Influence of the UTAUT2 Model on Consumer Repurchase Intentions in the Fashion E-commerce Industry: An Analysis of Shopee Indonesia

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ABSTRACT
The rapid advancement of technology and digital intelligence presents new opportunities for marketers to promote products and engage consumers in online transactions. This paper investigates the influence of the UTAUT2 model on consumer repurchase intentions in the fashion e-commerce industry, using Shopee Indonesia as a case study. The research focused on variables from the UTAUT2 model with age as a moderating variable, and Online Repurchase Intention as the dependent variable. A sample of 206 respondents, representing Gen Z and Millennials domiciled in Jakarta and its surrounding area, was selected for this study. Data was collected through a questionnaire and analyzed using Structural Equation Modeling (SEM) facilitated by SmartPLS 4 Software. As the result, this study finds that Facilitating Condition (FC), Habit (H), Hedonic Motivation (HM), and Price Value (PV) have significant effects on Online Repurchase Intention (ORI) by showing positive effect among Jakarta and its surrounding consumers who buys fashion category on Shopee.
Keywords : UTAUT2 Model, Online Repurchase Intention, Fashion E-commerce Industry, Shopee Indonesia, Structural Equation Modeling (SEM).

I. INTRODUCTION

As technology and digital intelligence continue to advance, new prospects are emerging for marketers to promote products and encourage consumers to make purchases online (Auliarahman & Sumadi, 2020). E-commerce, facilitated by a range of information and communication technologies (ICT), provides many opportunities for business entities to minimize their transaction expenses while expanding their global reach (Alfanur & Kadano, 2019). E-commerce has experienced substantial growth in Indonesia, becoming an integral component of the lifestyle within the Indonesian consumer market (Kelly & Febriyantoro, 2022). According to a survey conducted by Jakpat in the first semester of 2022 and published on Good Stats, Shopee is the leading e-commerce platform in Indonesia, with the majority of Indonesians choosing it for their online shopping needs (GoodStats, 2022). Furthermore, it appears that Indonesian consumers have a strong preference for purchasing fashion products through e-commerce platforms rather than in physical stores. A JakPat survey revealed that during the first half of 2022, 58% of respondents opted for online shopping when purchasing fashion items, while only 29% visited physical stores for the same purpose (Databoks, 2022).

In the previous study, Alfanur and Kadono (2019) found that for the people who lives in Java are significantly influenced by hedonic motivation and price value in their online purchase intention, but for the people who lives in Sumatra they're favorably affected by social influence in their online purchase intention. As an addition, respondents that participated in previous research only based on the location, unspecified e-commerce as online shopping methods, and not using the whole data (age, income, occupation, etc.) became disadvantaged.

In the aim to fill those gaps and also to enrich the outcome of the future study, current research tends to specify the online shopping methods. This study will use Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (Venkatesh *et al*, 2012) to divine the factors that might influence the online repurchase intention on fashion category at Shopee Indonesia. In UTAUT 2 model, there are seven factor that might contribute to the process of repurchase intention which are Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC), Hedonic Motivation (HM), Price Value (PV), and Habit (H). If forming the respondents and specifying the goods they purchased will make difference and give us the result that was expected. According to Piarna, Fathurohman, and Nugraha (2020), millennials are influenced by social

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influence and habit in shaping their behavioral intention. But also found that performance expectancy, effort expectancy, and facilitating condition are not determining factors that influence behavioral intention.

Based on the discussion above, the research questions of this paper is to find out what is the influence of the UTAUT2 model (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit) to Repurchase Intention in online buying fashion category at Shopee Indonesia and what is the influence of age as a moderating variable between Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit to Repurchase Intention in online buying fashion category at Shopee Indonesia. So that, the objectives of this paper are to determine the influence of the UTAUT2 model (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit) to Repurchase Intention in online buying fashion category at Shopee and to determine the influence of age as a moderating variable between Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit to Repurchase Intention in the online buying fashion category at Shopee.

II. LITERATURE REVIEW

E-Commerce

E-commerce is a process of selling and buying products by consumers and from company to company with the internet as an intermediary for business transactions electronically with technology and internet (Laudon, 2009). According to Yoon & Occena (2015), E-commerce gives an online environment which comes to consumer's convenience where consumers are able to shop or transact whenever and wherever consumer wants and needs. The success of e-commerce is very dependent on the large number of users or adopters of these technologies (Alfanur & Kadano, 2019). The UTAUT model can determine whether e-commerce is acceptable for consumers or not, especially in Indonesia.

Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2)

Venkatesh *et al* (2012) enhanced the previous Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IFT), and Social Cognitive Theory (SCT) and merged it into Unified Technology Acceptance and Use Theory (UTAUT). The previous model of UTAUT has 4 key constructs which are performance expectancy, effort expectancy, social influence, and facilitating conditions. New UTAUT model has been developed by Ventkantesh *et al* (2012), combining eight theories of acceptance of information technology (Taiwo and Downe, 2013). three new constructs of psychological variables which are hedonic motivation, price, value, and habit (Venkatesh *et al*, 2012). All UTAUT model constructs have an influence on behavioral intentions to use technology. Moreover, in UTAUT2, there are individual differences such as age, gender, and experience that are used as moderation variables that could influence behavioral intentions using technology (Alfanur & Kadano, 2019). In this research, Online Repurchase Intention will become the behavior intention to determine the influence from 7 constructs of UTAUT2.

Online Repurchase Intention

According to Schlosser *et al* (2006) online purchase intention is consumer intention to make an initial online purchase. Additionally, repurchase intention is the subjective probability that an experienced customer will likely repeatedly purchase a product or a service again from the same company or online seller (Chiu *et al*, 2012; Hellier *et al*, 2003). Based on the Kim *et al* (2012) and Wen *et al* (2011) repurchase intention is the essential factor for the sustainability of B2C e-commerce. It can explore the reasons that lead internet users to continue shopping online. Online repurchase intention will be the dependent variable of this research using the UTAUT2 model.

The Effect of Performance Expectancy on Online Repurchase Intention

Venkatesh *et al* (2012) define performance expectancy as how much using a technology can help people get things done easier and faster. The more a technology can simplify and improve the way we live and work, the higher its performance expectancy. Performance expectancy refers to the usefulness one expects from using the technology. The usefulness of online shopping was found as the strongest predictor in continuance repurchase intention among Egyptian internet users (Aref & Okasha, 2023). Performance expectancy and behavior intention is also moderated by age specifically in the younger generation (Venkatesh *et al*, 2012). From those statement, the hypotheses are:

H1a: Performance Expectancy (PE) has positive effect on Online Repurchase Intention (ORI)
H1b: Performance Expectancy (PE) affects Online Repurchase Intention (ORI) by age

The Effect of Effort Expectancy on Online Repurchase Intention

Effort expectancy is the ease of use of technology that can reduce human effort (labor and time) (Venkatesh *et al*, 2012). Wen *et al* (2011), described effort expectancy in online shopping as the extent to which a consumer perceives the ease of interaction with e-commerce and is able to receive the product information that they need. Furthermore, in the shopping online context, consumers will intent to repurchase online if they find out that performing online transactions is not difficult and does not need more effort than offline transactions. A research conducted by Aref and Okasha (2023) found out that effort expectancy shows significantly influence online repurchase intention among Egyptian internet users. Age moderates positive influence between effort expectancy and behavior intention on cosmetic products in Body Shop platform was also found out from the research of Mahendra and Ardani (2015). Thus, the 2nd hypothesis in this study are:

H2a: Effort Expectancy (EE) has positive effect on Online Repurchase Intention (ORI)
H2b: Effort Expectancy (EE) affects Online Repurchase Intention (ORI) which moderated by age

The Effect of Social Influence on Online Repurchase Intention

Venkatesh *et al* (2012) exemplify Social Influence as the effect of environmental factors such as the opinions from consumer's family, friends, relatives, and peers. Additionally, Tarhini *et al* (2016) described that social influences may affect consumer perceptions and behaviors in online shopping which can encourage consumers to adopt the use of the internet for online shopping. According to the research conducted by Chong (2013) consumers will use shopping applications if they are influenced by environmental factors such as friends, relatives, family, or opinions. The effect of social influence showed a positive effect on purchase intention of Green Cosmetics on e-commerce, according to the research from Kartikasari and Yuiarintino (2021). Social influence can be influenced by age (Venkatesh *et al*, 2012). Therefore, the 3rd hypothesis are:

H3a: Social Influence (SI) has positive effect on Online Repurchase Intention (ORI)
H3b: Social Influence (SI) affects Online Repurchase Intention (ORI) which moderated by age

The Effect of Facilitating Conditions on Online Repurchase Intention

Venkatesh *et al* (2012), explain Facilitating Conditions as the availability which an individual believes that an organizational and technical infrastructure can support the use of the system such as knowledge, consumer resources, and capabilities. According to the previous research by Aref and Okasha (2023) found out that Internet Facilitating Condition showed a positive relationship to online repurchase intention. Thus, the 4th hypothesis are:

H4a: Facilitating Condition (FC) has positive effect on Online Repurchase Intention (ORI)
H4b: Facilitating Condition (FC) affects Online Repurchase Intention (ORI) which moderated by age

The Effect of Hedonic Motivation on Online Repurchase Intention

Hedonic motivation is also known as intrinsic motivation and entertainment motivation (Muntinga *et al,* 2011). In the context of technology, Hedonic Motivation is defined as the enjoyment or pleasure derived from the use of technology (Tyrväinen, 2020). Based on the research conducted by Van der Heijden (2004), found out that hedonic motivation influenced the intention of using the technology (Application/Website). Additionally, hedonic reasons have strong relation with a high probability of users returning to the online platform and continuing purchasing (Aref & Okasha, 2019). As it was stated by Venkatesh *et al* (2012) that age can moderates the effect of hedonic motivation to behavior intention, hence, the 5th hypothesis are:

H5a: Hedonic Motivation (HM) has a positive effect on Online Repurchase Intention (ORI)
H5b: Hedonic Motivation (HM) affects Online Repurchase Intention (ORI) which moderated by age

The Effect of Habit on Online Repurchase Intention

Herrero *et al* (2017), described that habit as consumers' cognitive tradeoff to the extent where users are performing their behaviors automatically of learning and getting used to the system day by day. According to the research conducted by Kartikasari and Yuniarto (2021), Escobar- Rodríguez & Carvajal-Truzillo (2014), Nuriska *et al* (2018), Yusuf and Indrawati (2019) stated that habit has a positive effect and significant on online purchase intention. Venkatesh *et al* (2012) declared that age differences can influence consumer habits. Therefore, the 6th hypothesis are:

H6a: Habit (H) has a positive effect on Online Repurchase Intention (ORI)
H6b: Habit (H) affects Online Repurchase Intention (ORI) which moderated by age

The Effect of Price Value on Online Repurchase Intention

Price value is the category where users pay attention to the cost while shopping through the online platform (Herrero *et al*, 2017). According to the research by Nuriska *et al* (2018), Indrawati and Haryoto (2015) validate that the price value has a strong impact for consumers in using technology. Previous study from (Mahendra and Ardani, 2015) showed that age has a positive and significant impact on buying in the Body shop

cosmetic product in Denpasar. It is found out that behavioral intention is significantly influenced by Price Value. From those finding this paper come up with the 6th hypothesis:

H7a: Price Value (PV) has a positive effect on Online Repurchase Intention (ORI)

H7b: Price Value (PV) affects Online Repurchase Intention (ORI) which moderated by age

Conceptual Framework of the Research

This study adopted seven constructs in the UTAUT 2 model to repurchase intention. UTAUT 2 and repurchase intention. This model was adapted from the previous research by Aref and Okasha (2023) in Egypt which determined the essential factors that influence customer's repurchase intention behavior. However, in this paper, the researcher added age as a moderating variable, social influence variable that influences online repurchase intention, and its conduct among Indonesian users who use Shopee to shop their fashion needs online. This paper's focus study is to determine the factors that influence customers' repurchase intention using UTAU2 on Shopee as an e-commerce platform specifically in the Fashion category, knowing that e-commerce has grown significantly every year in Indonesia.
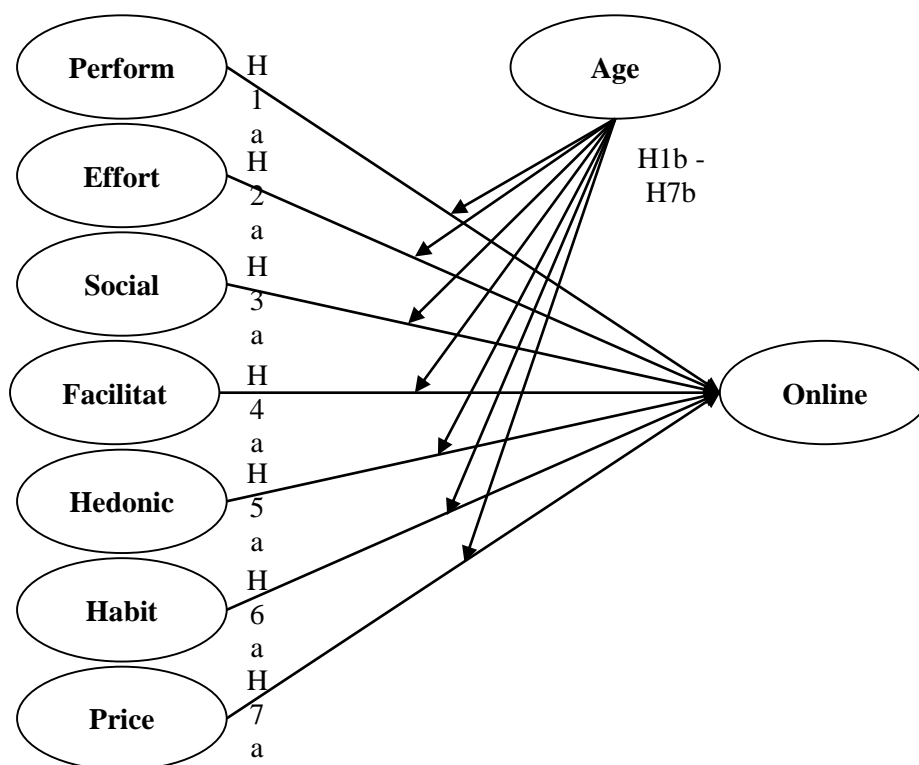
Figure 1.0 - Research Framework.

III. METHODS

Research Design

The study adopts quantitative research which involves minimal interference from the researcher, as participants will independently complete an online self-administered questionnaire. The data collection is categorized as non-contrived, as it is gathered in the participants' normal working environment. The unit of analysis for this study is individual Shopee users who have made a purchase of fashion products on the platform in the past three months. The time horizon for this study is cross-sectional, meaning data will be collected at a single point in time.

A non-probability convenience sampling method is used to select participants for the study. Determining the appropriate sample size for Structural Equation Modeling (SEM) remains a debatable issue. The theoretical model under examination in this study encompasses 31 constructs and 8 latent variables, resulting in a ratio of three. According to Westland (2015), a ratio of three needs sample size above 200, whereas a ratio of four demands a sample size of at least 100. Conversely, Kline (2011) stated that the minimum recommended sample size should be 200. In this research, the sample size has been kept above 200, aligning with these varying perspectives.

Data Collection Method

The researchers collected the data through the primary data (survey). The primary data will use quantitative strategy through the survey with cross-sectional study. The survey will be conducted as a self-administered online questionnaire. The questionnaire consists of multiple-choice questions and 32 items of Likert-scale questions. Age was split into two categories: Gen Z (Age 11-26) and Millenials (Age 27-42). Gender was also divided into two categories: male or female. The Likert scale ranges from 1 (strongly disagree) to 6 (strongly agree), allowing participants to express their degree of agreement or disagreement with various statements related to these research variables.

Validity and Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Effort Expectancy	0.844	0.847	0.890	0.618
Facilitating Conditions	0.763	0.788	0.863	0.679
Habit	0.864	0.868	0.917	0.787
Hedonic Motivation	0.893	0.893	0.926	0.757
Online Repurchase Intention	0.908	0.909	0.932	0.732
Performance Expectancy	0.870	0.873	0.920	0.794
Price Value	0.866	0.869	0.918	0.788
Social Influence	0.871	0.878	0.906	0.660

Table 1.0 - Validity and Reliability Test.

The reliability and validity of the constructs used in this study were assessed using several metrics, as suggested in the extant literature (Hair *et al*, 2010). Cronbach's alpha was employed as a measure of internal consistency, with values over 0.7 being an indicator of acceptable reliability (Nunnally, 1978). For this research, all constructs surpassed the 0.7 threshold for Cronbach's alpha, with values spanning from 0.784 (Habit) to 0.908 (Online Repurchase Intention), showcasing robust internal consistency for each construct's items.

Additionally, both the Composite reliability (rho_a and rho_c) for every construct affirmed this strong internal consistency, as all values were above the recommended 0.7 mark (Hair et al, 2010). In assessing convergent validity, the Average Variance Extracted (AVE) was calculated, with scores over 0.5 representing satisfactory convergent validity (Fornell & Larcker, 1981). All constructs in this study had AVE values surpassing this threshold, varying between 0.618 (Effort Expectancy) and 0.794 (Performance Expectancy). Hence, the constructs employed in this research exhibit both high reliability and validity, ensuring that any further analysis leveraging these constructs remains dependable and accurate.

IV. RESULTS AND DISCUSSIONS

Respondent Profile

The study examined a sample of respondents who reside in the Greater Jakarta area, also known as the Jakarta and its surrounding area, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi. A total of 206 individuals participated, with women representing approximately 55% (n=113) of the respondents and men constituting about 45% (n=93). The study specifically targeted two age demographics, namely Gen Z and millennials. The majority of respondents, about 65.5% (n=135), were from the Gen Z category, defined as those between the ages of 15 and 26 years old. Millennials, defined in this study as individuals aged between 27 and 42 years old, comprised the remaining 34.5% (n=71) of the sample. In terms of occupations, workers represented the largest group at 41.7% (n=86), followed by students at 29.1% (n=60). The remaining respondents identified themselves as entrepreneurs (10.7%, n=22), housewives or housefathers (9.7%, n=20), and civil servants (8.7%, n=18). Therefore, the sample represented a diverse cross-section of occupational backgrounds within the Gen Z and millennial demographics in Jakarta and its surrounding area.

Factor Loading (Outer Model)
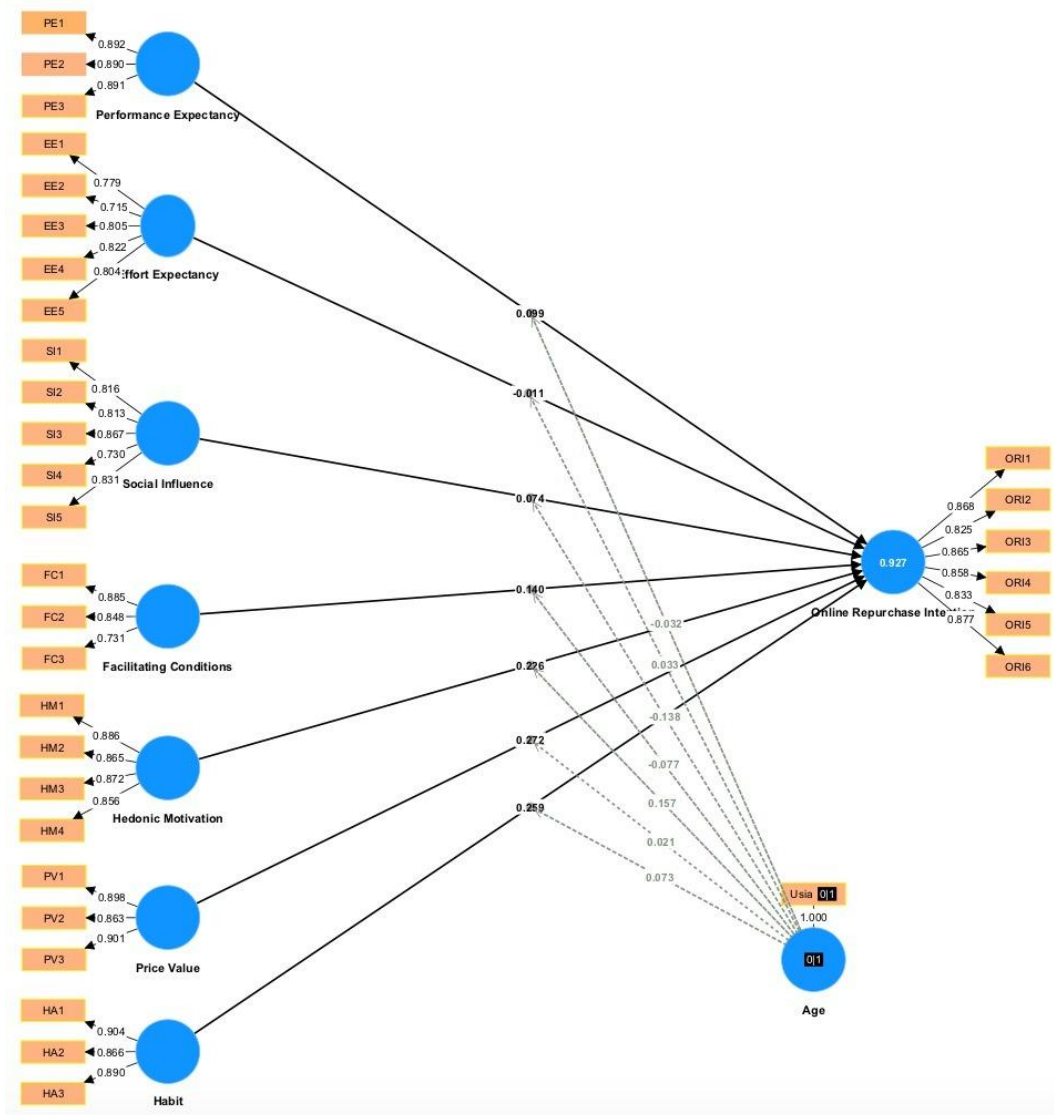
Figure 2.0 - Factor Loading

In this research, Partial Least Squares (PLS) algorithm is used to analyze the outer loading factors of the nine variables represented by 33 indicators. The outer loadings depict the correlation between the observed variables and their respective latent constructs. According to Hair *et al* (2010), an indicator's outer loading should ideally be higher than 0.7 for it to be considered relevant for the construct. This study followed this guideline, and all of our 33 indicators showed an outer loading factor greater than 0.7, thus affirming their relevance and reliability in evaluating the constructs. These results contribute to the reliability of our data and the validity of this study's model.

Model Fit Measure

	Saturated Model	**Estimated Model**
SRMR	0.058	0.059

Table 2.0 - Model Fit Measure

The coefficient of model fit, often referred to as SRMR, was calculated for the construct of Online Repurchase Intention to assess the average magnitude of the discrepancies between observed and expected correlations as an

absolute measure of model fit criteria. In our study, the SRMR value for Online Repurchase Intention fell under the acceptance criteria at 0.058, thus indicating that our model was fit to observe the variables.

Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Tstatistics (|OSTDEV|)	P values
Age → Online Repurchase Intention	-0.025	-0.032	0.051	0.495	0.310
Effort Expectancy → Online Repurchase Intention	-0.011	-0.007	0.057	0.194	0.423
Facilitating Condition → Online Repurchase Intention	0.140	0.140	0.053	2.652	0.004
Habit → Online Repurchase Intention	0.259	0.259	0.048	5.422	0.000
Hedonic Motivation → Online Repurchase Intention	0.226	0.234	0.087	2.590	0.005
Performance Expectancy → Online Repurchase Intention	0.099	0.089	0.067	1.481	0.069
Price Value → Online Repurchase Intention	0.272	0.266	0.056	4.834	0.000
Social Influence → Online Repurchase Intention	0.074	0.077	0.065	1.145	0.126
Age x Performance Expectancy → Online Repurchase Intention	-0.032	-0.015	0.107	0.301	0.382
Age x Effort Expectancy → Online Repurchase Intention	0.033	0.032	0.126	0.265	0.396
Age x Social Influence → Online Repurchase Intention	-0.138	-0.104	0.161	0.858	0.196
Age x Facilitating Condition → Online Repurchase Intention	-0.077	-0.087	0.103	0.748	0.227
Age x Hedonic Motivation → Online Repurchase Intention	0.157	0.143	0.139	1.128	0.130
Age x Price Value → Online Repurchase Intention	0.021	0.004	0.109	0.190	0.425
Age x Habit → Online Repurchase Intention	0.073	0.063	0.081	0.905	0.183

Table 3.0 - Partial Least Square Result.

Our study has an audience of consumers from Jakarta and its surrounding area who repeat the purchase shopping category on Shopee within the past three months. Hence, with the audience we were gathered, this study proved that there's direct correlation on several proposed hypotheses. As the result of the data analysis from PLS-SEM this study finds that Facilitating Condition (FC), Habit (H), Hedonic Motivation (HM),and Price Value (PV) have significant effects on Online Repurchase Intention (ORI) by showing P values < 0.05 and shows positive effect, so the hypothesis H4A, H5A, H6A, H7A can be accepted among Jakarta and its surrounding area's consumers who buys fashion category on Shopee.

Effort Expectancy, Performance Expectancy, and Social Influence shows p value > 0.05 which means there is no significant effect but show positive effects, while age as moderating variable between all variables shows insignificant value. Age which moderates Effort Expectancy, Habit, Performance Expectancy, Social Influence, Hedonic Motivation, Price Value and Facilitating Condition shows negative effects. So hypothesis

H1b, H2b, H3b, H4b, H5b, H6b, H7b cannot be accepted. This is also based on the research conducted by Nuriska *et al* (2018) which already mentioned above that age in Millenials Gen and Z gen did not affect the repurchase intention.

V.   CONCLUSION AND SUGGESTION

The results in this study indicate that the Online Repurchase Intention (ORI) is significantly influenced by Effort Expectancy (EE), Facilitating Conditions (FC), Hedonic Motivation (HM), and Price Value (PV). This suggests that the respondents of this study are influenced by the ease of use, the supporting conditions for online shopping, the pleasure derived from the shopping experience, and the perceived value for the money spent. In this study, factors related to Age, specifically distinguishing between Millennials and Gen Z, did not show a significant moderation effect, indicating that age isn't a crucial variable in our findings.

The results of this study offer meaningful implications for stakeholders in the e-commerce sector. The findings that Online Repurchase Intention (ORI) is mainly impacted by Effort Expectancy (EE), Facilitating Conditions (FC), Hedonic Motivation (HM), and Price Value (PV) emphasize the needs of ensuring a straightforward shopping process, crafting a supportive environment, enhancing the enjoyment of the shopping experience, and offering value-driven prices. E-commerce platform managers can thus focus on streamlining the user interface, integrating enjoyable features, ensuring a glitch-free system, and presenting competitive pricing to attract and maintain customers.

Although this study sheds light on the influence of these factors on Online Repurchase Intention in the e-commerce domain, future research could address potential limitations. Examining various demographics other than the ones captured in this study could provide broader insights into consumer behavior. Additionally, introducing other moderating factors like occupation, income, and location might further refine the study's outcomes and make them more comprehensive.

The scope of this research also could be expanded to include different online shopping platforms and categories, thereby creating a richer comparison and better generalizability of the results. Including additional variables specific to the chosen category could also enhance the depth of understanding. Lastly, the rapid development of technology and market dynamics, such as the rise of new online shopping platforms and the evolution of consumer preferences, new potential challenges and thus it needs continuous research in this domain in the future.

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