

Determining Factors of Purchase Intention in Personalized Website Context for Indonesian Consumers

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ABSTRACT

Personalized services can increase customer satisfaction, encourage emotional consumers, help consumers choose a product, and build relationships between service providers and consumers. This study combines the variables embedded in Technology Acceptance Model (TAM), Theory Planned Behavior (TPB), shopping experience, enjoyment, and trust in a research framework model, to examine factors determining individual purchase intentions with personalization features on online shopping sites. This study uses primary data obtained by the online survey method. The number of samples analyzed in this study is 303 e-commerce consumers in Indonesia. This study proves that consumer purchase intentions on websites with personalization are positively and significantly related to three factors: the perceived ease of use, perceived enjoyment, and trust. Furthermore, the results also show that the utilitarian value is more influential on these factors than the hedonic value. Further implications of the research results are also discussed in this paper.

ABSTRAK

Personalised services dapat meningkatkan kepuasan pelanggan, mendorong emosional konsumen, membantu konsumen memilih produk, dan membangun hubungan antara penyedia layanan dan konsumen. Penelitian ini menggabungkan variabel-variabel yang ada dalam Technology Acceptance Model (TAM), Theory Planned Behavior (TPB), pengalaman berbelanja, kenikmatan, dan kepercayaan dalam model kerangka penelitian, untuk menguji faktor-faktor yang menentukan niat pembelian individu dengan fitur personalisasi pada situs belanja online. Penelitian ini menggunakan data primer yang diperoleh dengan metode survey online. Jumlah sampel yang dianalisis dalam penelitian ini adalah 303 konsumen e-commerce di Indonesia. Studi ini membuktikan bahwa niat beli konsumen di situs web dengan personalisasi berhubungan positif dan signifikan dengan tiga faktor: kemudahan penggunaan yang dirasakan, kenikmatan yang dirasakan, dan kepercayaan. Selanjutnya, hasil penelitian juga menunjukkan bahwa nilai utilitarian lebih berpengaruh pada faktor-faktor tersebut daripada nilai hedonis. Implikasi lebih lanjut dari hasil penelitian juga dibahas dalam makalah ini.

1. INTRODUCTION

Personalization is a service that is presented by online shopping sites by giving customers an individual experience it is also a competitive advantage that provides detailed product characteristics. According to Ball, Coelho, and Vilares (2006), personalized service can increase customer satisfaction, encourage emotional consumers, help consumers choose a product, and build relationships between service providers and consumers. Several studies have shown that

personalized service is a competitive advantage and can provide detailed product characteristics (Shanahan, Tran, & Taylor, 2019; Wedel & Kannan, 2016).

This study uses the Technology Acceptance Model (TAM) (Davis, 1989) to determine the factors that influence the acceptance of the personalization system in online shopping sites, influencing purchase intentions. Factors of the TAM model include Perceived Usefulness (PU) and Perceived Ease of Use (PEU) to determine individual goals in

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utilizing a system (Venkatesh et al., 2003). The positive relationship between ease and perception of enjoyment of an individual is shown in research conducted by Sun and Zhang (2006). Some of these studies have proven that the TAM model's variables and the perception of enjoyment can measure buying intentions. However, these studies have not directly measured the factors influencing the perception of usefulness, convenience, and enjoyment in accepting an online shopping system with personalized services.

This study also uses the Theory of Planned Behavior (TPB) to examine the factors driving the intention to buy from the presence of personalization features, namely subjective norms. Some studies about purchasing intention only examine the effect of subjective norms on perceived usefulness, convenience, and pleasure (Hinsch, Felix, & Rauschnabel, 2020; Dalvi-Esfahani et al., 2020; Lu, Yao, & Yu, 2005) or subjective norms on trust separately (Hitosugi, 2011). This study combines subjective norms as one factor that influences variables in TAM such as pleasure and trust factors to analyze the acceptability of new personalized features in online shopping sites.

Shopping experience is one of the factors that drive a person's buying intention on an online shopping site and can influence purchase intention. Previous research has conducted studies measuring behavior related to buying intentions, and the results depend on utilitarian and hedonic characteristics (Park & Park, 2020; Venkatraman & MacInnis 1985). However, this research only focuses on utilitarian or hedonic characteristics. It does not consider other factors influencing purchase intentions and does not focus on shopping motivation due to personalization. The last factor used to assess a person's purchase intention is consumer trust. Trust is a critical factor of success in the online shopping industry. The formation of consumer trust in a site increases consumers' purchase intention (Wu & Liu, 2007; Frik & Mittone, 2019).

This study tries to fill in the empirical gap of previous studies that do not describe the factors influencing individual buying intentions with personalization features on online shopping sites. This study combines the variables in the Technology Acceptance Model (TAM), Theory Planned Behavior (TPB), shopping experience, pleasure, and trust in a research framework model.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) proposed by Davis, Bagozzi, and Warshaw (1989) is the most widely used model in the research of technology acceptance (Gefen & Larsen, 2017). Davis (1989) developed the TAM have three factors: user attitude towards use, attitude to use, and actual usage. Davis (1989) suggests that behavioral intentions can influence the use of technology. Behavior intention is also influenced by perceived usefulness and ease (Davis et al., 1989). The model presented by TAM includes the perceived usefulness and ease of use to determine individual goals in utilizing an individual system (Venkatesh et al., 2003).

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a form of development of Theory Reason Action (TRA), which is formed by adding one variable, namely perceived behavioral control (Ajzen, 1991). In TPB, a person's behavior is influenced by three variables: attitudes, subjective norms, and perceived behavioral control. Behavioral intention measures a person's willingness to exert effort when carrying out specific behaviors (Lee, 2009). Subjective norms relate to what is felt based on social influence or pressure to do or not do in certain circumstances (Ajzen, 1991; Lee, 2009).

Personalization

Personalization in communication has to do with the quality of the message in it that must be personalized for the customers. Awad and Khrisnan (2006) argue that personalization is based on communication, especially two-way communication, and managers' ability to manage the website to suit the tastes of visitors and have freedom in using the features contained in online shopping sites. The quality of the message contained in the website refers to customers' general perception, which is assessed from the accuracy and completeness of website information in using personalized services (Kim et al., 2010).

Subjective Norms

Subjective norms are defined as social pressure to perform the behavior that a person is facing (Ajzen, 1991). An individual may believe that family, friends, and group colleagues support certain behaviors, and their beliefs support that individual in behavioral intentions (Pavlou & Chai, 2002).

Based on previous research by Ajzen (1991), Davis et al. (1989), and Taylor and Todd (1995), subjective norms are defined as a person's perception that people who are important to him/her think that he/she should or should not perform the behavior under consideration. The perception would influence his/her intentions to do or not do an action. Therefore, subjective norms are important for the people in order they have intention to perform a certain action that is intention to purchase.

Shopping Experience

According to Wolfinbarger and Gilly (2001), consumers shop online for hedonic and utilitarian reasons. Hedonism conceptually refers to openness to pleasant experiences, where pleasure, including perceived enjoyment, is the only purpose in life (Sledgianowski & Kulviwat 2009). Utilitarianism has a concept that refers to actions that maximize utility. Bridges and Florsheim's (2008) research shows that online shoppers gain hedonic experience through stimulation, playfulness, and ultimately positive impact. Their utilitarian experiences get through comfort, accessibility, selection, and availability of information. Thus, shopping experience for the customers is for hedonic and utilitarian purposes such as for pleasure or enjoyment activities.

Subjective Norms

In this study, subjective norms are considered having an impact of four variables such as perceived usefulness, perceived ease of use, perceived enjoyment, and trust. In this context, subjective norms are related to the belief that the opinions of others who have used a system can influence decisions more accurately, especially when facing uncertainty. Therefore, they choose actions by relying on others' opinions or actions (Hartwick and Barki, 1994).

Venkatesh and Davis (2000) conclude that subjective norms positively influence perceived usefulness, convenience, and pleasure. According to Venkatesh and Davis (2000), the direct effect of subjective norms on perceived usefulness can be realized through internalization, where people combine the opinions of others into their belief structures. Tarcan, Varol, and Toker (2010) state that prospective users of the system would be influenced by a thought about what is thought by others who are considered necessary in making decisions regarding the use of a system and an evaluation of the ease and usefulness of a system.

Some literature reviews about online shopping also show the external environment's social influence, namely press reports or stories in a TV program. Internal influences (family and friends) can stimulate trust and have a positive relationship with ease of use, enjoyment, and usefulness of online shopping technology (Hinsch et al., 2020; Dalvi-Esfahani et al., 2020; Lu et al., 2005). Park and Blenkinsopp (2009), studying in Korea, also prove that subjective norms are positively related to a system's ease and usefulness. Hitosugi (2011), using 194 students in Japan, proves a positive influence of subjective norms on beliefs in online sites. Chen, Yen, and Hwang (2012), using 409 web 2.0 application users in Taiwan, prove that subjective norms influence trust. Thus, subjective norms have effect on several factors such as perceived usefulness, perceived ease of use, perceived enjoyment, and trust (beliefs). Based on the above discussion, this study proposes the following hypothesis:

- H_{1a}:** Subjective norms have a positive relationship with perceived usefulness in personalized online shopping websites context
- H_{1b}:** Subjective norms have a positive relationship with perceived ease of use in personalized online shopping websites context
- H_{1c}:** Subjective norms have a positive relationship with perceived enjoyment in personalized online shopping websites context
- H_{1d}:** Subjective norms have a positive relationship with trust in personalized online shopping websites context

Hedonism Shopping Experience

As it is defined by Black, Ostlund, and Westbrook (1985), the online shopping experience is the condition when consumers feel something fun, engaging and get enjoyment from the shopping process itself. Therefore, the online experience of online shopping is a common experience by each individual at all times (Poulson & Kale, 2004) and is related to the intention to buy (Vijayasathya & Jones, 2004).

Hedonism shopping experience has an effect on perceived usefulness, perceived ease of use, perceived of enjoyment, and trust. First of all, hedonism shopping experience was found to have an effect on perceived usefulness. Besides that Mohammadi and Dickson (2021) found that hedonism in online shopping has an effect on perceived ease of use. The experience that occurs is personal, and consumer involvement has different

rational, emotional, sensory, physical, and spiritual (Schmitt, 2010).

A person's shopping experience in buying or consuming an item or service can also provide the customers' with benefits (utilitarian) and enjoyment (Batra & Ahtola, 1991). Hedonism reflects an individual's evaluation of entertainment and valuable experiences during the shopping process (Eroglu, Machleit, & Barr, 2005). Hedonism is more subjective and personal than utilitarian, and the process leads to pleasant entertainment rather than completing shopping tasks (Hirschman & Holbrook, 1982).

Hedonic consumers can feel the benefits and enjoyment in using a system if online web shopping has added value so that consumers can enjoy shopping and allow them to browse (Hoffman & Novak 2009), enjoy videos, listen to music, personalize and view various products in a large form (Montgomery & Smith 2008; Chaudhuri, Aboulnasr, & Ligas, 2010; Kim et al., 2010). Several studies that combine TAM with shopping experience also find that hedonism affects trust in online shopping (Cheung & Lee, 2000; Lim, 2014). Besides that, Narongsak et al, (2018) also found that hedonism is one of the influential factors on trust. Based on the arguments and evidence above, this research proposes the following hypothesis:

- H_{2a}:** Hedonism shopping experience has a positive relationship with perceived usefulness in personalized online shopping websites context
- H_{2b}:** Hedonism shopping experience has a positive relationship with perceived ease of use in personalized online shopping websites context
- H_{2c}:** Hedonism shopping experience has a positive relationship with perceived enjoyment in personalized online shopping websites context
- H_{2d}:** Hedonism shopping experience has a positive relationship with trust in personalized online shopping websites context

Utilitarian Shopping Experience

Utilitarian shopping experience is also assumed to have an effect on perceived usefulness, perceived ease of use, perceived enjoyment, and trust. Utilitarian shopping experience also influences a person's shopping experience in buying or consuming an item or service due to the utilities

they can get from the products and services. Their behavior of having a purpose based on utilitarian criteria is described by rational consumers (Batra & Ahtola 1991). They think they can get their perceived usefulness. In addition, consumers' with utilitarian criteria can obtain value from a transaction if they receive convenience, accessibility, selection, availability of information, and the presence of features related to perceived ease of use, freedom, and good control in the online shopping process. This accessibility makes them easy to do the transaction that is perceived ease of use. Hence, the services offered are among the factors that encourage purchase intentions, Their intention is assumed to be due to thinking that they can find an enjoyment of having the products or services they buy (Chaudhuri & Holbrook, 2001).

Utilitarian consumer purchase intentions in the transaction process are more focused on features that have benefits for themselves; after that, they only consider the convenience of these features and the perceived ease of use to create a sense of pleasure. Consumers with utilitarian characteristics think that good design can save time, be neat, and easily navigate the website (Watchravesringkan, Hodges, & Kim, 2010). Consumers who shop online are more perceived to be able to bring benefits. Some studies test for a positive relationship with trust, for example, Cheung et al. (2000) and To, Liao, and Lin (1999). Based on the above arguments and evidence, this study proposes the following hypothesis:

- H_{3a}:** The utilitarian shopping experience has a positive relationship with perceived usefulness in personalized online shopping websites context
- H_{3b}:** The utilitarian shopping experience has a positive relationship with perceived ease of use in personalized online shopping websites context
- H_{3c}:** The utilitarian shopping experience has a positive relationship with perceived enjoyment in personalized online shopping websites context
- H_{3d}:** The utilitarian shopping experience has a positive relationship with trust in personalized online shopping websites context

Perceived Ease of Use

Perceived ease of use is also considered to have an effect on perceived usefulness and perceived enjoyment in online shopping. Bruner II and Kumar

(2005) prove that consumers think that technology is useful if used easily. Therefore, it is the perceived ease of use in shopping using technology nowadays. Other studies also prove that consumers who use the internet for shopping use their experience in receiving these technologies and consider that an online shopping site is useful if consumers can feel the ease of using the system (Ramayah & Ignatius, 2005).

Besides towards perceived usefulness, perceived ease of use, for example of a system in online shopping, also affects consumer pleasure when shopping. This is the perceived ease of use in shopping by online using the internet system. If consumers find it easy to use a system, they will feel happy and will eventually encourage users to use the online shopping site (Al Karim, 2013). Wang et al. (2003) examined the factors influencing the acceptance of banking information system users in Taiwan. They found a relationship between perceptions of ease of use and enjoyment and a significant positive effect on user acceptance. Sun and Hang (2006) also prove that perceived ease of using a system influences user enjoyment on online shopping sites. Based on previous research, this study proposes the following hypotheses:

H_{4a}: Perceived ease of use has a positive relationship with perceived usefulness in personalized online shopping websites context

H_{4b}: Perceived ease of use has a positive relationship with perceived enjoyment in personalized online shopping websites context

Perceived Enjoyment on Trust

The acceptance of a system in online shopping sites is also influenced by one's reaction or assessment based on the level of pleasure. Perceived enjoyment of technology is useful for making it easy to understand the information on a website, shapes one's enjoyment in using the system, and ultimately elevates the degree of online trust and the positive influence of purchasing (Igbaria, Parasuraman, & Baroudi, 1996). Furthermore, beliefs about shopping enjoyment play an essential role in accepting internet shopping. The enjoyment of shopping through online shopping sites believes that shopping will pleasure itself beyond the consequences received (Childers et al., 2001). Previous studies have shown a relationship between trust and enjoyment with consumer attitudes that encourage the intention to use new

technology (Gefen & Straub, 2003; Pavlou, 2003). Based on previous research, this research proposes the following hypothesis:

H₅: Perception of Enjoyment has a positive relationship with a perception of trust in personalized online shopping websites context

Impact of Perceived Usefulness on Purchase Intention

Davis (1989) says that the perception of usefulness is the extent to which consumers believe that using a particular system will increase transactions. Conversely, if someone feels that the information system is less useful, he will not use it (Thompson, Higgins, & Howell, 1991). The relationship between perceived usefulness and purchase intentions can be seen from consumer ratings; if a transaction can bring benefits, it will increase the purchase intention. Usability perception is assessed based on system facilities that can present effectiveness and efficiency in fulfilling a transaction. In the context of online shopping, this efficiency and effectiveness can be assessed based on the information presented; features presented, easy payment and customer service such as checking the status of goods purchased (Lu et al., 2005) with these various drivers can ultimately arouse purchase intentions (Chien, Chen, & Hsu, 2012; Shen & Khalifa, 2012). Based on this discussion, this research proposes the following hypothesis:

H₆: Perceived usefulness has a positive relationship with purchase intentions in personalized online shopping websites context

Impact of Perceived Ease of Use on Purchase Intention

Individual perceptions about the ease of use of technology are related to the level of individual confidence that transactions will be free from mistakes (Davis et al., 1989). The hassle of trading on online shopping sites is confusing for users. The complexity factor in online shopping sites is seen from the length of time opening the site, the site design's poor appearance, and the layout of an untidy menu that can make buyers lose focus in shopping (Ramayah & Ignatius, 2005). This obstacle will affect the user's use of the site and ultimately affect its purchase intention. The easier it is to use technology in a system, the higher the benefits and ultimately increase one's purchase intention online

(Morosan & Jeong, 2008). Based on this discussion, this research proposes the following hypothesis:

- H₇:** Perceived ease of use has a positive relationship with purchase intention in personalized online shopping websites context

Impact of Perceived Enjoyment on Purchase Intention

Davis et al. (1989) define perceived enjoyment as a measure by which the use of a system can bring pleasure. This is in line with the definition expressed by Pikkarainen et al. (2004) that comfort is a condition where an individual uses technology to carry out its activities and is considered to be pleasant for himself. Several studies have proven that someone who experiences enjoyment from using an information system is more likely to intend to use it and ultimately encourage purchase intention (Kim, Hwang, & Cho, 2015; Sun & Zhang, 2006). Based on this discussion, this research proposes the following hypothesis:

- H₈:** Perceived enjoyment has a positive relationship with purchase intentions in personalized online shopping websites context

Impact of Trust on Purchase Intention

E-commerce has a very high level of uncertainty, so interacting requires a foundation of trust (Ba & Pavlou, 2002). Trust is a subjective estimate that consumers sense to consistently carry out online transactions and more completely follow the expected needs (Stewart, 2003). If consumers have a low level of trust, the intention to conduct transactions in e-commerce will decrease and cause a low intention to buy. Fostering consumer confidence to use an online shopping website is very important. Building trust in consumers and a sense of security towards sellers and online shopping sites can increase consumers' purchase intentions (Ling, Chai, & Piew, 2010). The research proposes the following hypothesis:

- H₉:** Trust has a positive relationship with purchase intentions in personalized online shopping websites context

Figure 1 displays the research model used in this study.

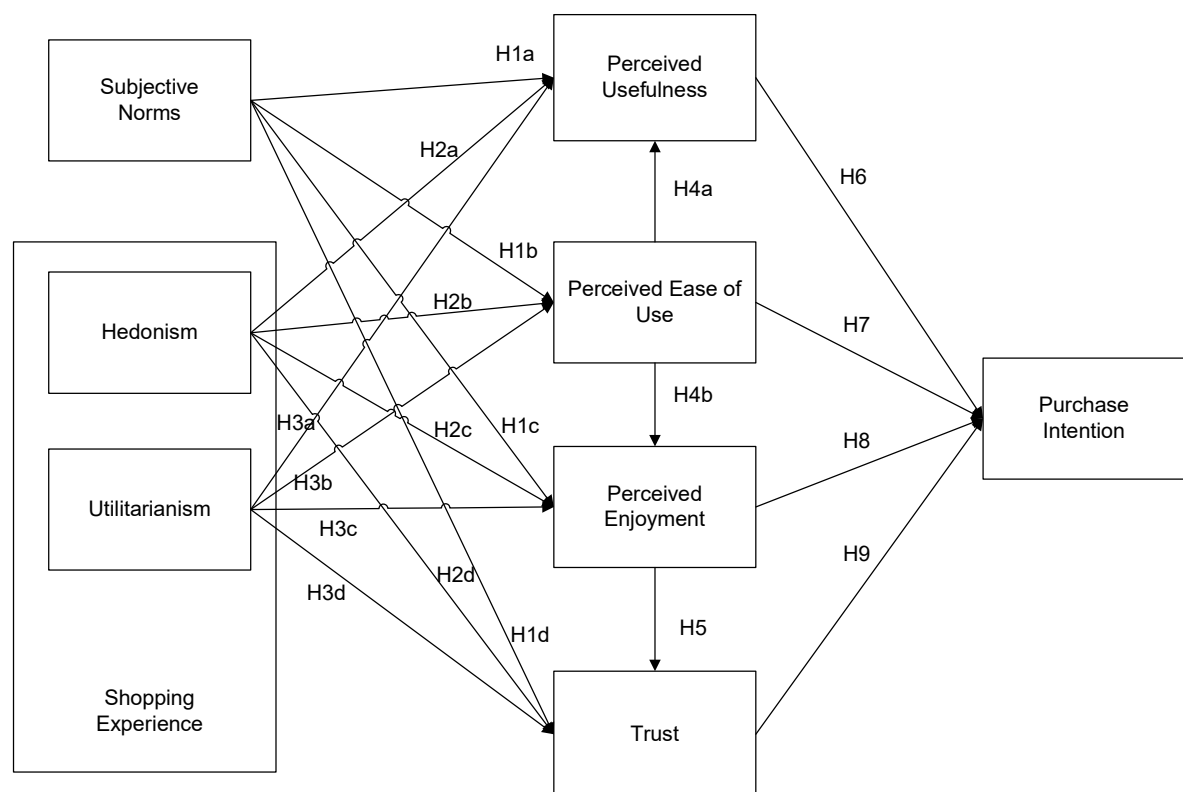


Figure 1. Research Model

3. RESEARCH METHOD

This study uses primary data from an online web survey approach in which a purposive sampling method was used as it is done by other researchers like by Sekaran (2019). The respondents were individuals who had experience using a personalized online shopping website. A structural equation modeling using AMOS 18 was used to analyze the sample data.

Variable Measurement

The variables were measured by the researchers as it was done by other researchers in previous empirical research. Subjective norms are measured using instruments that are combined from Taylor

and Todd (1995), Pavlou (2003), and Pikkarainen et al. (2004). Shopping experiences are measured using instruments used by Pavlou (2003) and Pikkarainen et al. (2004). Perceived enjoyment, perceived ease of use and trust are measured using developed by Pavlou (2003) and Pikkarainen et al. (2004). All variables are measured using the Likert scale.

Characteristics of Respondents

The total number of responses received was 319, where 16 responses could not be used so that the final number of samples used was 303. Table 1 presents the characteristics of respondents from gender, age, education, and income.

Table 1. Characteristics of Respondents

Demographic Characteristic	Frequency	Percentage
Gender		
Men	119	39.3
Woman	184	60.7
Age		
Under 18 years old	1	0.3
19-25 years old	263	86.8
26-35 years old	37	12.2
36-45 years old	2	0.7
Education		
High school	43	14.2
Diploma	9	3.0
Bachelor degree	224	73.9
Postgraduate	27	8.9
Income		
under Rp 1,000,000	32	10.6
Rp 1,000,000-Rp 2,500,000	76	25.1
IDR 2,500,000-IDR 5,000,000	91	30.0
Rp 5,000,000-Rp 10,000,000	79	26.1
above Rp 10,000,000	25	8.3

As seen in Table 1, female respondents dominate more than men. The respondents were dominated at 19-25 years as many as 263 people (86.8%). Furthermore, a bachelor's degree is the highest respondents' education with 224 people (73.9%), and most of the salary or income is dominated by respondents with a monthly income of IDR 2,500,000-5,000,000, namely 91 people (30.0%).

Validity test

A validity test is used to determine whether or not a research questionnaire is appropriate. A questionnaire is deemed valid if it can reveal something to be measured in the questionnaire

(Hartono, 2008). The validity test results show that all questions on each variable have a loading factor value above 0.50, and items are clustered on each variable (see Appendix A).

Reliability Test

In this study, reliability will be tested using Cronbach's Alpha. The reliability test results showed that the variables used in this study had a Cronbach's Alpha value higher than 0.60 (Hartono, 2008) (see Appendix B).

Model Conformity Test

This study's models were tested for compatibility using several criteria for model suitability (Table 2).

Table 2. Measurement Results Model Suitability Criteria

<i>Goodness-Fit-Index</i>	<i>Score</i>	<i>Recommended Value</i>	<i>Remarks</i>
<i>Absolute Fit Measure</i>			
<i>Likelihood Chi-Square</i>	106,546	Minimum	Fit
CMIN / DF	2,368	00 3.00	Well
CFI	0.974	≥ 0.90	Well
GFI	0.910	≥ 0.90	Well
RMSEA	0.068	≤ 0.08	Well
<i>Incremental Fit Measures</i>			
AGFI	0.795	≥ 0.80	Marginal
TLI	.959	≥ 0.90	Well
NFI	.903	≥ 0.90	Well
<i>Parsimonious Fit Measures</i>			
PNFI	0.720	0.60 - 0.90	Well
PGFI	0.683	0.50 - 1.00	Well

The test results showed that of the ten criteria for the suitability of the model being tested, nine of them met the recommended value, while one other criterion was in the marginal area.

Hypothesis testing

In this study, there are eight variables, based on these variables; there are 13 hypotheses. The following section discusses the influence of each independent variable on the dependent variable (Figure 2).

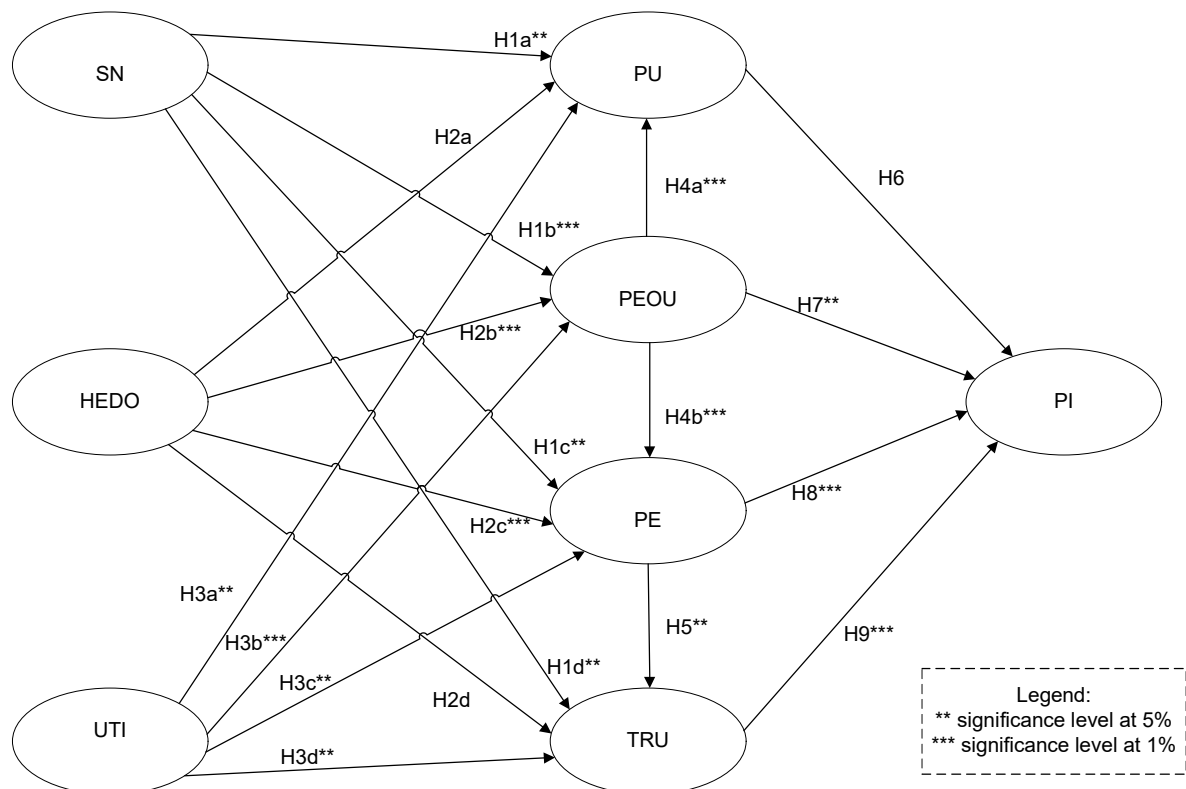


Figure 2. Model Hypothesis Test Results

4. DATA ANALYSIS AND DISCUSSION

Table 3 shows that subjective norms are positively and significantly related to perceived usefulness (structural link = 0.173, $p < 0.05$) (Table 3). According to Picazo-Vela et al. (2010), subjective norms measure how individuals can prepare and accept online reviews as a norm among people considered essential. Subjective norms are individuals' perceptions that the closest people want them to do or not do a certain behavior (Ajzen, 1991). Personalization is one of the services to consumers with a good quality system.

Personalized services are implemented to create a positive response and encourage the emergence of opinions that there is personalization; consumers can feel that the shopping site can provide what is needed. The assessment for the community or people around will affect the assessment that the personalization system has a good use-value. This result is in line with research conducted by Venkatesh and Davis (2000), concluding that subjective norms positively influence perceived usefulness.

Table 3. Standardized Regression Weights results

Hypothesis	Variable	Coef.	Sig.
H1a	PU <- SN	0.123	0.042 **
H1b	PEOU <- SN	0.410	0.001 ***
H1c	PE <- SN	0.140	0.048 **
H1d	TRU <- SN	0.188	0.005 **
H2a	PU <- HEDO	0.073	0.200
H2b	PEOU <- HEDO	0.243	0.001 ***
H2c	PE <- HEDO	0.367	0.001 ***
H2d	TRU <- HEDO	0.172	0.062
H3a	PU <- UTI	0.166	0.017 **
H3b	PEOU <- UTI	0.406	0.001 ***
H3c	PE <- UTI	0.239	0.003 **
H3d	TRU <- UTI	0.269	0.007 **
H4a	PU <- PEOU	0.642	0.001 ***
H4b	PE <- PEOU	0.316	0.001 ***
H5	TRU <- PE	0.279	0.012 **
H6	PI <- PU	0.047	0.634
H7	PI <- PEOU	0.246	0.024 **
H8	PI <- PE	0.338	0.001 ***
H9	PI <- TRU	0.365	0.001 ***

Notes: ** significance level at 5%; *** significance level at 1%

Subjective norms are positively and significantly related to perceived ease of use (structural link = 0.410, $p < 0.001$). Other people's judgment about the personalization system that is appropriate to be used will undoubtedly affect one's subjective assessment of the personalization system that the system provides convenience because site users easily understand it. A positive assessment of someone will provide information that what someone uses is appropriate to use. For example, someone tells us that the personalization system on a site makes it easy to work; this is positive for the listener and will use it. If someone can easily use the personalization system, a positive assessment will make it easy for users. This study's results are in line with research conducted by Venkatesh and Davis (2000), which concludes that subjective norms positively influence perceived ease.

Subjective norms are positively and significantly related to enjoyment perceptions (structural link = 0.140, $p < 0.05$). This research is in line with Lu et al. (2005), which show that social influence can influence one's site evaluation. It can be said that there is a relationship between social norms and perceived enjoyment. This is also supported by Hong, Thong, and Tam's (2002) research those social norms also affect perceived enjoyment. When others can feel pleasure due to a system's use, it indirectly modifies their perceptions and shares opinions or this perception with the surrounding environment.

Subjective norms are positively and significantly related to trust (structural link = 0.188, $p < 0.05$). Subjective norms concern how people around can influence and assess that other must use or get it. For example, the closest person can direct someone to

think that he or she should use an online buying and selling site with personalization features. The provision of information can be either positive or negative information. If the provision of information is positive, this will encourage someone's assessment that the buying and selling site's personalization system is accurate and gives them confidence. This research is in line with research conducted by Maxham III and Netemeyer (2002), Kau and Loh (2006), Spreng, Harrell, and Mackoy (1995), and Kim and Prabhakar (2000).

Hedonism is not positively related to perception of use (structural link = 0.073, $p = 0.200$) and trust (structural link = 0.172, $p = 0.062$). In contrast, the results of the analysis showed that hedonism was positively and significantly related to ease perception (structural link = 0.243, $p < 0.001$) and enjoyment perception (structural link = 0.367, $p < 0.001$). Hedonism has a negative relationship with the perception of usefulness (H2a), probably due to online trading sites' users prefer shopping enjoyment. This is consistent with research conducted by To et al. (2007). Some studies also prove that a site's perceived usefulness in the presence of a more personalized system to consumers with utilitarian motivation (Morganosky & Cude, 2000; Blake, Neuendorf, & Valdiserri, 2005). Hedonism reflects individual evaluations of entertainment and valuable experiences when shopping (Eroglu et al., 2005). Hedonism is also not positively related to trust (H2d) because an online trading site that has personalization can bring convenience and enjoyment so that it directly provides a stimulus for consumers to believe in the system so that the trust factor no longer influences a person with hedonism motivation, the results of research this is in line with research conducted by Moon and Kim (2001) and Van der Heijden, Verhagen, and Creemers (2003).

Furthermore, Moon and Kim (2001) found that perceived ease of use (H2b) in motivated hedonism was one of the most influential factors of the three predictors of attitudes towards Internet use. This shows that the system that is easy to use will affect the level of pleasure felt. For hedonic criteria, a feature is said to have the convenience presented if someone can feel a pleasant passion for online shopping. Hedonic consumers can feel enjoyment (H2c) using a system if online shopping sites have added value to enjoy shopping and allow them to browse, enjoy videos, listen to music (Hoffman & Novak 2009; Sénécal, Gharbi, & Jacques, 2002).

The result shows that utilitarian is positively and significantly related to perception of use (structural link = 0.166, $p < 0.05$), ease (structural link = 0.406, p

< 0.001), enjoyment (structural link = 0.239, $p < 0.05$) and trust (structural link = 0.269, $p < 0.05$). Utilitarianism is associated with purchasing from the shopping process that has been obtained or achieved. Consumers' behavior that has utilitarian criteria is described by rational consumers (Batra & Ahtola, 1991; Sherry Jr, 1990). Consumers with utilitarian criteria can obtain value from a transaction if they receive convenience, accessibility, selection, availability of information, and the presence of features related to perceived ease of use in the online shopping process.

Perceived ease was positively and significantly related to perception of use (structural link = 0.642, $p < 0.001$). Site users consider that the personalization system on the sale and purchase site has easy-to-understand instructions that will benefit them. Using the personalization system will provide faster work so that it will provide effective and efficient work. This study's results align with research conducted by Bruner and Kumar (2005), proving that consumers tend to find the technology useful if it can be used easily. This research is also in line with Davis (1989), which states that the ease of using a system affects the perception of usefulness.

Ease perception is positively and significantly related to Enjoyment Perception (structural link = 0.316, $p < 0.001$). The ease of use of a system also affects consumer pleasure in using an online shopping site. If consumers find it easy to use a system, users will feel happy and encourage to use it. The results of this study are in line with research conducted by Wang et al. (2003). They examined the factors that influence the acceptance of banking information system users in Taiwan. They showed the relationship between perceived ease and enjoyment perceptions and a significant positive effect on user acceptance.

The perception of enjoyment is positively and significantly related to trust (structural link = 0.279, $p < 0.05$). The enjoyment of shopping through online shopping sites believes that shopping will pleasure itself beyond the consequences received (Childers et al., 2001). The acceptance of a system in online shopping sites is also influenced by one's reaction or assessment based on the level of pleasure. This is supported by research conducted by Igbaria et al. (1996). It perceived the enjoyment of technology if useful and easily understood the information on the site. It forms a person's enjoyment in using the system and ultimately elevates online users' trust and the positive influence of purchasing.

The results of data processing indicate that data do not support H6. This means that the perception of

use is not positively related to intention to buy (structural link = 0.047, $p = 634$). Davis (1998) says that the perception of usefulness is the extent to which consumers believe that using a particular system will increase transactions. This study indicates that there is a perception that the personalization system provides specific uses for site users to continue buying and selling. This can be because buyers are more interested in goods or services offered in the online system. This study is not in line with previous studies (Davis et al., 1989; Ong & Lai, 2006; Venkatesh, 2000; Venkatesh & Davis, 2000).

Perceived ease is positively and significantly related to purchase intention (structural link = 0.246, $p < 0.05$). The use of easy personalization sites will ease site users' ease and smoothness in buying and selling activities. This will influence someone to buy products on the site. The complexity factor in online shopping sites is seen from the length of time when opening the site, poor design of the site display, and an untidy menu that can make buyers lose focus in shopping (Ramayah & Ignatius, 2005). The easier it is to use technology, the higher the benefits and ultimately increase one's purchase intention online (Gefen et al., 2003; McKechnie, Winklhofer, & Ennew, 2006).

The perception of enjoyment is positively and significantly related to purchase intention (structural link = 0.338, $p < 0.001$). Personalization system users who judge that the system's use provides fun and entertainment will provide users with a sense of comfort to cause someone to buy goods or services offered by the site. This study aligns with Chiang and Dholakia's (2003) research on consumers shopping online in the United States. It also proves that one of the factors that drive consumer purchase intentions is the perception of enjoyment.

Trust is positively and significantly related to purchase intention (structural link = 0.365, $p < 0.001$). If consumers have a low level of trust, the intention to conduct transactions in e-commerce will decrease and cause a low intention to buy. Trust is a subjective estimate that consumers sense to consistently carry out online transactions and more completely follow the expected needs (Stewart, 2003). Fostering consumer confidence to use an online shopping website is very important. Building trust in consumers and a sense of security towards sellers and online shopping sites can increase consumers' purchase intentions (Ling et al., 2010).

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study combines variables in the Technology Acceptance Model (TEM), Theory Planned Behavior (TPB), shopping experience, level of enjoyment, and trust in a research framework model, to examine the extent to which the acceptance of a system can influence individual purchase intentions with the personalization feature on online shopping sites. This study proves that subjective norms are positively and significantly related to the research model's four perceptions (perceived usefulness, convenience, pleasure, and trust). Hedonism is positively and significantly correlated to ease and enjoyment perceptions but not perceptions of usefulness and trust. Furthermore, utilitarianism is positively and significantly correlated with the study's four perceived factors.

This research broadens the TAM theory by proving that pleasure influences a person's trust level from a theoretical perspective. The level of enjoyment has a more significant effect on an individual's attitude than the perceived benefits. This means that intrinsic motivational factors have a more substantial effect than extrinsic factors in building positive attitudes. The expansion of TAM research is also evidenced by incorporating subjective norms and shopping experiences in influencing aspects in the acceptance of the buying and selling system with personalization. This research proves that the perception of enjoyment in TAM is strongly influenced by hedonism, while subjective norms have the most substantial influence on the perceived level of individual ease.

From a practical perspective, this research shows that subjective norms significantly affect individuals' ease of using a system. Providers of online trading sites should ensure that they can create personalized sites that are unique, easy, and entertaining for users. A unique system will stimulate people to talk about buying and selling sites and ultimately encourage them to use and ultimately encourage buying intentions. Developers of online trading sites should also build attractive personalization to create or enhance the impulsive essence of online shopping; focusing on utilitarianism because of the level of enjoyment someone is motivated by hedonism motivation.

Regarding the research weaknesses, this study does not classify the types of products purchased by buyers. Therefore, the researchers can then analyze by looking at the factors that influence purchase intentions on certain products. Also, the researchers can also analyze how the characteristics of

respondents influence purchase intentions. Further, this study's context is Indonesian customers, which may differ from those in emerging/developed countries. It is advisable for further research that the researchers can further develop the research model. In this study, the subjective norms studied were subjective interpersonal norms based on those around. The researcher can develop it by analyzing external subjective norms.

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APPENDIX A. VALIDITY TEST RESULTS

Item	Component							
	1	2	3	4	5	6	7	8
PEOU1	0,747							
PEOU2	0,784							
PEOU3	0,676							
PEOU4	0,547							
PEOU5	0,598							
PEOU6	0,584							
TRU1		0,831						
TRU2		0,729						
TRU3		0,833						
TRU4		0,794						
PU1			0,762					
PU2			0,683					
PU3			0,666					
PU4			0,588					
PU5			0,527					
SN1				0,868				
SN2				0,856				
SN3				0,765				
SN4				0,522				
HEDO1					0,736			
HEDO2					0,773			
HEDO3					0,62			
HEDO4					0,789			
UTI1						0,600		
UTI2						0,800		
UTI3						0,780		
UTI4						0,590		
PE1							0,794	
PE2							0,803	
PE3							0,667	
PI1								0,714
PI2								0,780

APPENDIX B. RELIABILITY TEST RESULTS

Item	Corrected Item-Total Correlation	Cronbach's Alpha
SN1	0,722	0,822
SN 2	0,736	
SN 3	0,688	
SN 4	0,456	
UTI1	0,455	0,714
UTI2	0,610	
UTI3	0,550	
UTI4	0,398	
HEDO1	0,548	0,761
HEDO2	0,638	
HEDO3	0,469	
HEDO4	0,591	
PU1	0,665	0,840
PU2	0,744	
PU3	0,582	
PU4	0,687	
PU5	0,590	
PEOU1	0,745	0,857
PEOU2	0,741	
PEOU3	0,645	
PEOU4	0,654	
PEOU5	0,636	
PEOU6	0,492	
PE1	0,750	0,828
PE2	0,718	
PE3	0,599	
TRU1	0,819	0,906
TRU2	0,754	
TRU3	0,802	
TRU4	0,777	
PI1	0,699	0,822
PI2	0,699	