



The relationship between social influence, perceived usefulness, and perceived ease of use on Tokopedia's continued use intention by Gen Z in Surabaya

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ABSTRACT

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A This study aims to examine the influence of Social Influence, Perceived Usefulness, and Perceived Ease of Use on the Continued Use Intention of Generation Z on the Tokopedia platform in Surabaya, using the Technology Acceptance Model (TAM) framework. As a technology-savvy generation, Gen Z often engages with e-commerce platforms such as Tokopedia to shop and fulfill their daily needs. This study applies TAM to explore how Social Influence, together with Perceived Usefulness and Perceived Ease of Use, influence Gen Z's decision to continue using Tokopedia sustainably. Understanding these factors is essential to assess what makes Gen Z decide to continue using Tokopedia in Surabaya. The population in this study is Gen Z (born between 1997-2012) in Surabaya who use the Tokopedia e-commerce platform to carry out online shopping activities. Samples will be taken from 119 respondents based on G*Power calculations. This study uses a quantitative method with data collection through an online questionnaire assisted by an online platform distributed to Gen Z Tokopedia users in Surabaya. Regression analysis was used to evaluate the influence of social influence, Perceived Usefulness, and Perceived Ease of Use on the use of sustainability in Tokopedia.

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1. INTRODUCTION

In 2022, Indonesia's economic value reached IDR 714.4 trillion, an increase of 27.6% compared to the previous year, driven by increasing internet penetration, digital gadgets, and the development of innovation in various economic sectors Gultom (2024). According to Badan Pusat Statistik, (2024), the development of Information and Communication Technology (ICT) in Indonesia has increase from 2018 to 2023 becoming the key to transforming various sectors of life, such as how we communicate, work, learn, and interact.

Surabaya, according to the Minister of Research and Technology/National Research and Innovation Agency Bambang Brodjonegoro (Gading, 2024), is the third largest city in Indonesia after Jakarta and Bekasi. And according to (Depari, 2022) as many as 66% of Gen Z in Indonesia choose to shop via e-commerce, with Shopee

dominating as the main platform of choice, while Tokopedia ranks second in terms of the most visitors among Gen Z (IDN Research Institute, 2024). This opens up space for further research on the factors that influence Gen Z's preferences for the two platforms in Surabaya, as well as how Tokopedia competes despite being in second place.

According to Rahayu (2021), technological advances have made Indonesian e-commerce experience rapid growth, allowing SMEs to expand their market access, optimize operations, and increase revenue potential, thus equalizing competition with large companies (Diwan, 2024; Sharma, 2023). As a result, in Indonesia e-commerce, such as Tokopedia, has drastically changed the retail world in the country, where the online market has grown at a promising annual growth rate of 53.23%, driven by changing customer behavior and increasing internet penetration (Nida et al., 2024).

Promotional tactics, client satisfaction, and service quality are some of the characteristics that determine this change. According to statistics collected by SameWeb for 2023, the most popular category among Indonesian e-commerce is Shopee (Ahdiat, 2024), where Shopee received 2.35 billion visits between January and December 2023, surpassing its competitors. In contrast, the Tokopedia only received 1.2 billion visits.

Despite increasing consumer confidence in online shopping, which has driven the rapid growth of the Indonesian e-commerce market (Alfie Faj et al., 2024), Tokopedia actually experienced a 21.08% decrease in visits in 2023 (Ahdiat, 2024). On the other hand, Shopee managed to lead the market with a 41.39% increase in visits. In a study conducted by (Krishna et al., 2024) it was stated that Gen Z is known as "*digital natives*" who are very connected to technology. They spend a lot of time on their mobile devices which ultimately also shapes their behavior. In addition, Gen Z consumers tend to be loyal to brands and quick in making shopping decisions. They also want an easy and connected shopping experience across platforms, such as applications, websites, and social media (Radyi et al., 2024). Therefore, Gen Z tends to be more sensitive to the quality of the experience they get when transacting online, and a bad experience can greatly affect their perception of an e-commerce platform (Puthiyamadam, 2018).

Data from IDN Research Institute (2022), also revealed that 79% of Gen Z in Indonesia have used e-commerce platforms and data from IDN Research Institute (2024), revealed that in 2024 most Gen Z, namely 72%, prefer to shop online at Shopee, while Tokopedia follows with 12% and TikTok Shop with 11%. Tokopedia in 2022 leads the e-commerce market in Indonesia with 157.23 million visitors (Dihni, 2022). However, in 2023 and 2024, the leader of e-commerce market in Indonesia was taken over by Shopee (Ahdiat, 2024; IDN Research Institute, 2024), which shows that user expectations have not been met. This emphasizes the importance of a deeper understanding of the factors that influence Gen Z's decision to continue using a platform (Continued Use Intention), especially on Tokopedia.

According to Zheng (2024), in decision making, the structure of social networks is very important. Organized community structures facilitate the spread of information and accelerate the adoption of new technologies. So it can be seen, one of the important factors that can support a person's goal to continue using technology called continuous use intention is the impact of their social environment. In addition, a high social presence on a digital platform tends to encourage users to adjust their views to align with the majority opinion. This is supported by a study by Wijenayake et al., 2022, which showed that 31% of participants in an online debate tended to follow the majority view. However, although social influence plays a role in influencing the decision to continue using the platform, internal factors such as ease of use and perceived benefits also influence the user's decision to continue using the platform (Nwosu et al., 2023). So from the statement above, a person will be more likely to continue using a platform in order to adapt to social expectations if he believes that the people around him encourage or expect him to do so.

In addition to social influence, Perceived Usefulness also plays a role in ongoing decisions or Continued Use Intention. According to Setyawati (2022), PU is the belief that a technology will increase productivity or job performance. Research by Kumar (2024) showed the relationship between Perceived Usefulness (PU) and Continued Use Intention (CUI) showing that users are more likely to stay on a platform if they believe the platform is useful. Because it increases user happiness and loyalty, PU has a major impact on users' decisions to stay involved in e-commerce.

In addition to perceived usefulness, the level of ease of use of a particular social networking site or technology is also a factor in determining Continuing Decisions, known as Perceived Ease of Use or PEOU (Rauniar et al., 2014). Due to its ease of use, transaction efficiency, and smooth navigation, platforms like Tokopedia provide a satisfying experience for Gen Z, who highly value fast and smooth digital transactions (Rithmaya et al., 2024). As a result, users feel satisfied and comfortable, which ultimately increases their desire to use the platform again in the future.

From the data above, many studies have been conducted on this topic. However, these studies have not specifically explored Continued Use Intention in depth. Most studies focus more on Social Influence, Perceived Usefulness (PU), and Perceived Ease of Use (PEOU) in the context of user intention to use or satisfaction, without discussing their impact on long-term sustainability of use. In practice, companies tend to prioritize factors that drive customer loyalty or Continued Use Intention (Carluccio, 2021).

This creates a significant research gap, where a more in-depth study of Continued Use Intention in the context of TAM can provide a better understanding of how factors such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Social Influence (SI) can contribute to the sustainability of platform usage, especially in e-commerce platforms such as Tokopedia. With this research, the researcher hopes to provide deeper insights to companies, so that they can pay more attention and respond to Continued Use Intention as an important factor in developing long-term strategies and sustainability of usage.

2. RESEARCH METHOD

In a study conducted by Mugo (2017), Fred Davis proposed the Technology Acceptance Model (TAM) in 1985, which is one of the most widely used models to understand technology use. The variables used in this study are Social Influence (SI), Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Continued Use Intention. Social Influence (SI) describes the extent to which a person feels that people who are important to them encourage them to use a new system (Ahadzadeh et al., 2021). Continued Use Intention refers to the intention of users or customers to revisit or repurchase products from a website in the future (Xiang et al., 2022). Meanwhile, Perceived Usefulness (PU) explains the extent to which users feel that a system or technology can improve their performance, while Perceived Ease of Use (PEOU) describes the extent to which users feel that a system or technology is easy to use and does not require much effort (Chahal et al., 2022). Supported by research conducted by Kumar in 2024, which states that Perceived Ease of Use (PEOU) has an effect on Continued Use Intention.

H1: Social Influence (SI) has a positive effect on Continued Use Intention (CUI).

Perceived Usefulness (PU) is the extent to which a person feels that a particular technology will improve their efficiency or performance in performing a particular task. Keni (2020) explains that PU refers to an individual's perception of how much technology will provide benefits in increasing their productivity or convenience. Research conducted by Li & Lin (2022) states that Perceived Usefulness has an influence on users' desire to continue using a technology. Although the context is different, the pattern of relationships between variables is still relevant because they both examine a technology-based system that is used online.

H2: Social Influence (SI) has a positive effect on Perceived Usefulness (PU).

Social Influence (SI) refers to the social influence of friends, family, or the environment on an individual's decision to use technology (Zhu et al., 2022). Social Influence (SI) is an important factor in individual decision-making in technology adoption and also an individual's decision to continue using a technology, where Smith (2011) explains that social factors can influence an individual's perception of technology. This is also supported by a study conducted by Mohamad (2021) where he said that Social Influence influences Continued Use Intention.

H3: Social Influence (SI) has a positive effect on Perceived Ease of Use (PEOU).

In addition to CUI, research conducted by Gunawan (2023) states that Social Influence also has an influence on user perceptions of how useful a system and technology are for them.

H4: Perceived Usefulness (PU) has a positive effect on Continued Use Intention (CUI).

In addition, Gunawan (2023) also emphasized that social influence not only affects the perception of usefulness or how useful a system is, but also the perception of ease or how easy a system is to use.

H5: Perceived Ease of Use (PEOU) has a positive effect on Continued Use Intention (CUI).

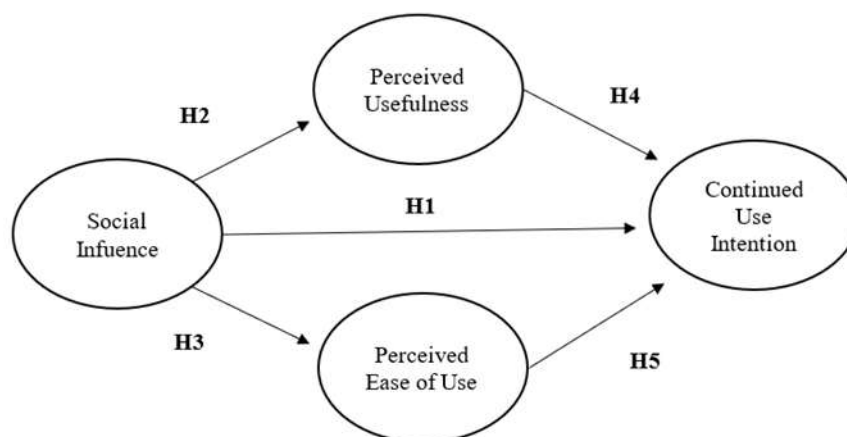


Figure 4. Research Model

The indicators used in this study include Social Influence consisting of 4 indicators (Koivisto et al., 2014a), Perceived Usefulness which has 3 indicators, Perceived Ease of Use which has 5 indicators (Rauniar et al., 2014), and Continued Use Intention which consists of 4 indicators (Koivisto et al., 2014b). These indicators are used to explain how respondents feel about each variable.

This study uses a quantitative method with an online survey, which is a method often used to collect numerical data in social research (Jonsson et al., 2022). The sample consisted of 119 respondents selected based on inclusion criteria, which is Gen-Z who actively use Tokopedia and live in Surabaya. The sample size was calculated using G * Power (Kang, 2021). This calculation considers an effect size of 0.15, an alpha level of 0.05, and a power of 0.95.

Data were collected through online survey platform equipped with screening to ensure that respondents met the research criteria. The collected data were then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Researchers then conduct validity and reliability tests to ensure that the data obtained can be used and is accurate for analysis. Validity is tested through the outer loading and AVE (Average Variance Extracted) values, where the outer loading value is accepted if the value of each variable is more than 0.70 and AVE is accepted or can be said to be valid if the value is more than 0.50 (Hair et al., 2017). In addition to Outer Loadings and AVE,

reliability is tested through Composite Reliability and Cronbach's Alpha, where both indicate whether the variables can be relied on for further analysis, by showing that the Composite Reliability and Cronbach's Alpha values are more than 0.70 (Delgado Ab et al., 2024). Furthermore, the hypothesis is tested based on the p-value from the results of the path analysis between variables. The hypothesis is accepted if the p-value is less than 0.05 (Kwak, 2023).

3. RESULTS AND DISCUSSIONS

This section presents the results of data analysis using the PLS-SEM (Partial Least Squares Structural Equation Modeling) approach. The results of the analysis show how variables such as Perceived Usefulness, Perceived Ease of Use, and Social Influence relate to and influence Continued Use Intention. To facilitate understanding, the relationship between variables is visualized in a path diagram in Figure 4.

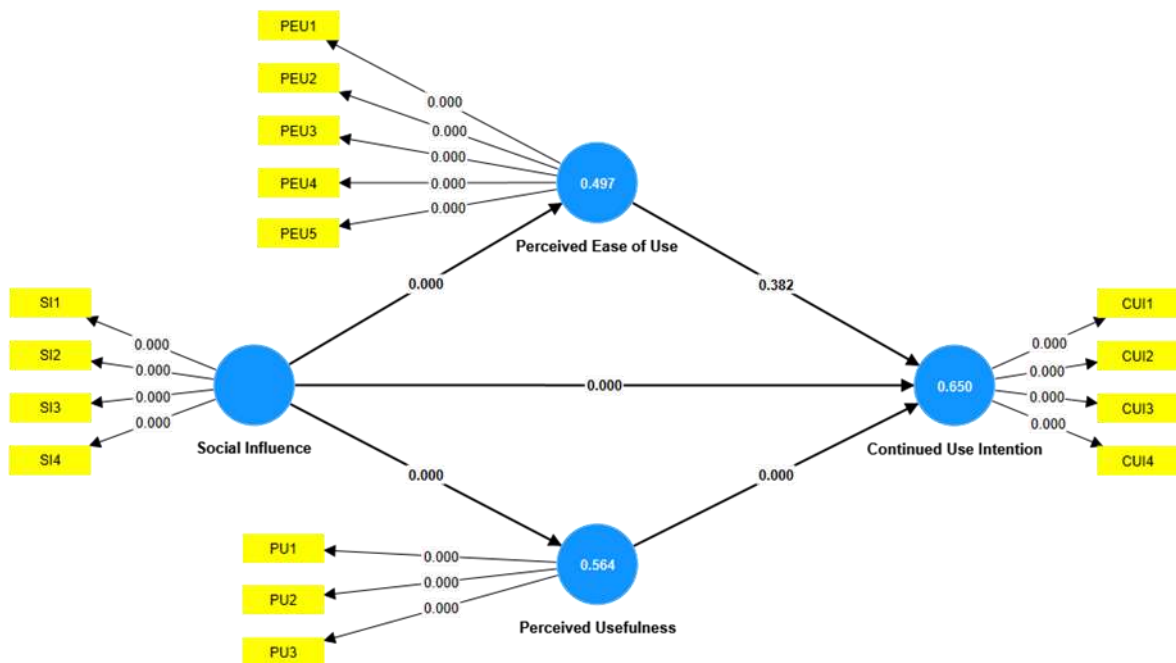


Figure 5. Path diagram results from (PLS-SEM)

3.1 Measurement

The researcher conducted validity and reliability tests to ensure the feasibility and accuracy of the data before analysis. The Outer Loadings table in Table 1 shows that all indicators (CUI1–4, PEU1–5, PU1–3, SI1–3) have loading values above 0.70, indicating that each indicator is valid in measuring its respective variables.

Table 1. Outer Loadings Tabel

	CUI	PEU	PU	SI	Information
CUI1	0.882				Valid
CUI2	0.86				Valid
CUI3	0.833				Valid
CUI4	0.915				Valid
PEU1		0.801			Valid
PEU2		0.882			Valid
PEU3		0.857			Valid
PEU4		0.87			Valid
PEU5		0.856			Valid
PU1			0.868		Valid

PU2	0.875		Valid
PU3	0.884		Valid
SI1		0.803	Valid
SI2		0.847	Valid
SI3		0.838	Valid

3.2 Validity and Reliability

The researcher also tested reliability to ensure that each variable was measured consistently. Table 2 shows that all Composite Reliability and Cronbach's Alpha values are above 0.70. This means that all variables are reliable and can be used for further analysis.

Table 2. Composite Reliability dan Cronbach's Alpha

Variable	Composite Reliability (rho_C)	Composite Reliability (rho_A)	Cronbach's Alpha	Information
Continued Use Intention	0.927	0.899	0.896	Reliable
Perceived Ease of Use	0.931	0.909	0.907	Reliable
Perceived Usefulness	0.908	0.848	0.848	Reliable
Social Influence	0.904	0.861	0.858	Reliable

Table 3 shows the number of indicators, AVE values, and R-Square of each variable. All variables have AVE values above 0.5, which means that the indicators are valid in explaining the measured variables. Based on the test results, the R-Square value for the Continued Use Intention variable is 0.650. This shows that 65% of Continued Use Intention can be explained by the variables Perceived Usefulness, Perceived Ease of Use, and Social Influence, while the remaining 35% is explained by other factors outside the model.

Table 3. Validity and Reliability

Variable	Indicators	AVE	R ²
Continued Use Intention	4	0.762	0.65
Perceived Ease of Use	5	0.729	
Perceived Usefulness	3	0.767	
Social Influence	4	0.701	

3.3 Hypothesis Testing

After that, the researcher tested the relationship between variables by conducting a hypothesis test. Table 4 is the result of the hypothesis test which shows that the first, third, and fourth hypotheses are accepted because their p-values are less than 0.05. Meanwhile, the second hypothesis is rejected because its p-value is more than 0.05.

Table 4. Hypothesis Testing Results

Hypothesis	Original Sample (O)	T-Statistics (O/STDEV)	P-Value	Information
Perceived Ease of Use - Continued Use Intention (H5)	0.069	0.873	0.382	Not accepted
Perceived Usefulness - Continued Use Intention (H4)	0.369	3.523	0	Significant
Social Influence - Continued Use Intention (H1)	0.435	4.744	0	Significant
Social Influence - Perceived Usefulness (H2)	0.751	12.709	0	Significant
Social Influence - Social Influence	0.705	10.411	0	Significant

Perceived Ease of Use
(H3)

3.4 Discussion

The first hypothesis is accepted with a p-value of less than 0.05, which means that Social Influence has a significant effect on Continued Use Intention. This finding shows that the influence of people around them, such as friends, family, or communities, can influence a person's decision to continue using a technology. These results are supported by research conducted by Mohamad (2021), which states that social influence has a positive relationship with user intention to continue using digital services. In the context of Gen Z, this is even more relevant because they are highly socially connected, both directly and through digital media, so they are more easily influenced by the opinions and behavior of those around them (Jayatissa, 2023).

The second hypothesis is accepted with a p-value of less than 0.05, which means that Social Influence has a significant effect on Perceived Usefulness. This finding is in line with research conducted by Gunawan (2023), which explains that Gen Z's perception of the benefits of a digital technology can be influenced by the people around them. This is because Gen Z tends to pay attention to opinions and recommendations from their social environment before judging whether a technology is useful for them or not.

The third hypothesis is accepted because the p-value is below 0.05, which shows that Social Influence has a significant effect on Perceived Ease of Use. This means that a person's perception of the ease of use of a technology can be influenced by the people around them. These findings suggest that when individuals hear positive experiences or receive encouragement from their friends or social circles, they are more likely to perceive the technology as easy to use. This is especially true among Gen Z, who grew up in a digital environment and are highly responsive to opinions from their social networks.

The fourth hypothesis is accepted because the p-value is less than 0.05, which means that Perceived Usefulness has a significant effect on Continued Use Intention. This finding is in line with research conducted by Li (2022), which states that perceived usefulness has a positive effect on users' intention to continue using technology. This is also reinforced by Ivenz (2024), who found that Gen Z tends to choose technology that helps them complete tasks more efficiently.

The results of the study showed that the fifth hypothesis was rejected because the p-value was more than 0.05, which was 0.382. This means that Perceived Ease of Use does not have a significant effect on Continued Use Intention. This finding is different from the results of research conducted by Kumar (2024) which stated that Perceived Ease of Use has an effect on Continued Use Intention. This difference is likely due to differences in respondent demographics. Kumar's research was conducted in India, while this research was conducted in Surabaya. In addition, this study only involved respondents from Gen Z through inclusion criteria. This could be one of the factors causing the difference in results, because Gen Z tends to have different preferences and habits in using technology. This is supported by research conducted by Prasanna (2024) which says that Gen Z grew up with social media and digital technology, so they have different perspectives, habits, and expectations regarding the use of technology compared to previous generations. Ease of use may already be considered standard by Gen Z. So, instead of just focusing on easy design, brands need to present features that are relevant and in line with Gen Z's digital expectations, such as the benefits of the technology.

From the second and third hypotheses, it can be concluded that social influence is indeed important in influencing users' perceptions of the benefits and ease of a technology. Therefore, e-commerce brands should leverage the power of reviews, testimonials, and community content to strengthen positive perceptions of their services

4. CONCLUSION

This study shows that of the five hypotheses proposed, four of them are proven to be significant. Perceived Usefulness and Social Influence have a real influence on Gen Z's Continued Use Intention in using Tokopedia, while Perceived Ease of Use does not show a significant influence. In addition, Social Influence is also proven to influence Gen Z's perception of the benefits and ease of use of technology. These results indicate that the social environment and perception of benefits are key to maintaining Gen Z users' loyalty to e-commerce platforms.

We conclude that Gen Z is highly influenced by the opinions and behaviors of their social networks, such as friends, family, and online communities. This is crucial for digital marketers because we now know that Gen Z consumers are more likely to continue using a platform like Tokopedia if they feel that their social environment supports it. To leverage this, digital marketers can create social proof, such as reviews, testimonials, and influencer endorsements, to encourage Gen Z to keep using the platform.

Additionally, Gen Z is more likely to continue using a platform if they believe it enhances their productivity or adds value. E-commerce platforms can offer personalized shopping experiences or tools that streamline the online shopping process such as product recommendations from shopping history or maybe discounts for their wishlist.

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