solutions, 2012). In addition, Zalora should have put more native advertising in several particular media that include the mass media, social media, or furthermore in television commercial advertisements to gain more user and customer of Zalora application (Cutler, 2014). Therefore, Zalora should have add more various choice and products to increasing the sense of enjoyment and excitement for the customers while they are accessing the application (Baltas, Kokkinaki & Loukopoulou, 2017). Remembering the limitation of this research, the next research that will be made in Indonesia or other countries, cluster sampling technique is recommended. Hence all the regions and age or generations could be represented by the sample. The future of this research recommended adding more variables such as trust, because trust has a direct positive significant relationship towards intention to use (Lean et al, 2009). Beside that, trust is one factor that make people in Indonesia are doubt to use Zalora apps.

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