

Analysis of Millennial Purchase Intention Using Modified UTAUT2 in Yogyakarta City

Lusia Tria Hatmanti Hutami¹, Bernadetta Diansepti Maharani²

¹ Universitas Sarjanawiyata Tamansiswa, Jl. Kusumanegara No. 121, Yogyakarta, Indonesia, 55165
<trialusia@ustjogja.ac.id, 0895341126680>

² Universitas Sarjanawiyata Tamansiswa, Jl. Kusumanegara No. 121, Yogyakarta, Indonesia, 55165
<bernadettadian@ustjogja.ac.id, 081291366115>

ARTICLE INFO

Received: (29/1/2021)

Received in revised:
(6/2/2021)

Accepted: (5/3/2021)

Published: (18/6/2021)

Open Access

ABSTRACT

The purpose of this study was to analyse the effect of hedonic motivation and online purchasing habits on online purchase intentions and the effect of habitual mediation on hedonic motivation and online purchase intentions by Millennial. The research method used the AMOS path analysis to 400 students at the Universitas Sarjanawiyata Tamansiswa, Yogyakarta. The results showed that all hypotheses were accepted except hedonic motivation towards online purchase intentions, while habitual mediation of hedonic motivation and online purchase intentions was accepted, thus strengthening this mediation relationship. Thus, it can be concluded that Millennial like the online shopping experience because it is considered fun and amusing and can lead to habitual behaviour. The implication for online purchasing application managers should not only prioritize short-term (momentary) relationships but prioritize long-term relationships therefore consumers become accustomed to using the application. The author's recommendation for managers is to always be creative and innovative, such as creating an attractive and profitable membership program. This research is limited to the number and distribution area of the sample and does not specifically refer to a particular application. Suggestions for further research include the impact of social relationships and the facilitating conditions applied to online purchase intentions.

Keywords: habit; hedonic motivation; online purchasing intention

1. Introduction

As part of the global community, online sales in Indonesia have increased significantly (Wahyuarini et al. 2019). Online purchasing in the millennial generation is absolutely well known and widely applied across the world. Globalization had transform the business activities from physical to digital business (Wilson, 2019). Online shopping or e-commerce is a purchasing process that involves transactions between seller and customer through digital platforms on the internet (Salim et al., 2019; Turban et al., 2015). In Asia, there is a significant growth of online purchasing or e-commerce using in general. Based on an online report by the Asian Development Bank and Economic and Social Commission for Asia and the Pacific (ESCAP) in 2018 stated that Asia is the fastest-growing region in the global e-commerce marketplace. In addition, Kinda (2019) stated that the use of e-commerce in Asia has grown rapidly, led by China followed by many countries across Asia including Japan, India, South Korea, Vietnam, and Indonesia. Moore et al., (2018) in an online report prepared by Amplitude with Australian Trade and Investment Commission (Austrade) stated that the Indonesian

market has grown 60-70 percent annually since 2014 and will expand to US\$60 billion in 2020 that expected to generate for e-commerce sites. E-marketing activities and social media marketing conducted by e-commerce sites are strongly influenced the e-commerce businesses (Priansa & Suryawardani, 2020).

Millennial characteristics of purchasing itself become an interesting studied indeed because of the using application of the newest technology that they applied on a daily basis. Millennial are people who born between 1980 and 2000 (Lee & Kotler, 2016; Son et al., 2017) and they will lead and shape the future of the e-commerce system due to the total population of this generation, economic ability, and preference toward technology. Based on Moreno et al., (2017) Millennial is a large population and their purchasing power certainly making an attractive target for many e-commerce industries. In Indonesia itself, more than 33% Indonesia citizen is in age 15-34 which included Millennial and they are in their productive age and become the backbone of Indonesian economy (Ali & Purwandi, 2016 in an electronic report by Alvura Research Center).

Customer loyalty had become an important factor in determining companies' success in the industry since customers who are loyal to a certain company tended to only buy a product or service from the same company and had no interest in the similar products or services offered by the competitors (Wilson, 2018). Creating and maintaining a loyal relationship for millennial customers through an online mechanism is one of a challenging matter to marketer since they can easily change their preference just a click away. When it comes to an online mechanism, the customer's level of system or technology acceptance become important since it will be one of the biggest consideration subject to become a loyal customer. Therefore, this study analyzes several variables related to system or technology acceptance matters.

This study used a modification of extending the Unified Theory of Acceptance and Use of Technology to analyze the influence of hedonic motivation and online purchasing habits toward online purchase intentions and the mediation of online purchasing habits on hedonic motivation and online purchase intentions by Millennial. Hedonic motivation defines as the fun or pleasure derived from using technology and playing an important role in determining technology acceptance and use (Brown & Venkatesh, 2005; Venkatesh et al., 2012). Habit is defined as the extent to which people tend to perform behaviors automatically because of learning (Limayem et al., 2007; Venkatesh et al., 2012). Online purchase intentions mean the willingness of a user to purchase (online) a certain product (Roudposhti et al., 2018). Companies were able to develop their online store, it could lead costumers make another purchasing activity toward of the website (Wilson, 2019). This research boldly emphasizes the role of hedonic motivation and online purchasing habit to strengthen online purchasing intention and their mediation relationship with each other.

Unified Theory of Acceptance and Use of Technology (UTAUT) firstly introduced by Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis and Fred D. Davis in an article titled "User Acceptance of Information Technology: Toward A Unified View" published in 2003. In the early model, UTAUT elaborated four core determinants (performance expectancy, effort expectancy, social influence and facilitating conditions) of intention and usage and four moderators (gender, age, experience and voluntariness of use) (Venkatesh et al., 2003). UTAUT has been widely used to research various types of technological innovations around the world, both organizational and consumer use (Putra & Ariyanti, 2017). Since then, UTAUT model has been developed and in March 2012, Viswanath Venkatesh, James Y. L. Thong and Xin Xu published an article titled "Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology". The extending UTAUT (UTAUT2) model has been used widely in technological or system information user behavior. This model elaborates on the determinant factors (performance expectancy, effort expect-

tancy, social influence, facilitating conditions, hedonic motivation, price value and habit) toward behavioral intention and use behavior and also the moderator's factor (age, gender and experience) (Venkatesh et al., 2012).

Researchers found it's interesting to analyze more about millennial online purchasing used UTAUT2 modification. The reason because UTAUT2 is still rare to be applied in online purchasing research focused on millennial generation. Therefore it brings the novelty (UTAUT2 published in 2012) that fills the gap in the online purchasing research focused on millennial.

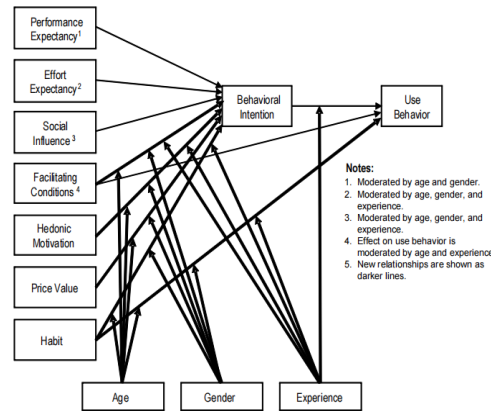


Fig 1. UTAUT2 Research Model

Hedonic motivation refers to the enjoyment of shopping and excitement while shopping (Kim & Eastin, 2011). The emotion matters if the shopping experience can be represented by hedonic motivation (Pahnila & Warsta, 2010). Hedonic motivation more salient during the interaction with the technology (O'Brien, 2010). Hedonic motivation is so personal and unique that the usage of online shopping, hedonic shoppers deeply based on individual consumer preferences and making it difficult to identity (Brown, 2016). Hedonic shopping motivation creates potential entertainment and emotional values, consumers more stimulated, participates shopping process, feel free, fantasy motivation and also temporarily forget about their problems (Bakırtaş & Divanoğlu, 2013). Hedonic aspects do not generate in consumers' online purchase, online portals should have any information about products and easy to access (Krithika & Rajini, 2017). Therefore, it becomes necessary to test the impact of hedonic motivation toward online purchasing habit.

H1: Hedonic motivation positively affect toward online purchasing habit

Habit is a learning activities that composed of several factors, such as the number of short-term repetitions, reinforcement, the clarity of the situation, interest and ability to learn (Pahnila & Warsta, 2010). Habit is a prior behavior and measured as the extent to which an individual believes that behavior to be automatic (Mutlu & Der, 2017). Online purchasing habit have a direct effect on technology and above the effect of purchasing intention (Venkatesh et al., 2012). Habit also defined as the extent to which people tend to perform behavior automatically because of learn-

ing (Alalwan et al., 2015; Venkatesh et al., 2012). Online purchasing habit not only influences those who utilize the website but also influences the online purchase intention (Escobar-Rodríguez & Carvajal-Trujillo, 2014). Based on Escobar-Rodríguez & Carvajal-Trujillo (2013) the greater the online purchasing habit on individuals the more likely they have a greater purchase intention. Therefore, it becomes necessary to test the impact of online purchasing habit toward online purchasing intention.

H2: Online purchasing habit positively affect toward online purchasing intention

As stated before, hedonic motivation stands for the fun or pleasure derived from using technology (Brown & Venkatesh, 2005; Mutlu & Der, 2017; Venkatesh et al., 2012). Hedonic motivation also refers to consumption behaviors in search of happiness, fantasy, awakening, sensuality, and enjoyment (To et al., 2007). Hedonic motivation applied in an online purchasing intention means the pleasure or joy feeling of the customer while using the online application. Based on Martínez-López et al., (2016) the hedonic side of consumption is even greater importance in an electronic-based market context, as online consumption tends to be associated with certain benefits of a non-functional or hedonic character. In addition, hedonic motivation has widely known as predicting determinant toward online purchasing intention (Alalwan et al., 2015; Riffai et al., 2012; Fard et al., 2019; Singh, 2014; Topaloğlu, 2012; Venkatesh et al., 2012; Yu et al., 2018). When customers feel the higher pleasure, joy or excitement while using e-commerce application, it would encourage their purchasing intention for more. However, there was a few research declined the relationship between hedonic motivation and behavioral intention (Escobar-Rodríguez & Carvajal-Trujillo, 2013). Therefore, it becomes necessary to test the impact of hedonic motivation toward online purchasing intention.

H3: Hedonic motivation positively affect toward online purchasing intention

Hedonic motivation refers to the enjoyment of shopping and excitement while shopping (Kim & Eastin, 2011). While, habit is a learning activity that composed of several factors, such as the number of short-term repetitions, reinforcement, the clarity of the situation, interest and ability to learn (Pahnla & Warsta, 2010). When customers feel the higher hedonic motivation such as pleasure, excitement, and joy and make this feeling habitual behavior, it will boost their purchasing intention. However, from an insight into author knowledge, there has been never other research that analyzes this mediation relationship before. Therefore, it becomes necessary to analyze the online purchasing habit as a mediator between hedonic motivation and online purchasing intention.

H4: Online purchasing habit mediates hedonic motivation toward online purchasing intention

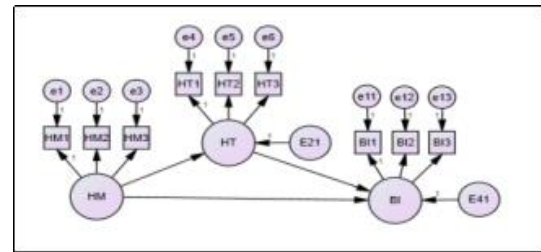


Fig 2. Research Model

2. Method

The methodology used path analysis to elaborate on the factors that been used in the research by AMOS22. Before the path analyses executed, researchers test the validity, reliability and fit model properly. Path analysis means a variation of multiple regression analysis and useful for analyzing a number of issues involved in causal (Stage et al., 2004). The validity and reliability test was used SPSS 24 to ensure the data and the questionnaire were robust and valid. The population of the research is student of Faculty of Economics in Universitas Sarjanawiyata Tamansiswa who have done online purchasing, on February until December in 2020 which is unknown. Based on Israel (1992) for mass population (more than 100.000) the sample size for 95% confidence level is 400 samples. The criteria of respondent in this research (purposive sampling) is the active student who was born in 1980-2000 and actively using online purchasing. The result showed that 400 students met the criteria from total 437 filled the questionnaire. All of the questionnaires used seven Likert-scale. The questionnaire items of hedonic motivation (fun, enjoyable, and entertainment), online purchasing habit (habitual level, addicted level, and necessity level) and online purchasing intention (future intention, daily using, and continuing planning) were adapted from Venkatesh et al., (2012).

3. Results

Result showed that 62% (249) of participants are females and 38% are males (151). It indicates that female group of millennial are more actively using online purchasing than male group. The questionnaire also asked the most active application that has been used by participants, and it showed Lazada gained 45% of users, Shopee gained 84% of users, Bukalapak gained 18% of users, Tokopedia gained 34% of users, OLX gained 16% of users, Tiket.com gained 17% of users, Traveloka gained 33% of users, Gojek gained 62% of user, Grab gained 59% of users, Blibli gained 5%, JD.ID gained 6% and Pegipegi gained 5%. From 7 scale of Likert, hedonic motivation's mean amounted to 5,845; standard deviation amounted to 0,926 and variance amounted to 0,858. From 7 scale of Likert, online purchasing habit's mean amounted 4,928; standard deviation amounted 1,360 and variance amounted 1,851. From 7 scale of Likert, online purchasing

intention's mean amounted 4,867; standard deviation amounted 1,206 and variance amounted 1,454.

Table 1. Validity Test

Items	Pearson Correlation	Sig
Using online purchasing application is fun	0,908	0,00
Using online purchasing application is enjoyable	0,937	0,00
Using online purchasing application is entertaining	0,874	0,00
The use of online purchasing application has become a habit for me	0,903	0,00
I am addicted to use online purchasing application	0,934	0,00
I must use online purchasing application	0,896	0,00
I intend to continue using online purchasing application in the future	0,835	0,00
I will always try to use online purchasing application in my daily life.	0,924	0,00
I plan to continue to use online purchasing application frequently.	0,929	0,00

Source: Processed Data, 2020

Validity is defined as the extent to which a concept is accurately measured in a quantitative study (Heale & Twycross, 2015). Items valid if the correlation of each item with total items have significant value, below 0,005 (Putri, 2015). Based on Table 1. Validity Test, there are nine questionnaires' items were tested using SPSS22. The result showed that all of the items were supported (Sig. < 0,00).

Table 2. Reliability Test

Items	Cronbach's Alpha
Using online purchasing application is fun	0,827
Using online purchasing application is enjoyable	0,774
Using online purchasing application is entertaining	0,921
The use of online purchasing application has become a habit for me	0,863
I am addicted to use online purchasing application	0,819
I must use online purchasing application	0,875
I intend to continue using online purchasing application in the future	0,898
I will always try to use online purchasing application in my daily life.	0,793
I plan to continue to use online purchasing application frequently.	0,764

Source: Processed Data, 2020

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Taherdoost, 2016). Items were

reliable if the Cronbach's Alpha value is above 0,700 (Putri, 2015). Based on Table 2. The Reliability Test result showed that all of the indicators are greater than 0,700. It can be concluded that all of the indicators are reliable.

Table 3. Fit Model Test

Criteria (Haryono, 2016)		Result	
GFI	>0,9	0,922	Accepted
AGFI	0,8-0,9 (marginal fit)	0,855	Accepted
TLI	>0,9	0,932	Accepted
IFI	>0,9	0,955	Accepted
NFI	>0,9	0,947	Accepted
PNFI	0,6-0,9	0,631	Accepted

Source: Processed Data, 2020

Based on Table 3. Fit Model Test result stated that most of the requirement is accepted. Goodness of Fit Index (GFI) is accepted amounted 0,922 (criteria > 0,9); Adjusted Goodness of Fit Index (AGFI) is accepted amounted 0,855 means this research has marginal fit; Tucker Lewis Index (TLI) is accepted amounted 0,932 (criteria > 0,9); Incremental Fit Index (IFI) is accepted amounted 0,955 (criteria > 0,9); NFI is accepted amounted 0,947 (criteria > 0,9) and PNFI is accepted amounted 0,631 (criteria 0,6-0,9).

Table 4. Hypotheses Test

	Estimate	Standard Error	Critical Ratio	Probability	Conclusion
H1	0,846	0,071	11,921	0,001	Accepted
H2	0,621	0,044	14,193	0,001	Accepted
H3	0,056	0,042	1,341	0,180	Rejected

Source: Processed Data, 2020

Based on Table 4, Hypotheses 1 stated hedonic motivation positively affect toward online purchasing habit was accepted (p-value < 0,001). The hedonic shopper is often looking for things enjoyment, fantasy, fun, sensory stimulation, novelty, variety, and surprise. Hedonic motivation refers to the enjoyment of shopping, the pursuit of fun, and excitement while shopping (Kim & Eastin, 2011). This implicates that hedonic motivation would cause impulsive shopping, which refers to unplanned and hasty shopping (To et al., 2007). This result showed that the hedonic motivation can effect online purchasing because hedonic shopper is often not only looking for a value of the product but also bring more enjoyment. This result can suggest for marketers should be aware of aspects detailed, greater strategic design, and implementation of online strategies which also provide hedonic shoppers (Martínez-López et al., 2016).

Based on Table 4, Hypotheses 2 stated online purchasing habit positively affect online purchasing intention was accepted (p-value < 0,001). This consistent with the result of previous papers Escobar-Rodríguez & Carvajal-Trujillo (2014)

“Online Purchasing Tickets for Low Cost Carriers: An Application of the Unified Theory of Acceptance and Use of Technology (UTAUT) Model”. Alalwan et al., (2015) also confirmed that online purchasing habit as a predictor of consumer intention, because intention played a role in facilitating their actual behavior as well as motivating them to use such a system in the future. The greater habit of individuals the more they are to have a greater intention to purchase (Escobar-Rodríguez & Carvajal-Trujillo, 2014). This result can suggest for marketers should implement marketing communications strategies that create online purchasing habit of using technology, this would influence more customers to form a stronger intention to purchase more (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

Based on Table 4. Hypotheses 3 stated hedonic motivation positively affect toward online purchasing intention was rejected (p-value > 0,005). However, the result strengthens the mediation relationship between hedonic motivation and online purchasing habit toward online purchasing intention. This result creates a new paradigm for marketers to achieve not only make a joyful or happiness experience in their online application but also make the online application be the excitement habitual behavior for millennial. Escobar-Rodríguez & Carvajal-Trujillo (2013) in their article titled “Online Drivers of Consumer Purchase of Website Airline Tickets” also showed rejected results regarding the relationship between hedonic motivations toward online purchase intention.

Table 5. Standardized Directs Effects

	HM	HT	BI
HT	0,602	0,000	0,000
BI	0,056	0,873	0,000

Source: Processed Data, 2020

Based on Table 5. Standardized Direct Effects showed the relationship between hedonic motivations to online purchase intention amounted to 0,056 and online purchasing habit amounted to online purchase intention amounted 0,873. The direct relationship between hedonic motivations to online purchasing habit amounted to 0,602.

Table 6. Standardized Indirects Effects

	HM	HT	BI
HT	0,000	0,000	0,000
BI	0,526	0,000	0,000

Source: Processed Data, 2020

Table 7. Standardized Total Effects

	HM	HT	BI
HT	0,602	0,000	0,000
BI	0,582	0,873	0,000

Source: Processed Data, 2020

Table 6. Standardized Indirect Effects showed the relationship between hedonic motivation to online purchase intention amounted 0,526 (0,873 x 0,602). Therefore the total effect mediation become 0,056+0,526 = 0,582 showed in Table 7 (Standardized Total Effects). Hence the total effect of mediation between hedonic motivation and online purchasing habit as mediators toward online purchase intention amounted to more than 50% (58,2%) can be concluded there's a significant mediation relationship in the model.

4. Conclusion

The purpose of this research is filling the gap in the online purchasing intention of millennial with UTAUT2 as the core theory. The result above showed that the first, second, and fourth hypotheses were accepted, while the third hypotheses were rejected. It can be concluded that hedonic motivation directly affects online purchasing habit while online purchasing habit also acts as a mediator between hedonic motivation and online purchasing intention. Millennial like the online shopping experience because it is considered fun and amusing and can lead to habitual behavior. The implication for online purchasing application managers should not only prioritize short-term (momentary) relationships but prioritize long-term relationships therefore consumers become accustomed to using the application. Such a feeling, creating the habitual reaction (excitement feeling) and finally creating higher online purchasing intentions for customers or potential ones. The author's recommendation for managers is to always be creative and innovative, such as creating an attractive and profitable membership program. This research is limited to the number and distribution area of the sample and does not specifically refer to a particular application. Suggestions for further research include the impact of social relationships and the facilitating conditions applied to online purchase intentions; it is also interesting to put a gender comparison (female versus male) as a moderator.

REFERENCES

- Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., Lal, B., & Williams, M. D. (2015). Consumer adoption of Internet banking in Jordan: Examining the role of hedonic motivation, habit, self-efficacy and trust. *Journal of Financial Services Marketing*, 20(2), 145–157. <https://doi.org/10.1057/fsm.2015.5>
- Ali, H., & Purwandi, L. (2016). *Indonesia 2020: The Urban Middle-Class Millennials*. Jakarta.
- Bakırtaş, H., & Divanoğlu, S. U. (2013). The Effect of Hedonic Shopping Motivation on Consumer Satisfaction and Consumer Loyalty. *International Journal of Asian*

- Social Science*, 3(7), 1522–1534.
- Brown, H. (2016). Online Apparel Consumer Behavior: Hedonic Motivation & Post-Purchase Communication. Retrieved from https://digitalcommons.uri.edu/tmd_major_papers/5https://digitalcommons.uri.edu/tmd_major_papers/5
- Brown, S. A., & Venkatesh, V. (2005). Model of Adoption of Technology in Households: A Baseline Model Test and Extension Incorporating Household life Cycle. *MIS Quarterly: Management Information Systems*, 29(3), 399–426. <https://doi.org/10.2307/25148690>
- Economic Research and Regional Cooperation Department and the Digital Technology for Development Unit, Asian Development Bank, & United Nations Economic and Social Commission for Asia and the Pacific. (2018). *Embracing the E-commerce Revolution in Asia and the Pacific*. <https://doi.org/10.22617/TCS189409-2>
- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2013). Online drivers of consumer purchase of website airline tickets. *Journal of Air Transport Management*, 32, 58–64. <https://doi.org/10.1016/j.jairtraman.2013.06.018>
- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70–88. <https://doi.org/10.1016/j.tourman.2014.01.017>
- Fard, S. S., Alkelani, A. M., & Tamam, E. (2019). Habit as a moderator of the association of utilitarian motivation and hedonic motivation with purchase intention: Implications for social networking websites. *Cogent Social Sciences*, 5(1), 1–18. <https://doi.org/10.1080/23311886.2019.1674068>
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative research. *Evidence-Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Israel, G. D. (1992). *Determining Sample Size*. Agricultural Education and Communication Department, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences.
- Kim, S., & Eastin, M. S. (2011). Hedonic tendencies and the online consumer: An investigation of the online shopping process. *Journal of Internet Commerce*, 10(1), 68–90. <https://doi.org/10.1080/15332861.2011.558458>
- Kinda, T. (2019). E-commerce as a Potential New Engine for Growth in Asia. In *IMF Working Papers* (Vol. 19). <https://doi.org/10.5089/9781498317467.001>
- Krithika, M., & Rajini, G. (2017). Buying or browsing: Motivation behind online purchase intention. *Man in India*, 97(22), 1–7.
- Lee, N. R., & Kotler, P. (2016). *Social Marketing: Changing Behaviors for Good* (S. Publica). United States of America.
- Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2007). How habit limits the predictive power of intention: The case of information systems continuance. *MIS Quarterly: Management Information Systems*, 31(4), 705–737. <https://doi.org/10.2307/25148817>
- Martínez-López, F. J., Pla-García, C., Gázquez-Abad, J. C., & Rodríguez-Ardura, I. (2016). Hedonic motivations in online consumption behaviour. *International Journal of Business Environment*, 8(2), 121. <https://doi.org/10.1504/ijbe.2016.076628>
- Moore, B., Akib, K., & Sugden, S. (2018). E-Commerce in Indonesia: A Guide for Australian Business. In *Amplitude and Australian Trade and Investment Commission* (Austrade). <https://doi.org/10.1094/PDIS-91-9-1198B>
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*, 9(5), 135–144. <https://doi.org/10.5539/ijms.v9n5p135>
- Mutlu, H. M., & Der, A. (2017). Unified Theory of Acceptance and Use of Technology: The Adoption of Mobile Messaging Application. *Megatrend Revija*, 14(1), 169–186. <https://doi.org/10.5937/megrev1701169m>
- O'Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. *Interacting with Computers*, 22(5), 344–352. <https://doi.org/10.1016/j.intcom.2010.04.001>
- Pahnla, S., & Warsta, J. (2010). Online shopping viewed from a habit and value perspective. *Behaviour and Information Technology*, 29(6), 621–632. <https://doi.org/10.1080/0144929X.2010.501115>
- Priansa, D. J., & Suryawardani, B. (2020). Effects of E-Marketing and Social Media Marketing on E-commerce Shopping Decisions. *Jurnal Manajemen Indonesia*, 20(1), 76–82. <https://doi.org/10.25124/jmi.v20i1.2800>
- Putra, G., & Ariyanti, M. (2017). Pengaruh Faktor-Faktor Dalam Modified Unified Theory of Acceptance and Use of Technology 2 (Utaut 2) Terhadap Niat Prospective Users Untuk Mengadopsi Home Digital Services Pt. Telkom Di Surabaya. *Jurnal Manajemen Indonesia*, 14(1), 59. <https://doi.org/10.25124/jmi.v14i1.352>
- Putri, J. W. (2015). Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks: Case Study of Online Shop on Instagram. *IBuss Management*, 3(2), 232–240.
- Riffai, M. M. M. A., Grant, K., & Edgar, D. (2012). Big TAM in Oman: Exploring the promise of on-line banking, its adoption by customers and the challenges of banking in Oman.

- International Journal of Information Management*, 32(3), 239–250.
<https://doi.org/10.1016/j.ijinfomgt.2011.11.007>
- Roudposhti, V. M., Nilashi, M., Mardani, A., Streimikiene, D., Samad, S., & Ibrahim, O. (2018). A new model for customer purchase intention in e-commerce recommendation agents. *Journal of International Studies*, 11(4), 237–253.
<https://doi.org/10.14254/2071-8330.2018/11-4/17>
- Salim, M., Alfansi, L., Darta, E., Anggarawati, S., & Amin, A. (2019). Indonesian Millenials Online Shopping Behavior. *International Review of Management and Marketing*, 9(3), 41–48.
<https://doi.org/10.32479/irmm.7684>
- Singh, D. P. (2014). Online Shopping Motivations, Information Search, and Shopping Intentions in an Emerging Economy. *East Asian Journal of Business Management*, 4(3), 5–12.
<https://doi.org/10.13106/eajbm.2014.vol4.no3.5>
- Son, J., Sun, J., & Hughes, A. (2017). Millennials' Online Apparel Purchase Decisions through Social Interactions. *Fashion, Industry and Education*, 15(1), 44–58.
<https://doi.org/10.7741/fie.2017.15.1.044>
- Stage, F. K., Carter, H. C., & Nora, A. (2004). Path analysis: An introduction and analysis of a decade of research. *Journal of Educational Research*, 98(1), 5–13.
<https://doi.org/10.3200/JOER.98.1.5-13>
- Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management*, 5(3), 28–36.
<https://doi.org/10.2139/ssrn.3205040>
- To, P.-L., Liao, C., & Lin, T.-H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787.
<https://doi.org/10.1016/j.technovation.2007.01.001>
- Topaloğlu, C. (2012). Consumer Motivation and Concern Factors for Online Shopping in Turkey. *Asian Academy of Management Journal*, 17(2), 1–19.
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). Electronic Commerce - A Managerial and Social Perspective. In *Springer*. [https://doi.org/10.1016/S0267-3649\(03\)00504-1](https://doi.org/10.1016/S0267-3649(03)00504-1)
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly: Management Information Systems*, 27(3), 425–478.
<https://doi.org/10.2307/30036540015>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly: Management Information Systems*, 36(1), 157–178.
<https://doi.org/10.2307/41410412>
- Wahyuarini, T., Sofianan, E., & Novieyana, S. (2019). Faktor-faktor Pendorong Individu Melakukan Pembelian Online. *Inovbiz: Jurnal Inovasi Dan Bisnis*, 7(1), 34–41.
- Wilson, N. (2018). The Impact of Service Quality and Brand Image toward Customer Loyalty in the Indonesian Airlines Industry. *Jurnal Manajemen Indonesia*, 18(3), 222–234.
<https://doi.org/10.25124/jmi.v18i3.1734>
- Wilson, N. (2019). the Impact of Perceived Usefulness and Perceived Ease-of-Use Toward Repurchase Intention in the Indonesian E-Commerce Industry. *Jurnal Manajemen Indonesia*, 19(3), 241.
<https://doi.org/10.25124/jmi.v19i3.2412>
- Yu, H., Zhang, R., & Liu, B. (2018). Analysis on Consumers' Purchase and Shopping Well-Being in Online Shopping Carnivals with Two Motivational Dimensions. *Sustainability*, 10, 1–18.
<https://doi.org/10.3390/su10124603>