

The Role of Perceived Enjoyment as a Mediating Influence of Perceived Usefulness and Perceived Ease of Use on Online Shopping Intention (Survey on prospective buyers through E-commerce Shopee in DIY)

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ABSTRACT

This research uses explanatory with survey method. The purpose of this study is to test the hypothesis. This study examines the role of perceived enjoyment as a mediating influence of perceived usefulness and perceived ease of use on online shopping intention (Survey of prospective buyers through E-commerce Shopee in DIY). The population in this study are all prospective buyers who have the intention of buying products online through Shopee e-commerce in the Yogyakarta area. The sample in this study used non-probability purposive sampling. The number of samples used in this study were 140 respondents. This study shows the results that directly perceived usefulness has no effect on online shopping intention; perceived ease of use and perceived enjoyment have a significant and positive effect on online shopping intention; perceived usefulness and ease of use have a significant and positive effect on perceived enjoyment. Indirectly perceived usefulness and perceived ease of use have a significant and positive effect on online shopping intention. The limitations of this study are that the object of research focuses on respondents in the Yogyakarta area and it is possible that the results will be different in other research areas. In addition, the limitations of this study only focus on online purchase intention and do not compare with offline purchase intention.

Keywords: Perceived Usefulness, Perceived Ease Of Use, Perceived Enjoyment, Online Shopping Intention

INTRODUCTION

The digital era is an era in which activities are more advanced than the previous era (M. Harris, 2023). The key to the digital era is the internet, where the internet makes it easier for someone to access the information needed, complete work, connect with other people around the world through instant messaging or video calls, and also market products or services online (patria ikkt, 2023). This digital era changes the business landscape from conventional to digital with the name e-commerce (Zafira, 2023). This change has changed the way people view shopping, which initially had to come to the store, now customers can just buy products with a smartphone or laptop which is commonly called E - commerce.

In Indonesia, the number of e-commerce users is increasing every year. Reporting from Statista (2023), it is projected that there will be an increase in the number of e-commerce users in Indonesia from 2019 to 2028 with the following table:

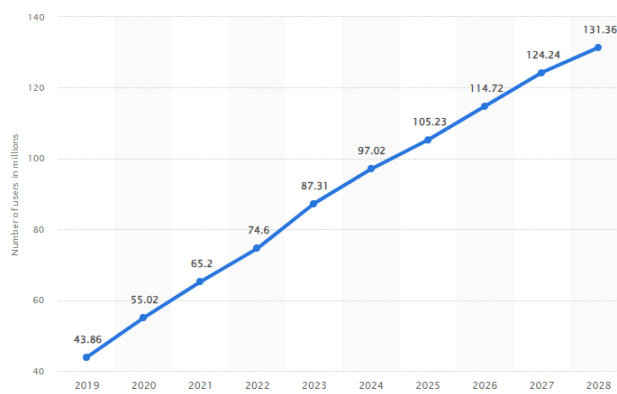


Figure 1. E-commerce user projection

Based on e-commerce users in Indonesia, it is known that there is a continuous increase every year until 2028. Users in 2019 of 43.86 million are projected to increase to 131.36 million in 2028.

The high number of e-commerce users projected to increase until 2028 is not in line with the transactions made by users in e-commerce. Researchers found an increase in e-commerce users with a decrease in e-commerce revenue in Indonesia as shown in the graph below:

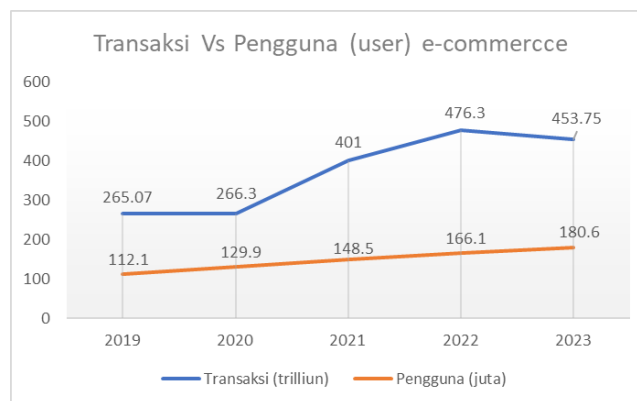


Figure 2: E-commerce user projection

Source: BI Bank (2024)

Based on Figure 2, the results show that users are increasing, but e-commerce transactions in Indonesia have decreased. This decline is caused by the provision of large discounts in the

previous year, the difficulty of claiming promo vouchers at Shopee and Tokopedia with conditions that must be met (Pink, 2023), Shopee application errors (Lutfi, 2022) and not being able to choose shipping services at Shopee (Julian, 2024). Some of these reasons are obstacles to the decline in transactions.

Based on the high number of e-commerce users who are not in line with e-commerce transactions, it raises questions in the minds of researchers so that researchers conducted a survey of 15 random people regarding the use of e-commerce in the Yogyakarta area and found that 11 out of 15 respondents installed shopee, while 4 respondents installed Tokopedia. 10 respondents out of 11 respondents who installed shopee had never done shopping, while in the Tokopedia application there were 3 respondents who had not done shopping and 1 respondent who had done shopping. This strengthens the statement of the increasing number of e-commerce users, but the number of transactions carried out has actually decreased. From the statements of 15 respondents of e-commerce users, researchers conducted a deepening to 10 respondents regarding shopee users on consumer buying intentions online.

The researcher continued by asking the reason for installing shopee, the results were as follows: 60% of respondents stated that shopee did not provide benefits when used (perceived usefulness - PU). For perceived ease of use (PEoU), 70% of respondents agree that the shopee application makes it easy to find the desired product. Regarding convenience in use (perceived enjoyment - PE), 80% of respondents agreed that shopee provides convenience when searching for products. In addition, 60% of respondents agreed that shopee can be used as another option to buy the products they want (online shopping intention).

Hasan et al. (2021) explain that there are 2 variables and 1 mediation that affect online shopping intention, namely the variables perceived usefulness (PU), perceived ease of use (PEoU) as independent variables and perceived enjoyment as a mediating variable. Researchers found inconsistent results in previous studies regarding online shopping intention.

Perceived usefulness is defined as the extent to which the person believes that the activities they do will have a significant effect by using a particular system (Tyas & Darma, 2017). Perceived usefulness in using technology causes consumers to increase perceived usefulness which has an impact on increasing online shopping intention (A. A.-T. Hasan et al., 2021). There are inconsistent results regarding perceived usefulness which has an influence on online shopping intention. Research conducted by Alkarney & Almakki (2022); Ha (2020); J. Hasan (2021); Mondal & Hasan (2023); Rehman et al. (2019) which states that perceived usefulness has a significant positive effect on online shopping intention. Research conducted by Aref (2022); Huseynov & Dhahak (2020); Nguyen et al. (2023) state that perceived usefulness has no effect on online shopping intention.

Perceived ease of use is defined as a person's belief that utilizing technology will make it easier and save effort (Kucukusta et al., 2015). When someone uses technology such as shopee, it will facilitate a shopping activity (perceived ease of use) and ultimately increase purchase intention (Aref, 2022). There are inconsistencies in the results of Perceived ease of use on online shopping intention. Research conducted by Aref (2022); Ha (2020); Mondal & Hasan (2023); Nguyen et al. (2023); Rehman et al. (2019); Suki & Suki (2011) which states that perceived easy to use affects online shopping intention. Meanwhile, research conducted by Alkarney & Almakki (2022); Hasan

et al., (2021) which states that perceived ease of use does not affect the online shopping intention variable.

Apart from the direct effect, the two independent variables, namely perceived usefulness and perceived ease of use, also have inconsistent results indirectly mediated by perceived enjoyment. Research conducted by Hasan et al. (2021) states that perceived usefulness and perceived ease of use have a significant positive effect on online shopping intention which is mediated by perceived enjoyment. Other research conducted (Holdack et al., 2022).

Framework

Based on the variables above, the researcher makes the following framework:

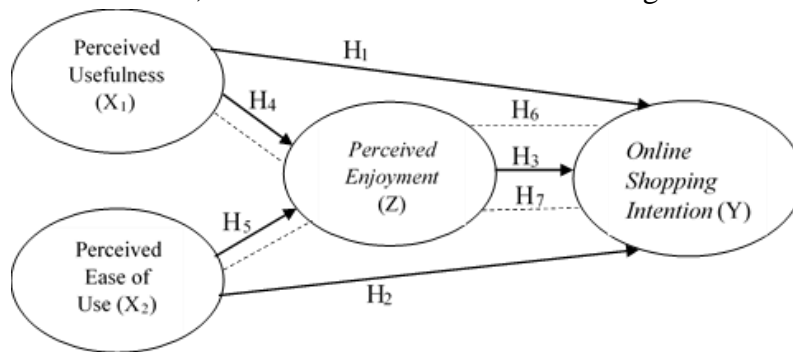


Figure 3. Framework

Hypothesis

Based on the framework, the hypothesis is as follows:

- H1: perceived usefulness has a positive and significant effect on online shopping intention.
- H2: perceived ease of use has a positive and significant effect on online shopping intention.
- H3: perceived enjoyment has a positive and significant effect on online shopping intention.
- H4: perceived usefulness has a positive and significant effect on perceived enjoyment.
- H5: perceived ease of use has a positive and significant effect on perceived enjoyment.
- H6: perceived usefulness has a positive and significant effect on online shopping intention which is mediated by perceived enjoyment.
- H7: perceived ease of use has a positive and significant effect on online shopping intention which is mediated by perceived enjoyment.

METHOD

This research is an explanatory research that uses survey method. The purpose of this research is to test the hypothesis. According to Sekaran (2021), hypothesis testing is research that aims to test the relationship between dependent and independent variables, or other variables.

Sampel

The population in this study are prospective buyers who have the intention to buy products online through Shopee e-commerce in the Yogyakarta area. In this study, because the exact number of research samples is not known, sampling uses non-probability (Sekaran, 2021). The sampling design uses purposive sampling with criteria:

1. More than 17 years old (Wangsadinata et al., 2022).
2. Having an online shopping application, namely Shopee e-commerce (Japarianto & Adelia, 2020).

3. Have seen and visited at least 1 time in the Shopee e-commerce application (Japariato & Adelia, 2020).
4. Have a desire to buy online (Japariato & Adelia, 2020).

The number of samples taken refers to the opinion of Hair et al. (2024) which states that the minimum number of samples so that a data test can be justified is five to ten times the parameters or indicators being analyzed. The number of indicators analyzed in this study were 14 indicators. So, based on the theory above, the number of respondents used is at least 140 respondents to minimize errors. The measurement scale in this study uses a five-level Likert scale with an interval of 0.8.

Data Collection

Collecting data in this study using a questionnaire distributed to respondents via google form.

Data Analysis Technique

The data analysis method used in this study uses partial least square (PLS) with the software used Smart PLS 3.0. The results of the analysis using PLS use two steps, namely:

- 1) Measurement model (outer model). Outer model is carried out using convergent validity, discriminant validity, Cronbach alpha and composite reliability tests (Hair et al., 2024).
- 2) Structural model (inner model). The inner model is carried out to determine R-squares, Q-square and f2 as well as the significant relationship of direct effects, indirect effects and total effects from bootstrapping.

Operational Variables

Tabel 1. Operational Variables

Variable	Definition	Indicator
Perceived usefulness (X1)	Perceived usefulness is a belief that using the shopee application can improve user performance.	1) Usability for consumer activities. 2) Increased consumer value. 3) Lifestyle enhancement. Source: Hasan et al. (2021)
Perceived ease of use (X2)	Perceived ease of use is defined as the extent to which consumers believe that the ease of use of the shopee application can increase interest in using and learning features that support the application.	1) Ease of use. 2) Clear and understandable. 3) Easy to learn. 4) Overall ease of use perceived by the user. Source: Ramayah & Ignatius (2005)
Perceived enjoyment (Z)	Perceived enjoyment explains that as a user can experience a sense of comfort and like when using certain technologies and consider involvement in using the shopee application as a very pleasant activity.	1) Fun when shopping online. 2) Comfort when shopping online. 3) Interested in using shopee. 4) Excitement when able to buy. Source: Cheema et al (2013) dalam (Moghavvemi et al., 2017)

Online shopping Intention (Y)	Online shopping intention is the intention to shop online with shopee which refers to the determination to carry out certain activities online.	1) Desire for online shopping. 2) Opportunity for online shopping. 3) Online shopping plan. Source: Nguyen et al. (2023)
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RESULT

1. Descriptive Analysis - Respondents

a. Age of Respondents

Based on the age of the respondent, the results show that the respondents who filled out the questionnaire were 44% dominated by respondents aged 22-26 years.

b. Gender

Based on gender, it was found that 61% of respondents who filled out the questionnaire were dominated by female respondents.

c. Occupation

Based on the type of work, it was found that 42% of respondents who filled out the questionnaire were dominated by respondents with the status of private employees.

d. Length of time installing shopee

Based on the length of time the respondent has installed the shopee application, but has not used it, it was found that the respondents who filled out the questionnaire 78% were dominated by respondents who had installed shopee for more than 12 months.

e. Respondent domicile

Based on domicile, it was found that 32% of respondents who filled out the questionnaire were dominated by respondents who live in the city of Yogyakarta.

f. Respondent's income

Based on the respondent's income, it was found that 34% of respondents who filled out the questionnaire were dominated by respondents with an income of more than Rp 3,000,000.

2. Descriptive Analysis - Variable

Descriptive analysis of variable characteristics aims to explain the results of respondents' answers descriptively studied with an interval of 0.8. The results are as follows:

Table 2. Descriptive research variables

Variable	Mean	Category
OSI (Y)	4,033	effective
PU (X ₁)	3,954	effective
PeU (X ₂)	4,078	effective
PE (Z)	3,942	effective

Based on Table 2, the variables studied can be categorized as effective. This shows that the questions can be understood and in accordance with the thoughts of the respondents.

3. Data Analysis Method - Outer Model

This research model uses partial least square (PLS). In this study, researchers used 140 samples for testing the measurement model (outer model). Researchers used three tests, namely path mode (outer model), validity test and reliability test.

a. Path model (Outer Model)

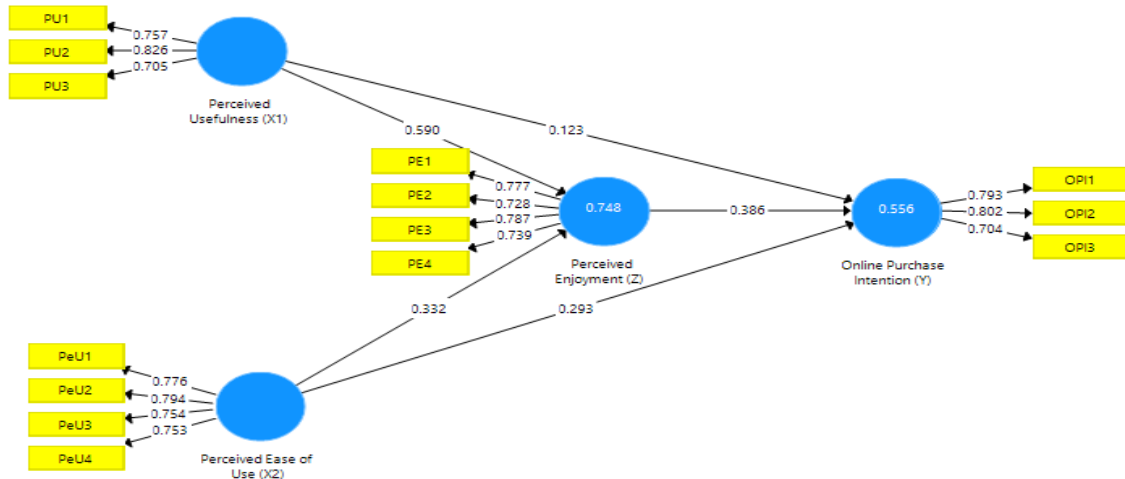


Figure 4. Path Model – Outer Model

Based on Figure 4.1. each variable has fulfilled the outer model because the indicator value for the variable is above 0.5. So that these results have met the requirements for further testing.

b. Validity Test - Convergent validity

c. Testing convergent validity using the outer loading value or loading factor. The value above 0.7 then this research passes convergent validity (Hair et al., 2024). The results obtained are as follows:

Table 3. Loading Factor Value

Variable	PU	PeU	PE	OSI	Description
PU1	0.757				Valid
PU2	0.826				Valid
PU3	0.705				Valid
PeU1		0.776			Valid
PeU2		0.794			Valid
PeU3		0.754			Valid
PeU4		0.753			Valid
PE1			0.777		Valid
PE2			0.728		Valid
PE3			0.787		Valid
PE4			0.739		Valid
OSI1				0.793	Valid
OSI2				0.802	Valid
OSI3				0.704	Valid

Based on the loading factor value using 140 data and the results of the loading factor value > 0.7, which means that the data in this study are said to be valid.

d. Validity Test - Discriminant validity

- e. Discriminant validity testing uses cross-loading (Hair et al., 2024). The results are as follows:

Table 4. cross-loading value

Variable	PU	PeU	PE	OSI	Description
OSI1	0.793	0.511	0.597	0.556	Valid
OSI2	0.802	0.553	0.525	0.611	Valid
OSI3	0.704	0.454	0.432	0.466	Valid
PU1	0.448	0.757	0.642	0.661	Valid
PU2	0.565	0.826	0.630	0.688	Valid
PU3	0.502	0.705	0.407	0.561	Valid
PeU1	0.505	0.528	0.776	0.551	Valid
PeU2	0.625	0.610	0.794	0.624	Valid
PeU3	0.465	0.534	0.754	0.536	Valid
PeU4	0.483	0.590	0.753	0.643	Valid
PE1	0.488	0.682	0.543	0.777	Valid
PE2	0.544	0.649	0.568	0.728	Valid
PE3	0.558	0.611	0.662	0.787	Valid
PE4	0.572	0.592	0.550	0.739	Valid

In table 11, the cross-loading value, the value of indicators on related variables does not exceed other variables, which means that the cross-loading value can be said to be valid.

- f. Reliability Test (Composite Reliability and Cornbach's Alpha)

Researchers make two analyses in one table, namely composite reliability and Cornbach's alpha with provisions:

- Data is considered reliable if the value of composite reliability > 0.7 (Hair et al., 2024) and cronbach alpha > 0.6 (Ghozali, 2021).
- Data is considered unreliable if the value of composite reliability < 0.7 (Hair et al., 2024) and cronbach alpha < 0.6 (Ghozali, 2021).

The results are as follows:

Table 5. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
OSI (Y)	0.652	0.811
PU (X ₁)	0.642	0.808
PeU (X ₂)	0.771	0.853
PE (Z)	0.753	0.844

Based on the reliability test, the composite reliability value > 0.7 and Cronbach's alpha > 0.6 which means the data is reliable.

4. Data Analysis Method - Inner Model

Inner model or structural model testing includes R Square test, goodness of fit test, f² test and hypothesis testing.

- a. R Square. The R Square test is commonly referred to as the determination test. Based on data processing, the following results are obtained:

Table 6. R Square Value

Var	R-Square	R-Square Adjusted
PE (Z)	0.748	0.745

OSI (Y)	0.556	0.546
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Based on the table, the R-square (R²) value is 0.748 or 74.8% for PE (Z) and 0.556 or 55.6% for OSI (Y). Which means that the PE (Z) variable of 74.8% can be explained by the variables in this study (PU_X1 and PeU_X2) and there are 25.2% other variables affecting the PE (Z) variable outside this study.

For the OSI (Y) variable, the R Square value is 55.6%, which means that 55.6% of the OSI (Y) variable can be explained by the variables in this study (PU_X1, PeU_X2, and PE_Z) and there are 44.4% variables affecting the OSI (Y) variable outside this study.

- b. Goodness of fit test. The goodness of fit test is used to test the feasibility of the model. To find out the goodness of fit test, the researcher divides the average R Square value by the average Q Square value (SmartPLS, 2015). The Q Square value obtained the following results:

Table 7. Q Square Value

	SSO	SSE	Q ²
PU_X1	420.000	420.000	
PeU_X2	560.000	560.000	
PE_Z	560.000	328.116	0.414
OSI_Y	420.000	292.309	0.304

Based on table 14, the Q² value is 0.414 (PE_Z) and 0.304 (OSI_Y) respectively. Then the researcher makes GoF (Goodness of Fit) with the following calculation:

$$GoF = \sqrt{\left(\frac{0.748+0.556}{2}\right) \times \left(\frac{0.414+0.304}{2}\right)} = \sqrt{0,652 \times 0,359} = 0,60$$

Based on the GoF calculation, the result shows that the GoF value is 0.60, which means the feasibility of the model with a high category because the research results are located between 0.38 and 1.00 (Hair et al., 2024).

- c. Test f². Categories of f² (Henseler et al., 2016) include:
- The f² value of 0.02 - 0.14 is categorized as a weak influence.
 - The f² value of 0.15 - 0.34 is categorized as a moderate influence.
 - The f² value above 0.35 is categorized as a strong influence.

Based on the research results, the following results were obtained:

Table 8. f² value

Var	PU	PeU	PE	OSI
PU (X ₁)			0.631	0.010
PeU(X ₂)			0.200	0.074
PE (Z)				0.084
OSI (Y)				

Based on the value of f² (f Square), PU (X₁), PeU (X₂) and PE (Z) have a weak influence on OSI (Y) of 0.010 (PU -> OSI); 0.074 (PeU -> OSI); 0.084 (PE-> OSI). While PU (X₁) and PeU (X₂) have a strong influence on PE (Z) of 0.631 (PU -> PE) and 0.200 (PeU -> PE).

- d. Hypothesis Test. Hypothesis testing is used in this study to determine the influence relationship between research variables. Hypothesis testing in this study uses the t test

which can be seen from the p-value where if the p-value <0.05 and vice versa (Hair et al., 2021). The results are as follows:

Table 9. Hypothesis Test

Variabel	O	PValue	Result
PU -> OSI	0.123	0.319	H ₁ rejected
PeU -> OSI	0.293	0.005	H ₂ accepted
PE -> OSI	0.386	0.001	H ₃ accepted
PU -> PE	0.590	0.000	H ₄ accepted
PeU -> PE	0.332	0.000	H ₅ accepted
PU -> PE -> OSI	0.228	0.002	H ₆ accepted
PeU -> PE -> OSI	0.128	0.006	H ₇ accepted

Based on table 16 of the hypothesis, the results show that H1 is rejected and H2 to H7 are accepted. The O value in the table is the original sample value where if the number in the O table is positive, then the variable has a unidirectional effect. Meanwhile, if the value in the O table is negative, then the variable has an opposite effect. In the hypothesis test table, the results of the O value for all variables are positive, so all hypotheses have a unidirectional effect.

Discussion

1. PU has no direct effect on OSI

Perceived usefulness has no effect on online shopping intention, explaining that consumer behavioral intentions towards online shopping are not due to their benefits but their interest in shopping online for other reasons.

Judging from the respondents who have the application for 1-4 months as many as 4 respondents, 7-12 months as many as 27 respondents and more than 12 months as many as 109 respondents, but have never made a purchase, it shows that the respondents' lack of awareness of the perceived benefits of using the Shopee application for online shopping. This is due to the lack of understanding and knowledge possessed by respondents regarding the benefits of the Shopee application, as well as the lack of promotion regarding the benefits obtained from shopping using the Shopee application.

This statement is in accordance with research from Aref (2022); Cheema et al. (2013); Huseynov & Dhahak (2020); Nguyen et al. (2023) which state that perceived usefulness has no significant effect on online shopping intention.

This study also rejects research from Alkarney & Almakki (2022); Ha (2020); Hasan et al. (2021); Mondal & Hasan (2023); Rehman et al. (2019); Suki & Suki (2011) which state that perceived usefulness has no significant effect on online shopping intention.

2. PU directly has a significant and positive effect on OSI

Perceived ease to use is a person's belief that people who use technology feel that it can make it easier and save energy to carry out activities (Kucukusta et al., 2015). The Shopee application in this study clearly makes it easier for consumers to buy the products they want to buy. By using one application for everything, consumers can use the Shopee application

easily and practically. Shopee sorted out the types of products, making it easier for consumers to find products of interest.

Shopee has sorted out consumer interests to buy products. For example, consumers want to buy products that are anti-fraud and quality equivalent to malls, then consumers can search for products on the ShopeeMall menu. Consumers who want to buy food products that they are interested in, then buyers can use the shopeefood menu. There is also a flashsale menu for consumers who like discounts. Shopee has recognized consumer desires and made consumer desires one to make it easier for consumers when they want to buy products.

This research is supported by research conducted by Aref (2022); Ha (2020); Mondal & Hasan (2023); Nguyen et al. (2023); Rehman et al. (2019); Suki & Suki (2011) which explains that perceived easy to use has a significant and positive effect on online shopping intention. This study also rejects research from the intention of Alkarney & Almakki (2022); Hasan et al. (2021) where perceived ease of use does not affect the online shopping Perceived enjoyment variable.

3. PE directly has a significant and positive effect on OSI
4. Perceived enjoyment is the pleasure felt by someone who uses a particular system (A. A.-T. Hasan et al., 2021). With certain applications, it will provide pleasure when you want to buy the product (Rouibah et al., 2016).

The shopee application has the aim that rather consumers who want to buy products feel satisfied with the price of products sold at low prices, product specifications and product reviews displayed on shopee.

Researchers tried to ask ten people with questions why the respondent had not bought the product, and the answers from the respondents stated that by looking at the product price and specifications on the product video displayed by shopee had made the respondent feel satisfied without having to buy the product. So that satisfaction does not only arise because someone has bought a product. However, satisfaction has begun to be felt when someone wants to buy a product using the marketplace used.

This research is in accordance with research conducted by Alkarney & Almakki (2022); Aref (2022); Cheema et al. (2013); Hasan et al. (2021); Patel et al. (2020) which state that perceived enjoyment has a significant and positive effect on online shopping intention. This study rejects research from Erdem & Sitki (2022); Suki & Suki (2011) which states that perceived enjoyment has no significant effect on online shopping intention.

5. PU directly has a significant and positive effect on PE

Perceived usefulness is defined as the extent to which the person believes that the activities they carry out will have a significant effect by using a particular system (Tyas & Darma, 2017). With the perceived usefulness of the shopee application, it turns out that it can affect the perception of satisfaction. This is because the usefulness of a system will make users feel satisfied using the system (A. A.-T. Hasan et al., 2021).

Shopee consumers feel satisfaction when viewing the shopee website and application, where shopee is intended as a marketplace, namely an electronic product marketing platform that brings together many sellers and buyers to transact with each other

virtually (Apriadi & Saputra, 2017). Satisfaction with consumers arises when shopee can accommodate a container as a marketplace for buying and selling online products.

This research is supported by research from Hasan et al. (2021) and Aref (2022) which state that perceived usefulness has a significant positive effect on perceived enjoyment.

6. PeU directly has a significant and positive effect on PE

Perceived ease of use is defined as a person's belief that utilizing technology will make it easier and save energy (Kucukusta et al., 2015). Perceived ease of use used in shopee can increase perceived enjoyment.

Perceived ease of use begins to be felt when consumers install the shopee application and feel the sensation when running, regardless of whether the consumer is buying or selling products or just wants to see the product. The ease of using the shopee application with various menus that are specialized by certain consumers makes consumers feel satisfied using the application. Respondents do not need to bother looking for products, see product price details, discounts given, payment systems, and shipping. The higher the convenience in the shopee application, the more satisfied consumers will feel.

This research is supported by research from Hasan et al. (2021) and Bilal et al. (2023) which states that Perceived ease of use has a significant effect on perceived enjoyment.

7. PU indirectly has a significant and positive effect on OSI which is mediated by PE

Perceived usefulness in shopee has no effect on online shopping intention, but when mediated by perceived enjoyment, perceived usefulness has a significant and positive effect on online shopping intention. The mediation used in this study is included in the full mediation category (Subagyo, 2020).

Perceived usefulness can affect online shopping intention because of the convenience of using the shopee application. When consumers become comfortable using the shopee application, perceived usefulness can be felt by consumers where the shopee application is useful for buying and selling goods online (Hasan et al, 2021).

This research is supported by research conducted by Hasan et al. (2021) which states that perceived usefulness has a significant positive effect on online shopping intention which is mediated by perceived enjoyment. This study also rejects research conducted by Holdack et al. (2022) which states that perceived usefulness has no significant effect on online shopping intention which is mediated by perceived enjoyment.

8. PeU indirectly has a significant and positive effect on OSI which is mediated by PE

Perceived ease to use has a significant positive effect on online shopping intention. Perceived enjoyment in this study is used as mediation and the result is that perceived enjoyment can partially mediate, namely the existence of mediation can strengthen the independent variable on the dependent variable (Subagyo, 2020).

The ease of using the shopee application, starting from grouping consumers based on buying interests to flexible purchasing methods (COD, cash, transfers and shopeepay later), makes consumers feel satisfied when they want to make transactions at shopee.

This research is in accordance with research conducted by Hasan et al. (2021) which states that perceived ease of use has a significant positive effect on online shopping intention which is mediated by perceived enjoyment. This study also rejects research conducted by Holdack et al. (2022) states that perceived ease of use has no significant effect on online shopping intention which is mediated by perceived enjoyment.

CONCLUSIONS

Based on the research conducted, several conclusions can be drawn that Perceived usefulness directly has no significant effect on online shopping intention; Perceived ease to use and Perceived enjoyment directly have a significant and positive effect on online shopping intention; Perceived usefulness and Perceived ease to use directly have a significant and positive effect on perceived enjoyment; Perceived usefulness indirectly has a significant and positive effect on online shopping intention mediated by perceived enjoyment; and Perceived ease to use directly has a significant and positive effect on online shopping intention mediated by perceived enjoyment.

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