The Use of Modified Unified Theory of Acceptance and Use of Technology 2 Model to Analyse Factors Influencing Behavioural Intentions (A Study on Bukalapak Mobile App Indonesia)

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ABSTRACT: *Bukalapak is one of the leading online marketplace and unicorn company in Indonesia owned and run by PT. Bukalapak that focused on consumer-to-consumer (C2C) service that is e-commerce model who facilitated the user for selling and buying online transaction easier and simple.Bukalapak launched a mobile app for Android. The application known as Bukalapak Mobile App. It has been created for helping customer shopping via smartphone followed by the increases number of smartphone user in Indonesia.This research conducted to analyse factors the behavioural intention of using Bukalapak Mobile App. The measurement tool is already tested to 40 respondent that useBukalapak Mobile App. Thepilot test revealed that the measurement tool,the validity and reliability for8 variables and 32 item is has been fulfilled the requirements. Therefore, this proposed measurement tool is ready to be used in further study.*
KEY WORD: *UTAUT, Technology Adoption, Behavioural Intention*

I. INTRODUCTION AND LITERATURE REVIEW

Bukalapak is one of the leading online marketplace and unicorn company in Indonesia owned and run by PT. Bukalapak that focused on consumer-to-consumer (C2C) service that is e-commerce model who facilitated the user for selling and buying online transaction easier and simpler. Bukalapak giving opportunity for small business and brand to expanding online store in Bukalapak.

Bukalapak has a well reputation in terms of customer service and easy to access website since established 3 years later. Bukalapak also over time, growing with newest innovations to facilitate Bukalapak users for the transaction.In 2014, Bukalapak launched a mobile app for Android. The application known as mobile Bukalapak was created for helping customer shopping via smartphone. Since it was first launched until July 3, 2014, the application has been downloaded by more than 87 thousand users of Bukalapak.

According to Similiar Web, a website to track traffic statistics of website and application, from the last version November 2nd2018Bukalapak Mobile App has an average number of downloads of 2.8 Million users per month. Bukalapak Mobile App application also gets a 4.4 / 5 rating from users whose download applications through Google Play. Based on Similiar Web, the data shown 2.3 million people had downloaded the Bukalapak Mobile App in September 2018. The total number had decreased by 14.36% compared to the previous month August 2018 is 2.7 million user downloads. The total number of downloads had made Bukalapak Mobile App get 3rd position of shopping category in Indonesia which defeated by Shopee and Lazada, reported by Similiar Web on 4th November 2018. This ranking is sorted from all applications in the Shopping category in Indonesia in 2018. Bukalapak, as one of the Indonesian piece of works, is expected to stand bigger than any other m-commerce in Indonesia. In order to build up the consumer attention to use Bukalapak as their main m-commerce, the company need to know what makes the customer would have an intention to use the application that they have been created.

The Importance for Bukalapak is maintain the intention of their consumer to use Bukalapak Mobile Application. As previous research has postulated that indicators of technology acceptance, which are; performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value and habit has a significant influence on consumer behavior intention. Furthermore, Gender and Educational Level is believed to moderate the relationship between those indicators to consumer behavior intention (Hew et al., 2015) [3]. Regardless of how the system had been developed in the finest way, the consumers demand should have been one of the concerned of the company in order to attract them to use the

application. This research is expected to help the company figured out what factors that might influence the user to use Bukalapak Mobile App. Therefore, the author would like to conduct this research.

1.2 Research Objectives
The objective of the research is to analyse factors that influencing behavioural intentions of Bukalapak Mobile App in Indonesia.

1.3 Literature Review
In order to observe the factorsinfluence behavioural intentions on Bukalapak Mobile App in Indonesia, the paper is going to use the technology adoption theories. Many theoretical models have been developed in the research user acceptance and adoption of new information technology innovation, each with different focuses and tested in different contexts and countries. There are eight theories of acceptance and adoption, there are Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (PTB), Model Combining the Technology Acceptance Model and Theory of Planned Behavior, Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), dan Social Cognitive Theory (SCT). Venkatesh et. Al (2003)[18] reviewed and sythesized eight theories/models of technology use into single Unified Theory of Acceptance and Use of Technology (UTAUT) model integrate the fragmented theory and research on individual acceptance on information technology into unified theoritical model. In order to make the model more consumers centric, Venkatesh et al. (2012) [20] extended UTAUT to UTAUT2 hedonic motivation, price value, and habit were added as the new constructs to formulate UTAUT2. The study uses UTAUT2 model as the base model and attempts to analyse the antecedents influencing the usage attitude users towards the mobile shopping apps. The author conducted this research using UTAUT 2 model because it is popularly known as the newest model to observe technology adoption research since 2012, in the context of consumer studies

.The extending of UTAUT represents an opportunity to make an important theoretical contribution, specifically in the context of technology adoption from consumer perspective (Venkatesh et. al, 2012) [20]. Overall, UTAUT 2 has seven endogenous construct with three moderating variable that predict the effect of each construct to behavioural intention and technology use. UTAUT 2 model was built from UTAUT and additional extensions which now consist with 9constructs namely Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), FacilitatingCondition (FC), Hedonic Motivation (HM), Price Value (PV), Habit (H), Behavioral Intention (BI) and UseBehavior (UB) [12]. It also consists of three moderating variable as Age (A), Gender (G), and Experience (E).

According to Hew et.al (2015), Performance Expectancy and Effort Expectancy are commonly known as Perceived of Use (PU) and Perceived Ease of Use (PEOU) respectively in TAM Model. It is stated from hew et.al (2015) [3] Another study from Zhou et al. (2010) [22] also confirmed that there are positive and significant influence between EE and PE. The authors also dropped Experience (E) as a moderate variable because this study took a cross-sectional method which was taken in one period of time. The overall proposed model for this research can be seen in Figure 1 below:

Figure 1: Authors's proceed of Conceptual Model adapted from UTAUT 2 Model(Hew et al 2015)
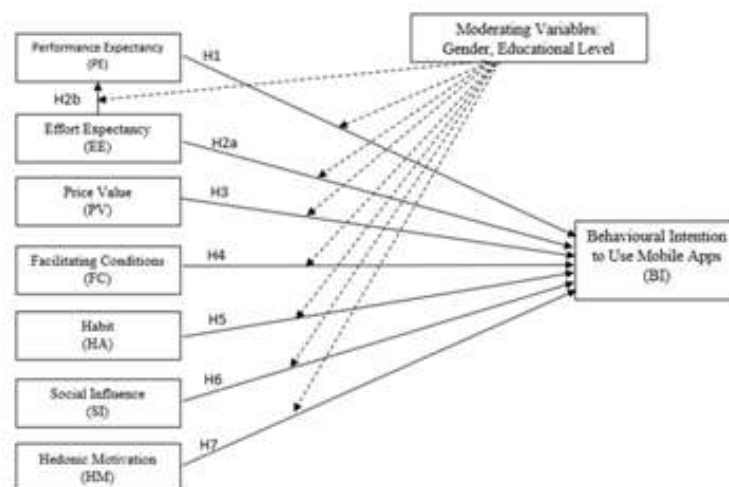
II. MEASUREMENT MATERIALS

The definition of each factors described as follow: Performance Expectancy (PE)Performance Expectancy was defined as the degree to which using a technology will provide benefits to consumers in performing certain activities (Venkatesh et. al, 2003) [18]. Effort Expectancy (EE) was defined as the degree of ease associated with consumer use of technology (Venkatesh et. al, 2003) [18].Social Influence (SI)was defined as the extent to which consumers perceive that important others believe they should use particular technology (Venkatesh et. al, 2003) [18].Facilitating Condition (FC)refers to consumer perceptions of the resources and support available to perform a behavior (Venkatesh et. al, 2003) [18].Hedonic Motivation (HM) motivation is defined as the fun or pleasure derived from using a technology in the consumer context.Price Value (PV)defined as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them (Dodds et. al, 1991).Habit (H) is defined as "the extent to which people tend to perform behaviours automatically because of learning", and it can also be viewed as a "perceptual construct that reflects the results of priorexperiences" (Venkatesh et al., 2012, p. 161) [20].Based on the modified UTAUT 2 model applied in this study, there are 8 hypotheses and 16 sub-hypotheses. TABLE I shows the overall hypotheses that will be test using one-tailed test with 95% of confidence level.

No	Hypothesis
H1	Performance expectancy has positive and significant influence Behavioural Intention to use Bukalapak Mobile App
H2a	Effort Expectancy has positive and significant Influence Behavioural intention to use Bukalapak Mobile App
H2b	Effort Expectancy has positive and significant Influence to Performance Expectancy
H3	Price Value has positive and significant influence on Behavioural Intention to use Bukalapak Mobile App.
H4	Facilitating Conditions has positive and significant influence on Behavioural Intention to use Bukalapak Mobile App.
H5	Habit has positive and significant influence on Behavioural Intention to use Bukalapak Mobile App.
H6	Social Influence has positive and significant influence on Behavioural Intention to use Bukalapak Mobile App.
H7	Hedonic Motivation has positive and significant influence on Behavioural Intention to use Bukalapak Mobile App.
H8	Gender moderate all relationships among constructs in the research model.
H8a	Gender moderate the influence of Performance Expectancy towards behavioural intention to use Bukalapak Mobile App
H8b	Gender moderate the influence of Effort Expectancy towards behavioural intention to use Bukalapak Mobile App.
H8c	Gender moderate the influence of Effort Expectancy towards Performance Expectancy to use Bukalapak Mobile App
H8d	Gender moderate the influence of Price Value towards behavioural intention to use Bukalapak Mobile App
H8e	Gender moderate the influence of Facilitating Conditions towards behavioural intention to use Bukalapak Mobile App
H8f	Gender moderate the influence of Habit towards behavioural intention to use Bukalapak Mobile App
H8g	Gender moderate the influence of Social Influence towards behavioural intention to use Bukalapak Mobile App
H8h	Gender moderate the influence of Hedonic Motivation towards behavioural intention to use Bukalapak Mobile App
H9	Educational Level moderate all relationships among constructs in the research model.
H9a	Educational Level moderate the influence of Performance Expectancy towards behavioural intention to use Bukalapak Mobile App
H9b	Educational Level moderate the influence of Effort Expectancy towards behavioural intention to use Bukalapak Mobile App
H9c	Educational Level moderate the influence of Effort Expectancy towards Performance Expectancy to use Bukalapak Mobile App
H9d	Educational Level moderate the influence of Price Value towards behavioural intention to use Bukalapak Mobile App

H9e	Educational Level moderate the influence of Facilitating Conditions towards behavioural intention to use Bukalapak Mobile App
H9f	Educational Level moderate the influence of Habit towards behavioural intention to use Bukalapak Mobile App
H9g	Educational Level moderate the influence of Social Influence towards behavioural intention to use Bukalapak Mobile App
H9h	Educational Level moderate the influence of Hedonic Motivation towards behavioural intention to use Bukalapak Mobile App

III. RESEARCH METHOD AND ANALYSIS

This research conducted a pilot study to test the questionnaire in this research had completely valid to be applied for further study. These data collected from 40 users of Bukalapak Mobile App will be used for validity and reliability test. The authors proceeds data using IBM SPSS Statistic 25. next, the author conducted reliability test to respondents in order to make sure that each item in the questionnaire able to understand well. After that, the author conducted pilot study is to reinforce the validity construct by – respondent, those data will be used to perform validity and reliability test. In this research, author using Corrected Item – Total Correlation method, correlation analysis by operating Pearson Correlation. The result will be valid if the correlation coefficient is > 0.3 (Indrawati 2015: 149) [5]. And those result come from 40 respondents. According indrawati (2015:145) [5] Reliability relates to the level of confidence, consistency, or stability of the results of a measurement. In reliability test, Cronbach-Alpha technique is the most widely. The instrument is stated reliable and able to continue the process to the next step if the value of cronbach's alpha > 0,7(Sekaran, 2010:182) [15]

PE Code	CTIC	CR
PE1	0,708	0,908
PE2	0,815	
PE3	0,829	
PE4	0,836	
EE Code	**CTIC**	**CR**
EE1	0,701	0,867
EE2	0,756	
EE3	0,740	
EE4	0,685	
EE5	0,601	
SI Code	**CTIC**	**CR**
SI1	0,894	0,941
SI2	0,842	
SI3	0,929	
SI4	0,783	
FC Code	**CTIC**	**CR**
FC1	0,790	0,861
FC2	0,761	
FC3	0,623	
FC4	0,598	
FC5	0,712	
HM Code	**CTIC**	**CR**
HM1	0,805	0,901
HM2	0,796	
HM3	0,816	
PV Code	**CTIC**	**CR**
PV1	0,699	0,840
PV2	0,716	
PV3	0,716	
HA Code	**CTIC**	**CR**
HA1	0,739	0,872
HA2	0,821	
HA3	0,704	
HA4	0.657	
BI Code	**CTIC**	**CR**
BI1	0,622	0,883

BI2	0,698	
BI3	0,856	
BI4	0,821	

IV. CONCLUSION

The measurement material that conducted in this research had been tasted to 40 respondents of Bukalapak Mobile in Indonesia. The result of this study had proven that the instruments consist in the modified UTAUT 2 modelwhich include 8 construct and 32 items are valid and reliable. Therefore, this proposed measurement model isready to be used in further study.

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