

Research Results Articles

Antecedents of The Technology Acceptance Model (TAM) Theory on the Blibli Online Mall Platform

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ABSTRACT

This research aims to analyze the influence of perceived ease of use, perceived usefulness, and perceived enjoyment on online purchase intentions at Blibli. The population in this study were all active users of the Blibli platform in Indonesia who had made at least one purchase in the last six months. The research sample was determined using a purposive sampling technique with the following three criteria: (1) Respondents were active Blibli users who had made at least one purchase in the last six months; (2) respondents were aged between 17 to 45 years, because this age range is considered the most active in using e-commerce platforms; (3) respondents understood and were able to answer the survey questions given, both technically and conceptually. This research uses partial least squares structural equation modeling (PLS-SEM) data analysis techniques. The results of this research show that perceived ease of use, perceived usefulness, and perceived enjoyment have a positive and significant effect on online purchase intentions at Blibli.

Kata Kunci: perceived ease of use, perceived usefulness, perceived enjoyment, online purchase intentions, Blibli

INTRODUCTION

The development of information technology has changed the way people shop, including in Indonesia. One significant change is the increasing use of e-commerce platforms, such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak, some of which are known as leading online malls in Indonesia (Gusfi *et al.*, 2024). Blibli offers various features and services that aim to make it easier for consumers to make online purchases. Blibli provides product search features, wishlists, promos, Blibli Express, Blibli Rewards, live chat, payment gateway, reviews, order tracking, and Seller Center to make it easier for users and sellers (Hadi, 2023). Blibli is ranked sixth in the list of e-commerce with the Largest Gross Transaction Value/GMV in Southeast Asia (2023) which can be seen in more detail in Figure 1 below (Muhamad, 2024):



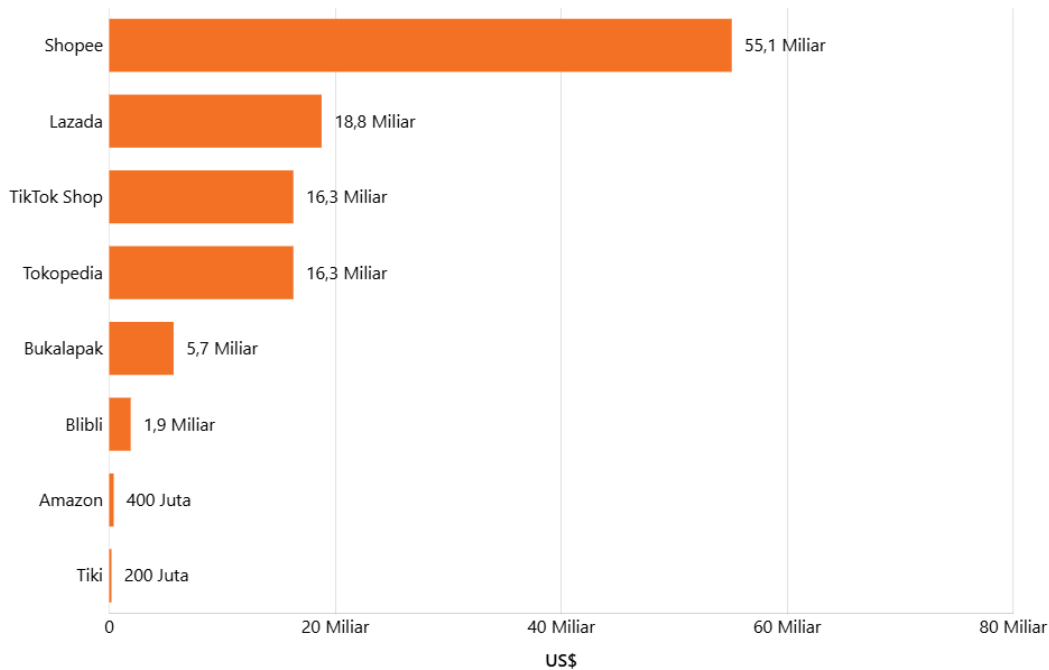


Figure 1. E-Commerce with the Largest Gross Transaction Value/GMV in Southeast Asia (2023)

Source: Muhamad (2024)

Even based on the analysis of performance quality in Mutmainnah and Ihsan (2024) research, it was found that between the blibli.com and tiket.com websites, under normal conditions, blibli.com showed better performance quality than tiket.com in terms of average time and standard deviation, while both had equivalent performance in throughput and error percentage. However, even though technological convenience is readily available, consumers' online purchasing intentions are still influenced by various psychological factors and user perceptions of the platform.

In understanding the factors that influence online purchasing intentions, the technology acceptance model (TAM) is one of the theories that is often used. The theory that explains the technology acceptance approach model is the technology acceptance model (TAM). The technology acceptance model (TAM) is a framework for understanding and analyzing factors that influence the acceptance or adoption of technology by a person. This model was first developed by Davis (1989) and is commonly used in research on user behavior towards technology. Davis, Bagozzi and Warshaw (1989) added two main components to the TRA model, namely perceived ease of use and perceived usefulness (Davis, 1989; Davis, Bagozzi and Warshaw, 1989; Maulana and Khusnudin, 2024).

In this study, two indicators of the technology acceptance model (TAM) were used, that is Perceived Ease of Use and Perceived Usefulness. In addition to these two factors, additional elements such as Perceived Enjoyment are also important, especially in the context of e-commerce platforms, where a pleasant experience when using the platform can increase purchase intentions. In Putri, Singasatia and Sunandar (2022) research, the object of which was Shopee Application Users, the results showed that there was a positive and significant influence between Perceived ease of use, Perceived enjoyment and Attitude toward using on behavioral intention to use. Meanwhile, for the variables Perceived usefulness, Perceived

enjoyment on Attitude toward using and Behavioral intention to use, there was no positive and significant influence. The results of Chaniago and Akbar (2020) research show that the factors Perceived usefulness, Perceived ease of use, Attitude, and Intention to use all have a significant influence on the acceptance of the use of the Shopee application among students.

Isnain *et al.* (2021) study uses the Technology Acceptance Model (TAM) to determine the effect of sales promotion on purchase intention. The data used in this study are primary data obtained from respondents who use Tokopedia. The results of this study that sales promotions significantly affect purchase intention, but one of the TAM components, namely perceived usefulness, has no effect on purchase intention.

Then, Syafika and Antonio (2024) study aims to investigate how the technology acceptance model (TAM) impacts university students' use of the TikTok Shop feature in Indonesia. Data was collected through a questionnaire sent via Google Forms and included 102 students from various universities throughout Indonesia who had previously used TikTok Shop every day. SmartPLS checks the hypothesis using structural equation modeling (SEM). The research findings indicated that students' perceptions of the utility of the TikTok Shop are significantly and positively influenced by their perceptions of the shop. Ease of use of the platform substantially influences the usefulness of the platform and students' attitudes towards it. Last, Munir and Darmawan (2022) study intends to observe the variables of trust, ease of use and security on shopping interest in the well-known marketplace, namely Lazada. This study took a sample of 100 people as Lazada users. With the regression technique it is known that trust is a variable that plays a significant role in shopping interest at Lazada. The same goes for ease of use and security.

Blibli as an online shopping center not only offers various attractive features, such as an intuitive interface, profitable promotions, and flexible payment methods, but also reflects the latest trends in the e-commerce industry. The rapid development of e-commerce opens up great opportunities for business people to develop their businesses and expand market access. This e-commerce trend continues to grow, influenced by technological advances and dynamic market needs. Some of the current dominant trends include the use of AI (Artificial Intelligence) and machine learning to personalize the shopping experience, increasing transactions through mobile commerce, and adopting chatbots and virtual assistants to improve the quality of customer service (Hadi, 2023; Wijaya, 2023).

As one of the big players in the Indonesian e-commerce industry, Blibli continues to strive to offer a comfortable and satisfying shopping experience for consumers. As the biggest trusted online mall, Blibli offers various high-quality products in collaboration with more than 100.000 business partner specializing in primary needs, electronics along with gadget, daily needs, and lifestyle needs. Our fast shipping is supported by BES delivery service along with 15 logistics partner, and 20 warehouses, and 32 hubs all around Indonesia's largest cities (Blibli toko online, 2024). However, to remain competitive in an increasingly competitive industry, Blibli needs to better understand how consumer perceptions of ease of use, usefulness, and enjoyment influence their purchase intentions.

With the emergence of many other e-commerce platforms such as Tokopedia, Jakmall, and Lazada that offer similar features, it is important for Blibli to ensure that the services they offer are able to meet consumer expectations and needs (Similarweb LTD, 2024). The main motivation of this research is to provide a real contribution in understanding consumer behavior on the Blibli platform, especially in the context of ever-evolving technology. This research aims to analyze the influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment on online purchase intentions at Blibli

LITERATURE REVIEW AND HYPOTHESIS

Theoretical Foundation

Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is an information systems theory that explains how to encourage users to accept and utilise new technology (Davis, 1989). It has been widely applied by information systems scholars to address the challenge to organizations of promoting acceptance of new information systems (Liu, Dedehayir and Katzy, 2015).

Technology Acceptance Model (TAM) was first introduced by Davis (1989) who modified from belief, attitude, intention, and user behavior relationship which adopted from the components of Theory of Reason Action (TRA). The purpose of Technology Acceptance Model (TAM) is to explain the determinants of acceptance of information-based technology in general. In addition, Technology Acceptance Model (TAM) can also explain the behavior of end users of information technology with quite wide variations and user populations that can provide a basis for determining the influence of external factors on psychological foundations. Technology Acceptance Model (TAM) is usually used to explore how someone gets new technological advances, and what variables can influence selection, recognition, and intention in using innovation (Purwanto and Budiman, 2020).

TAM presents two factors that are important determinants of users' acceptance: perceived usefulness and perceived ease of use (Davis, 1989). The fundamental principle is that the better users perceive that a specific application will enhance their performance, and the less effort the application requires to use, the higher the adoption rate will be. Since the model was first developed, several other factors have been added. The Technology Acceptance Model (TAM) is a widely used model in the field of social sciences that explores the acceptance and usage of new e-technology or e-services. It is based on the belief that users' perception of a technology's usefulness and ease-of-use influences their attitude and intention to use it (Aljarrah, Elrehail and Aababneh, 2016).

Hypothesis Development

Relationship Between Perceived Ease of Use on Online Purchasing Intentions

In Ramayah and Ignatius (2005) study perceived ease of use (PEU) and perceived enjoyment (PENJ) were found to have a positive influence on the online shopping intention. This suggests that the ease of use of the technology and the degree in which the shopper is satisfied with the online shopping experience are imperative in predicting the potential e-shopper's intent. Specifically, this study further contends that individuals would only purchase through the Internet if they find it to be "enjoyable in its own right" coupled with the ease of engaging in the mechanisms of the technology.

Moslehpour *et al.* (2018) study proposes a new model by partially combining personality traits (PT) and Technology Acceptance Model (TAM) attributes to examine the influences of personality characteristics (conscientiousness, openness) and perception of technology (perceived usefulness, perceived ease of use) on e-purchase intention. They found that PU, PEOU and OPE have significant impacts on e-purchase intention (INT).

Aslami *et al.* (2022) study aims to determine the direct effect of perceived ease of use, perceived risk and E-WOM on trust and purchase intention, and also to determine the indirect effect of perceived ease of use, perceived risk and E-WOM on purchase intention which is mediated by trust. The population in this study were all shopee users in West Jakarta

with a sample of 260 respondents. The method used in this research was quantitative analysis with SEM analysis assisted with SmartPLS 3.0 tool. The results of this study indicated that perceived ease of use had a positive and significant effect on purchase intention.

H₁: Perceived ease of use have a positive and significant effect on online purchasing intentions at Blibli.

Relationship Between Perceived Usefulness on Online Purchasing Intentions

In Hanjaya, Kenny and Gunawan (2019) study data was gathered with survey by spreading 100 questionnaires randomly to the respondents who had the experience in doing the online purchase via mobile app in the last 6 months in Indonesia and Singapore. The methodology in doing this study is the quantitative approach by considering the connection amongst the independent variables and the dependent variables. This research found that usefulness and information quality significantly affect the online purchase intention through mobile app in Indonesia while in Singapore ease of use, usefulness, and service quality significantly affect the online purchase intention through mobile app.

The purpose of Ventre and Kolbe (2020) study is to investigate online purchase intention in emerging markets focusing on the impact of perceived usefulness of online reviews, trust and perceived risk. The results were obtained by an online survey answered by 380 online shoppers in Mexico City. Results from partial least squares structural equation modeling (PLS-SEM) using SmartPLS indicate that perceived usefulness of online reviews influences in trust and online purchase intention.

Kripesh, Prabhu and Sriram (2020) study concentrates on the effect of product information and perceived usefulness on the purchase intention of online customers. Survey methodology was adopted and structural equation modelling technique was used. Analysis was done using Smart PLS version 3. The study shows a positive correlation between product information and perceived usefulness which in turn significantly influences the purchase intention. The study reveals the importance of detailed online product information and efficiency of the website as key factors that make customer buy online.

H₂: Perceived usefulness have a positive and significant effect on online purchasing intentions at Blibli.

Relationship Between Perceived Enjoyment on Online Purchasing Intentions

Hasan *et al.* (2021) study aimed to understand factors influencing customers' online shopping intentions. This study used the technology acceptance model (TAM) and extended it, including social value and perceived enjoyment, to measure customers' intentions in the online shopping context. Three hundred one validated data was collected using personal interviews and the online survey approach through convenience sampling technique from 20 to 60 years old. Subsequently, data were analyzed through PLS-SEM. The measurement model was first examined to determine whether the constructs predict online shopping intentions. After validating the measurement model, the subsequent structural model was analyzed using Smart PLS 3.3.3. The study results revealed that perceived usefulness, attitude, social value, and perceived enjoyment are significant positive predictors of online shopping intentions. However, perceived ease of use insignificantly impacted online shopping intentions.

The purpose of Mustika and Wahyudi (2022) research is to examine the relationship between Website Quality, Perceived Enjoyment, Perceived Trust that can involve Purchase Intention of Skincare Products. This research will employ a theoretical lens of S-O-R (stimulus-organism-response). The proposed model is tested to 476 participant users of

beauty e-commerce sites using survey approach by Lime Survey. Partial least square structural equation modelling was used for the analysis (PLS-SEM). The findings revealed that Quality of a website, Perceived Enjoyment, and Perceived Trust has a positive significant effect on Online Purchase Intention, Website Quality has a positive significant effect on Perceived Enjoyment and Perceived Trust, and Perceived Enjoyment and Perceived Trust can mediate perfectly between Website Quality and Online Purchase Intention. This research show implication that e-retailer should improve the quality of beauty e-commerce especially on visual and display appeal quality, to facilitate and comfort consumers about their purchasing decisions, also beauty e-commerce sites should give more attention to delivery and transaction security.

Ulaan, Pangemanan and Lambey (2016) research is aimed to know the effect of Perceived Enjoyment on Intention to Shop Online by applying Simple Regression Analysis. This method is to enable understanding the relationship between the independent variable (Perceived Enjoyment) and dependent variable (Intention to Shop Online) using simple linear regression analysis model. The result analysis indicated that Perceived Enjoyment has a positive influence on Intention to Shop Online. Furthermore, online shop owners must consider about the importance of consumers feeling of pleasure while shopping through website. In this research, create an attractive web design so that it will attract consumers to do an online purchasing, because according to this study, when a consumer feels enjoy while doing their activity through internet, it will attract their intention to shop online.

H₃: *Perceived enjoyment have a positive and significant effect on online purchasing intentions at Blibli.*

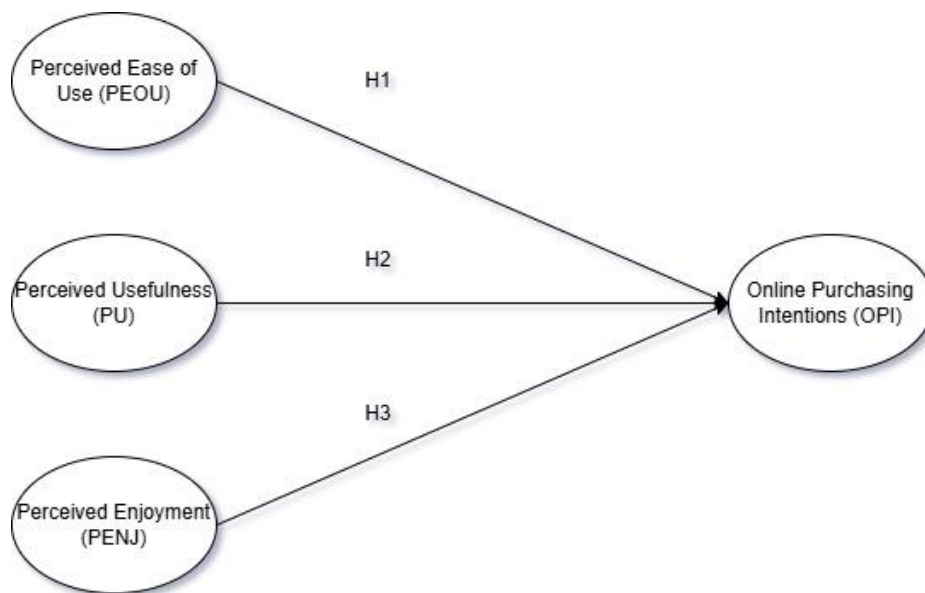


Figure 2. Research Framework

METHOD

The population in this study were all active users of the Blibli platform in Indonesia who had made at least one purchase in the last six months. This population was chosen because they were considered to have direct experience in using Blibli services, so they could provide relevant data related to online purchasing intentions. The research sample was determined using a purposive sampling technique with the following three criteria:

- 1) Respondents were active Blibli users who had made at least one purchase in the last six months.
- 2) Respondents were aged between 17 to 45 years, because this age range is considered the most active in using e-commerce platforms.
- 3) Respondents understood and were able to answer the survey questions given, both technically and conceptually.

The data in this study were collected through a survey using Google Form, which was distributed to respondents who met the purposive sampling criteria. The survey instrument was designed using a Likert scale of 1-5, where respondents were asked to provide an assessment of statements related to perceived ease of use, perceived usefulness, perceived enjoyment, and online purchase intentions. This scale is used to measure the intensity or level of respondent agreement with the various aspects studied, thus allowing for in-depth quantitative analysis. The number of samples successfully obtained based on this research was 200 people. The data analysis technique used in this study is partial least squares structural equation modeling (PLS-SEM) whose data is processed using SmartPLS 3.0 software (Ringle, Wende and Becker, 2015).

Table 1. Respondent Profile

Respondent Characteristics	N	%
<i>Gender</i>		
Man	78	39,00%
Woman	122	61,00%
<i>Age</i>		
17–30 years	126	63,00%
31–45 years	54	27,00%
< 45 years	20	10,00%
<i>Profession</i>		
Students	76	38,00%
Private employees	56	28,00%
Government employees	23	11,50%
Businessman	45	22,50%
<i>Range of Online Shopping Expenditures per Month</i>		
< Rp 500.000	22	11,00%
Rp 500.000–Rp 1.000.000	43	21,50%
Rp 1.000.001– Rp 2.000.000	110	55,00%
> Rp 2.000.000	25	12,50%
<i>Frequency of Online Shopping at Blibli</i>		
1–2 times/month	23	11,50%
3–4 times/month	125	62,50%
> 4 times/month	52	26,00%
Total of Respondent	200	

Source: Data Processed (2025)

RESULTS AND DISCUSSION

Validity Test

There are two types of validity tests, namely convergent validity tests and discriminant validity tests. Convergent validity tests are needed to see the results of a study, which can be declared convergently valid or not. Two things to consider when conducting a convergent validity test are Outer Loading and Average Variance Extracted (AVE). According to (F. Hair Jr *et al.*, 2014) the results of the study will be said to be valid if the Average Variance Extracted (AVE) value obtains a minimum result of 0,50. The results of the outer loading can be seen in table 2. as follows:

Table 2. Outer Loading

	Online Purchasing Intentions	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness
OPI1	0,939			
OPI2	0,931			
OPI3	0,954			
PENJ1			0,755	
PENJ2			0,804	
PENJ3			0,844	
PEOU2		0,916		
PEOU3		0,900		
PU1				0,874
PU2				0,907
PU3				0,881
PEOU1		0,905		

Source: Data Processed (2025)

It can be concluded from table 4.3 that all indicators have met the criteria above the criteria ($>0,50$). So based on this, it can be interpreted that all indicators have good loading factor values. Based on these results, it can be continued to the next test.

Reliability Test

In a study, it is certainly not only necessary to conduct convergent and discriminant validity tests, but also to conduct reliability tests that can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0,40 (Noor, 2017). In table 4.4, the Cronbach's alpha value of each variable is found to be reliable because each variable has met. Such as Online Purchasing Intentions (0,936), and Perceived Ease of Use (0,892). For more details, see table 3. as follows:

Table 3. Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
Online Purchasing Intentions	0,936	0,959
Perceived Ease of Use	0,892	0,933
Perceived Enjoyment	0,725	0,844

	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0,865	0,918

Source: Data Processed (2025)

R-Square

R-square is the most common measure used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a form of model predictive power measurement and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent combined effect of variables on the endogenous latent variables. Table 4. shows the R² results of each variable as follows:

Table 4. R-Square Results

	R Square	R Square Adjusted
Online Purchasing Intentions	0,532	0,525

Source: Data Processed (2025)

It can be seen from table 4. that Online Purchasing Intentions is described by its antecedent variables of 52,5%. This means that there is still an influence of 47,5% of other variables outside the Online Purchasing Intentions variable.

Path Coefficient (Hypothesis Testing)

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results in table 5, it shows that all hypotheses are supported. This is because it is in line with the principle of (Hair *et al.*, 2016), which states that the T-statistics value must be more than 1,96; and the value of the P-value must be less than 0,05. Therefore, all are supported. The following table 5. explains in detail the results of the path coefficient test:

Table 5. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Perceived Ease of Use -> Online Purchasing Intentions	0,304	0,298	0,079	3,857	0,000	H1 Supported
Perceived Usefulness -> Online Purchasing Intentions	0,351	0,352	0,085	4,128	0,000	H2 Supported
Perceived Enjoyment -> Online Purchasing Intentions	0,156	0,161	0,068	2,312	0,021	H3 Supported

Source: Data Processed (2025)

Discussion

The results of the study strengthen the theory of the Technology Acceptance Model (TAM), which states that perceived ease of use and perceived usefulness influence user intentions to

adopt technology. The addition of the perceived enjoyment dimension expands the application of this theory in the context of Blibli e-commerce, showing that pleasant experiences are also important in increasing online purchase intentions. These findings emphasize the importance of cognitive and affective factors in driving technology adoption, so e-commerce managers need to optimize the ease, benefits, and pleasure felt by users (Permadi, Irawati and Widada, 2023).

The results of this study indicate that users tend to choose platforms that simplify the transaction process, provide real benefits, and provide a pleasant shopping experience (Sartika *et al.*, 2024). Therefore, strategies that focus on improving usability, delivering added value, and creating positive experiences can significantly drive consumer purchase intentions on e-commerce platforms such as Blibli.

The results of this study are in line with research (Ramayah and Ignatius, 2005; Moslehpour *et al.*, 2018; Ventre and Kolbe, 2020; Mustika and Wahyudi, 2022) which found that Perceived ease of use, perceived usefulness, and perceived enjoyment have a positive and significant effect on online purchasing intentions at Blibli.

RESEARCH LIMITATIONS

This study has several limitations. First, the data were obtained exclusively from Blibli users, which may limit the generalizability of the findings to other e-commerce platforms. Second, the measurement of variables relied on a questionnaire, which introduces the possibility of respondent subjectivity bias. Lastly, the study only examined four variables with three simple hypotheses, meaning that other potentially relevant factors were not considered in the analysis.

MANAGERIAL IMPLICATIONS

To enhance user experience and engagement, several managerial implications can be considered. First, improving the ease of navigation and integrating intuitive features on the Blibli application or website can enhance perceived ease of use, making the platform more user-friendly. Second, highlighting specific benefits of products or services in promotional efforts can strengthen perceived usefulness, ensuring that customers clearly understand the value offered. Lastly, incorporating creative campaigns or gamification elements can introduce a sense of enjoyment, making the shopping experience more interactive and engaging for users.

CONCLUSION

This study concludes that perceived ease of use, perceived usefulness, and perceived enjoyment all have a positive and significant impact on online purchasing intentions at Blibli. When users find the platform easy to navigate, recognize the benefits of the products or services offered, and enjoy the shopping experience, their intention to make purchases increases. These findings highlight the importance of optimizing user-friendly features, emphasizing product value, and incorporating engaging elements to enhance customer engagement and drive online sales.

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