

The Effect of Web Quality and Perceived Usefulness on Behavioral Intention and Actual Use Among Shopeefood Users in Samarinda

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Abstract

This study focuses on the effect of the relationship between variables, consisting of web quality on behavioral intention, perceived usefulness on behavioral intention, and behavioral intention on actual use. The object of this research is Shopeefood users in Samarinda City. This study uses a quantitative approach method. This study employs primary data and research data, which are collected through a survey method using questionnaires. The research sample is 120 respondents and the data is analyzed by using Structural Equation Modeling (SEM) analysis tools with Smart-PLS Software. The results of this study are web quality has a positive yet not significant effect on Behavioral Intention, Perceived Usefulness has a significant positive effect on Behavioral intention, and behavioral intention has a significant positive effect on actual use. The value of the greatest relationship path is found in the relationship between the behavioral intention variable and actual use. The researchers suggest that Shopeefood should further improve the behavioral intention to increase actual use for interest to use Shopeefood in a sustainable manner.

Keywords: Web Quality, Perceived Usefulness, Behavioral Intention, Actual Use, Shopeefood.

1. Introduction

In this era of globalization, internet is the new primadonna in doing various things. One of the benefits of the internet is that it can overcome distance limitations, convey and obtain information more easily. Internet, as a product of communication technology, has been developing since decades ago. Technology that is growing day by day creates a new pattern of life in our society. Internet services have changed the aspect of marketing, which used to interact directly in traditional markets or in public shopping places, now, with the rapid advancement of technology, shopping activities can be easily carried out. The marketing method starts with initially using an online base thus supporting all users to create a market using E-commerce digital media. E-commerce is an internet technology that is used by consumers and businesses to buy and sell goods (Mumtahana, Hani Atun, Nita & Tito, 2017).

Online business is starting to grow from purchasing goods to ordering food so that people can do shopping activities using applications that suit their shopping needs. One of the applications that provide various services is Shopee. Shopee application makes developments to answer people's desires in practical terms. This practical thing is able to improve people's behavior in using the Shopee application (Oktaviana et al., 2021). ShopeeFood, as one of Shopee's services, began operating in April 2020, initially only serving the orders of frozen food, beverages, various cakes, and processed foods. However, in early 2021, ShopeeFood began serving food and beverage orders in collaboration with various food and beverage industries and attracted many driver partners to deliver to consumers. The presence of ShopeeFood is a competitor to the Grab and Gojek applications, which both have food delivery features.

Ordering activities in ShopeeFood is quite easy and practical because buyers only need to choose the foods or the beverages they want to buy. Next, the merchant will prepare the foods and beverages that have been ordered. After the buyer's order is ready, the driver will pick up and deliver it to the buyer's location. Payment is made with cashless using shopeepay and COD or cash on delivery. Shopeepay is an electronic money service feature that can be used as an online payment method in the Shopee application (<https://shopeepay.co.id/>). While, COD is a payment system made by the buyers to the courier services when the order has been received. ShopeeFood also often provides promos in the form of discount vouchers or cashback for ShopeeFood users. The promos given will have an effect on marketing strategy for attracting the buyers.

The researchers used these variables, such as Web Quality, Perceived Usefulness, Behavioral Intention and Actual Use in this study because the results of previous research showed that there is a relationship between these four variables. In addition, this study has a research gap on the relationship between the Perceived Usefulness variable and Behavioral Intention. The results of the study by Alzaza (2013), Abdullah et al. (2016), and Ma et al. (2017) showed that Perceived Usefulness has a significant effect on Behavioral Intention, while the results of another study conducted by Mariano Elfrits Oematan et al. (2024) stated that Perceived Usefulness has no significant effect on Behavioral Intention. The existence of this phenomenon became the reason for researchers to review the relationship between the two variables.

2. Literature Review

Technology Acceptance Model (TAM). Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein (1980), is well-established model that has been used broadly to predict and explain human behavior in various domains (Wu & Wang, 2005). Based on TRA, TAM was designed to explain the determinants of user acceptance of a wide range of end-user computing technologies (F D Davis, 1986). The original TAM consisted of Perceived Ease Of Use (PEOU), Perceived

Usefulness (PU), Attitude Toward Using (ATU), Behavioral Intention To Use (BI), and Actual System Use (AU). PU and PEOU are the two most important determinants for system use. The ATU directly predicts users' BI which determines AU. PEOU refers to the degree to which a user believes that using a particular service would be free of effort while PU is defined as the degree to which an individual perceives that using a particular system would enhance his or her job performance (Davis, 1989). However, PEOU and PU are the key beliefs leading to user acceptance of information technology (Liu & Han, 2010). Venkatesh and Davis (2000) proposed an extension, TAM2, which included social influence processes (subjective norm, voluntarism, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and PEOU), but it omitted ATU due to weak predictors of either BI or AU.

Web Quality. Understanding the quality of the website is something that really needs to be considered by those who carry out the online sales process, one of which is an online travel agent. Not only seen from the attractive packaging, but also how to make consumers think that they can find what they need on the website, so that customers will feel satisfied. Website quality is a very important factor in online sales and has its own value for consumers. Bavarsad et al. (2013) explained that a good website has operational quality which allows shoppers to carry out their e-shopping activities with ease and efficiency. Several dimensions of website quality have been ascertained and mentioned in various studies. Wan (2000) identified four attributes of website quality, namely information, friendliness, responsiveness and reliability. Meanwhile, Parasuraman et al. (2005) identified five dimensions of quality services, namely reliability, responsiveness, assurance, empathy, and physical evidence. However, in general, what is highlighted in the quality of the website is the quality service. When consumers browse the website, customers will arrange the information they needs. This will also have an impact on consumers' repurchase intentions. If the quality of the information does not match what consumers want, then they are less likely to make a purchase.

In the context of online shopping, according to Leitch and Davis in Jogiyanto (2005), the quality of information can reflect the product or service quality, allowing customers to have and tend to evaluate concerning important aspects or attributes of a product or service because customers can just evaluate the product or service based on the information presented on the websites, while in traditional retail, this evaluation can be done in practice.

Therefore, customers rely on the information available on the website and the quality of information offered by the website is a very important factor in the success of an online purchasing website. According to Barnes and Vidgen (2002) "Website Quality is an instrument developed to assess the usability, information and service interaction quality of internet websites." Website Quality (WebQual) is a method of measuring website quality based on end-user perceptions. Three

indicators of the Web Quality in this study adopted from Sweeney, 2006 (Marketing & Success, n.d.), namely (1) Design, (2) Content, and (3) Function.

H1 : Website Quality has a positive impact on Behavioral Intention.

Perceived Usefulness (PU). PU is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989, p. 320). According to Alalwan (2016), Perceived Usefulness is when a person believe that using a particular technology or innovation will improve his job performance. According to Indarsin and Ali (2017), Perceived Usefulness is a someone’s tendency to use a technology and believe that it will help him to do a better job. According to Chawla and Joshi (2019), Perceived Usefulness is belief that using a technology will improve user’s performance. Based on some descriptions above, according to several researchers, Perceived Usefulness can be explained as the user's subjective perception or evaluation of the capabilities received by technology. This study used three indicators to measure Perceived Usefulness adopted from a study conducted by Kulviwat et al. (2014), namely (1) Effective, (2) Productive, (3) Time-saving.

H2 : Perceived Usefulness has a positive impact on Behavioral Intention.

Behavioral Intention. Behavioral intention reflects the deliberateness of a consumer to do something. This concept is closely related to the consumers’ tendencies to make purchases that are considered able to meet their needs. When associated with the user information, it will reflect a user's tendency to use the information provided by the provider on his behalf (Al-Maghrabi and Dennis, 2011). Behavioral intentions (BI) will influence certain participants (Communication Committee for Behavior Change in the 21st Century, 2002, p. 31). Behavioral intention is determined by the desires of consumers to behave in certain ways in involving, disposing of, and using products or services. In this study, measuring behavioral intentions implied the use of Likert scales, with some types of questions, such as “I intend to [behave]...,” to measure the relative strength of the intention. The scales were adapted from Corner et al. (2016).

According to the model proposed by Zeithaml et al. (1996), behavioral intentions can be measured using various indicators, including repurchase intentions, word of mouth, loyalty, complaining behavior, and price sensitivity. High service quality (as perceived by the customer) often leads to favorable behavioral intentions, while low service quality tends to lead to unfavorable behavioral intentions. Zeithaml et al. (1996) further emphasized that behavioral intentions are relevant to a customer’s decision to remain with or leave a company. Zhang and Prybutok (2005) concluded that customer experiences are related to behavioral intentions. The more positive the customer’s experience, the more likely he or she is willing to reuse the service. Several authors (Ajzen, 1985; Bhattacharjee, 2001; Rai et al., 2002; Venkatesh et al., 2003) have utilized behavioral intention as

an indicator of system success. Again, we used three of Zhang and Prybutok's (2005) items to capture respondents' behavioral intentions: "*I intend to use the e-service.*", "*I intend to use the e service frequently.*", and "*In the future, I intend to use the e-service whenever I have a need.*" Based on study from Wu & Liu (2007), there are three indicators to measure Behavioral Intention, namely (1) frequency, (2) intention, and (3) continuous use.

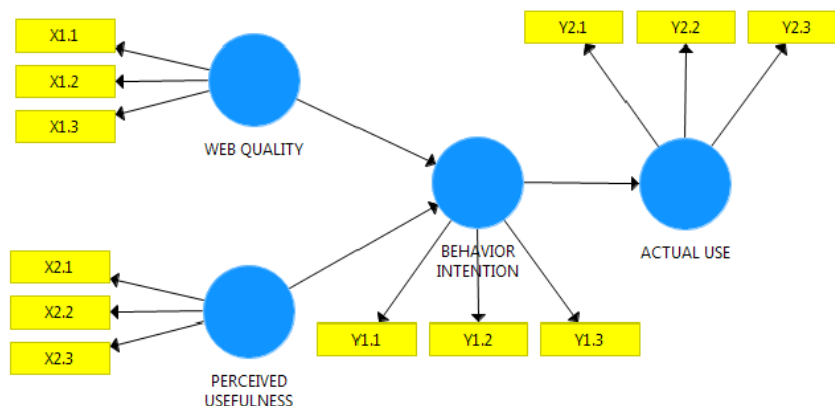
Actual Use. Actual use or Actual Use behavior is the real condition of system use (Wibowo, 2006:3). In the context of using information technology systems, behavior is conceptualized in terms of actual use, which is a form of measuring the frequency and duration of technology use. In other words, actual use is measured as the amount of time spent interacting with a technology and the frequency of use. Someone will be satisfied when using the system if they believe that the system is easy to use and will increase their productivity, which is reflected in the real conditions of use. There are three indicators to measure Actual use, namely (1) frequency of use (2) duration of use (3) use.

H3 : Behavioral Intention has a positive impact on Actual Use

3. Research Method

The population in this study included all Shopeefood users in Samarinda. The determination of the sample used formula proposed by Hair et.al (2010) because the number of Shopeefood users is unknown. This study used accidental sampling technique in sampling. Based on the calculation of the formula by Hair et.al (2010), the researchers used ninety (90) data as samples in this study. The type of data in this study is primary data and the data source in this study used a questionnaire that is distributed online via Google Form. The analytical tool used in this study is Structural Equation Modeling (SEM). Here is conceptual model in this study.

Figure 1. Path Diagram Model



4. Finding and Discussion

Table 1. Test Path Analysis.

Path	Path Coefficient	T Statistic	P-Value	Result
Web Quality -> Behavioral Intention	0.134	1.169	0.243	Not Significant
Perceived Usefulness -> Behavioral Intention	0.251	2.141	0.033	Significant
Behavioral Intention -> Actual Use	0.287	2.936	0.003	Significant

Based on Table 1, the results of the calculation of the parameter coefficients between Web Quality and Behavioral Intention have a positive direction with a value of 0.134, which means that the level of relationship between Web Quality and Perceived Usefulness variables is 13.4%. Based on the results of statistical tests using Smart PLs software, the p-value is ($0.243 > 0.05$) or the value of T statistic ($1.169 < 1.96$). These results indicate that Web Quality has a not-significant positive effect on Behavioral Intention. These results stated that the first hypothesis is rejected.

Furthermore, the results of the Perceived Usefulness path analysis on Behavioral Intention in Table 1. are the results of statistical tests using the Smart PLs software showed that the p-value is ($0.33 > 0.05$) and T Statistics ($2.141 > 1.96$), where the path analysis results from the path coefficient value are positive. Because the value of this result is 0.251, it means that the level of relationship between the Perceived Usefulness variabel and Behavioral Intention is 25%. This result is qualified to support the second hypothesis.

The result of the path analysis of Behavior Intention on Actual Use is at the path coefficient value of 0.287. This result means that the level of relationship between the Perceived Usefulness variable and Behavioral Intention is 28,7% in a positive direction. The results of the statistical test using the PLs software showed that the T statistic ($2.936 > 1.96$) with a P-value of ($0.003 < 0.05$). This result supports the third hypothesis.

Table 2. Construct Reliability and Validity

Construct	Item	Loading Factor	Cronbach's Alpha	AVE
Web Quality	X1.1	0.761	0.755	0.659
	X1.2	0.939		
	X1.3	0.718		
Perceived Usefulness	X2.1	0.921	0.824	0.723
	X2.2	0.809		
	X2.3	0.816		
Behavioral Intention	Y1.1	0.864	0.855	0.776
	Y1.2	0.916		
	Y1.3	0.861		
Actual Uses	Y2.1	0.310	0.853	0.770
	Y2.2	0.357		
	Y2.3	0.469		

Based on Table 2., the indicators used in the Web Quality variable (Design, Content, Function) are reliable due to the results of the confirmatory factor analysis Cronbach's alpha value is higher than 0.70 ($0.755 > 0.70$) and valid because the AVE value higher than 0.50 ($0.659 > 0.50$). The strongest factor loading on the Web Quality variable is Content with a value of 0.939 which means that the Web Quality variable is reflected in the Content of 93.9%. The indicators of Perceived Usefulness variable (Effective, Productive, Time-saving) is reliable due to the results of the confirmatory factor analysis Cronbach's alpha value is higher than 0.70 ($0.824 > 0.70$) and valid because the AVE value higher than 0.50 ($0.723 > 0.50$). The Perceived Usefulness variable is reflected in the X2.1, namely Effective, with a value of 0.921 or with a percentage of 92,1%.

Furthermore, the indicators of the Behavioral Intention variable (Frequency, Intention, Continuous Use) is reliable due to the results of the confirmatory factor analysis Cronbach's alpha value is higher than 0.70 ($0.855 > 0.70$) and valid because the AVE value is greater than 0.50 ($0.776 > 0.50$). The strongest factor loading value is Intend with a value of 0.916 or 91.6%. Furthermore, the indicators of the Actual Use variable (Frequency of Use, Duration of Use, The Use) is reliable due to the results of the confirmatory factor analysis Cronbach's alpha value is higher than 0.70 ($0.853 > 0.70$) and valid because the AVE value is greater than 0.50 ($0.770 > 0.50$). The strongest factor loading value is Use with a value of 0.469 or 46,9%.

Web Quality on Perceived Usefulness. Based on the results of hypothesis test, it is known that the t-statistic value is lower than the t-table value on the influence of Web quality on Behavioral intention, namely $1,169 < 1.960$ at the 5% level and the P-values are $0.243 > 0.050$. Next, the level

of closeness of the variables is seen in the path coefficient value, namely of 0.134 with positive status. This means that if Web Quality is improved then there is no effect on Behavioral Intention. This result means that H1 is rejected and it can be concluded that Web Quality has a positive and insignificant effect on Behavioral Intention. These results support the previous research conducted by (Hatane samuel et al., 2019) with the same type of research, namely research on TAM and studies were conducted in locations with different samples and research objects but have the same result, namely Web Quality has a not significant effect on Behavioral Intention.

Perceived Usefulness on Behavioral Intention. The result of the relationship test of Perceived Usefulness has a significant positive effect on Behavioral Intention with a path coefficient value of 0.251. This means that if Shopee's Perceived Usefulness is improved, the behavioral interest of consumers to use Shopee will increase by 25,1%. Based on the results of this study, consumer's behavioral interest in using shopee is caused by the influence of good Perceived usefulness. If Shopee wants to increase consumer's behavioral interest to use shopee services, it is necessary to maintain Perceived Usefulness from an Effective point of view. The results of this study supported the research by Alzaza (2013) in Palestine, Abdullah et al. (2016) in the United Kingdom, and Ma et al. (2017) in the USA. The results of these three studies stated that Perceived Usefulness has a significant positive effect on Behavioral Intention. On the contrary, the results of this study do not support research by Mariano Elfrits Oematan et al. (2024) which the result showed that Perceived Usefulness has no significant effect on Behavioral Intention.

Behavioral Intention on Actual Use. The test result of the Behavioral Intention relationship has a significant positive effect on Actual Use with a path coefficient value of 0.287. The results of this study indicate that better consumer's perceptions of Behavioral intention when using shopee will increase consumer's behavioral interest in using Shopee by 28,7%. On the basis of the results of the study, if Behavioral intention can be maintained by Shopee, especially on the Actual Use indicator, it will lead to Actual Use interest in using Shopee.

The results of this study supported the research by Arumugam Raman et al. (2022) in Malaysia, Alberto Gabriel Ndekwa et al. (2018) in Tanzania, and Fuad Hasyim et al. (2024) in Indonesia. The results of these three studies stated that Behavioral Intention has a significant positive effect on Actual Use.

5. Conclusion

The conclusion of this study is that the results of the path analysis of the relationship between Web Quality variables have a positive yet not significant effect on Behavioral Intention, which means that the better the quality of the shopee web is, the less it affects consumer and behavioral interest. Moreover, Perceived Usefulness has a significant positive effect on Behavioral Intention, and

Behavioral Intention has an effect significantly positive on Actual Use. The greatest influence is found in the relationship between Behavioral Intention and Actual Use. By having great influence on it, it means that ShopeeFood is advised to increase Behavioral Intention in the Intention indicator to increase Actual use, so that consumers continue their willingness to use ShopeeFood as the main choice. This research is a mini research on TAM theory and was carried out on a small scale, so it needs any developments for further research such as adding variables, a larger sample and wider coverage of research.

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