

Analysis Of Factors That Determine Continuance Intention In Using Shopee Application During The Pandemic Covid-19

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Abstract

The Covid-19 pandemic has made people spend more time in the digital space for work, communicating, shopping, or just looking for entertainment. Many people end up shopping from home using e-commerce to buy their daily needs. Shopee is one of the e-commerce sites in Indonesia that has won first place with the most visits and the number of transactions has continued to increase, especially during the Covid-19 period. This shows that there has been a change in user interest in adopting the Shopee application. This study aims to analyze the factors that influence Continuance Intention in using the Shopee application. The theoretical approach used in this study is the UTAUT 2 model because the research model has the strongest predictive value. The research data collection was carried out by distributing online questionnaires via Google Form to 400 respondents. This study was tested with PLS-SEM as a technique for analyzing 8 research constructs from the modified UTAUT2 model. The results showed that the factors that influenced the Continuance Intention in adopting the Shopee application from the highest to the lowest were Social Influence, Hedonic Motivation, Habit, Trust, and Performance Expectancy. This model is proven to strongly predict the desire of consumers to continue to adopt the Shopee application in the future because the R² in the study is 74.1%. The influence of the age moderating variable in this study does not affect the Continuance Intention of consumers in adopting the Shopee application. While the influence of the moderating variable gender affects the Trust variable on Continuance Intention.

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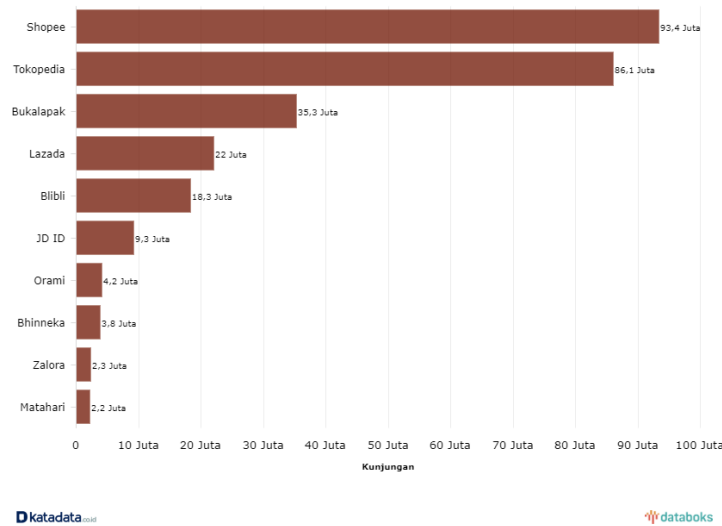
INTRODUCTION

COVID-19 pandemic that occurred in early 2020 has undeniably had a major impact on people's lives. The government issued a policy to implement Pembatasan Sosial Berskala Besar (PSBB) as the main solution to prevent transmission of the virus. With the COVID-19 pandemic, people stay at home more than traveling. COVID-19 also forces people to adapt to a new lifestyle known as "The New Normal" which makes people have to carry out their normal activities by implementing health protocols such as wearing masks, washing hands, carrying hand sanitizers, maintaining distance, and avoiding crowds.

There are many new habits that we never thought of happening in 2020. COVID-19 pandemic is likely to increase digital media consumption as people spend more time at home and communicate

less personally. People now spend more time in the digital space whether they are working, communicating, shopping, or just looking for entertainment (Mankovski, 2020).

Figure 1. Second Quarter 2020 E-Commerce Web Visit Average Graph



Source: www.katadata.co.id (2020)

In the midst of the COVID-19 pandemic, online shopping has become the people's choice. When the PSBB policy was implemented, the community looked for other safer options for them to continue to meet their needs during the pandemic. One of the e-commerce options of the community is Shopee. as shown in figure 1, Shopee is one of the e-commerce sites that ranks first with the highest number of visits in Indonesia. In the second quarter of 2020 the shopee reached 93.44 visits per month. Shopee beat Tokopedia, which has 86.103 million visits to the platform per month. The third position is occupied by Bukalapak 35.5 million. Then, Lazada 22 million, Blibli 18.3 million and JD.id 9.3 million (Ahmad, 2020). By earning first place, Shopee recorded more than 260 million transactions during the second quarter of 2020, and if on average Shopee managed to record more than 2.8 million transactions a day. When compared to the second quarter of 2019, Shopee recorded an increase of more than 130% (Timorria, 2020).

This study is intended to analyze the factors that influence the Continuance Intention adoption of the Shopee application. The theoretical approach used in this study is the UTAUT 2 model developed by Venkatesh et.al., (2012). Several modifications have been made in this study. First, the Behavioral Intention variable was replaced by Continuance Intention on the grounds that, according to the background of this study, the writer wanted to identify the factors that influence consumer Continuance Intention in Shopee which made Shopee achieve the achievement as e-commerce with the highest current transactions. Second, changing Price Value to Price Saving Orientation because, in research

(Escobar, 2014) Price Value has been adjusted to the technology under study, as a result the construct has changed its name to Price Saving. (Escobar, 2014) also states that Price Saving has been considered a very important factor in online shopping.

Trust has the meaning as an accumulation of customer confidence in honesty, kindness and ability which can increase the customer's desire to depend on a product and in trust indirectly there is a security aspect because someone will not feel safe if they do not believe in one product (Roca et al., 2009). In this study, Trust is translated as consumer dependence on the Shopee application to meet their needs. Then, I am not use experience as a moderating variable because the data collection process in this study is cross-sectional, not longitudinal.

LITERATURE REVIEW

Consumer Behavior

Definition of consumer behavior according to Belch et al., (2020: 55) is the processes and activities that people experience when looking for, choosing, buying, using, evaluating, and disposing of products to meet their needs and desires. Another definition according to Hawkins et al., (2019: 6) regarding consumer behavior, namely consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas. to meet the needs and impacts of this process on consumers and society. The success of marketers in influencing purchasing behavior really depends on how well they understand consumer behavior. Marketers need to know the specific needs customers are trying to satisfy and how they translate into purchasing criteria.

According to Hawkins et al., (2019: 7) companies must be able to collect information about consumers because consumer decisions are strongly influenced by situations and product categories. So, research on consumer behavior is needed to understand how certain consumers will behave in certain situations for certain product categories. So, companies can make successful marketing decisions. Hawkins et al., (2019: 8) also add that marketing decisions based on explicit consumer behavior theories, assumptions, and research are more likely to succeed than those based on hunches or intuition, and thus create a competitive advantage. Having an accurate understanding of consumer behavior can reduce the likelihood of a company's failure.

Another definition of consumer behavior according to Kotler & Keller (2016) is a study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires. Kotler & Armstrong (2016: 167) also mentions the characteristics that influence consumer behavior, as follows:

1. Cultural factors

Marketers need to understand all the roles that culture, subculture and social class play on buyers. This is because cultural factors have a broad and deep influence on consumer behavior.

2. Social Factors

Small groups of consumers, social networks, family, social roles and status are social factors that influence consumer behavior.

3. Personal factors

Personal characteristics such as age and stage of the buyer's life cycle, occupation, economic situation, lifestyle, personality, and self-concept are personal factors that influence consumer behavior.

4. Psychological factors

The main factors that influence consumer behavior psychologically include: motivation, perception, learning, and beliefs and attitudes.

Then, here is the process of how consumers carry out the stages of purchasing decisions according to Kotler & Keller (2016), including:

a. Introduction to Problems

The process starts when there is a problem or need that is felt by the buyer. The difference is felt when the buyer realizes the real situation and his desires. Usually caused by internal or external factors.

b. Information Search

This information is obtained both in the external and internal environment such as family, friends, advertising, radio, mass media. Then, internal factors include factors that have a strong influence compared to external factors because these factors are more convincing and cheaper.

c. Alternative Evaluation

This stage is a process where consumers decide to buy or not a product (final assessment) of what they get about the product information.

d. Buying decision

This stage is a process where consumers already know a lot of information about the product so that the evaluation process is carried out quickly. Consumers already know which products are in accordance with their needs and desires.

e. Post Purchase Decisions

Consumers will evaluate the products they have purchased whether they will get satisfaction from the product or not. If satisfied, consumers will return to buy products at the store or brand with the results they get.

From these various definitions, it can be concluded that consumer behavior includes consumer activities to meet their needs and as marketers, it is very important to understand consumer behavior. Because consumer behavior is always changing. By understanding consumer behavior, marketers can meet the needs of their consumers. Then understanding consumer behavior can be used as an evaluation

or consideration for consumers whether the product provides satisfaction to consumers, and in the future it will determine consumer behavior towards new goods or services.

E-commerce

E-commerce (E-commerce) is very similar to digital business but more specific. E-commerce is considered as all electronically mediated exchange of information between organizations and external stakeholders (Chaffey & Chadwick, 2016). So, by using e-commerce, business processes can be done easily and have a very broad reach.

As stated by Kotler & Keller (2016), e-commerce uses websites to transact or facilitate the sale of products and services online. According to Laudon & Traver (2018), e-commerce can be defined as digitally activated commercial transactions between and between organizations and individuals. E-commerce is the development of traditional business transactions using the internet and the web.

Laudon added that there are 8 unique features of e-commerce technology. This unique feature of e-commerce technology represents many new possibilities for marketing and sales - a powerful set of interactive, personalized, and information-rich messages available for delivery to segmented and targeted audiences (Laudon & Traver, 2018). 8 unique e-commerce features according to Laudon include:

1. Ubiquity: internet / web technology is available and can be accessed from anywhere and anywhere.
2. Global Reach: technology reaches all national boundaries, all over the earth.
3. Universal Standard: there is a set of technological standards, namely internet standards.
4. Richness: allows video, audio, and text messages.
5. Interactivity: technology works through interaction with users.
6. Information density: technology can reduce information costs and improve quality.
7. Personalization / Customization: technology allows personalized messages to be sent to individuals as well as groups.
8. Social Technology: creating user content and social networks.

Laudon & Traver (2018) mentions the types of e-commerce including:

1. B2C - business to consumer: an online business that sells to individual consumers.
2. B2B - business to business: an online business that sells to other businesses.
3. C2C - consumer to consumer: consumers sell to other consumers.
4. P2P - peer to peer: the use of peer-to-peer technology, which allows Internet users to share files and computer resources directly without having to go through a central Web server, in e-commerce.
5. M-commerce - mobile commerce: the use of wireless digital devices to enable transactions on the web.

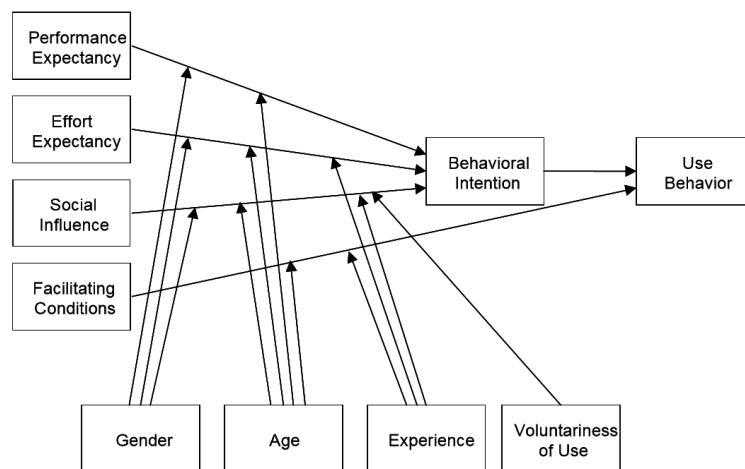
The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a research model developed in 2003 by Venkatesh, Morish, Davis and Davis from 8 previous theories regarding technology adoption, namely: Theory of Reasoned Action (TRA), Theory of planned Behavior (TPB), Technology Acceptance Model (TAM), Motivational Model (MM), Combined TAM-TPB (CTAM-TPB), Model of Personal Computer Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Conitive Theory (SCT).

According to Venkatesh et al., (2003) the UTAUT model has been shown to be able to explain 70% of the variance in the variance that exists in previous theories, this proves that UTAUT is better than theories in the interest of using previous technology. There are four variables in the UTAUT model that are the main determinants of behavior intention and use behavior with four moderator variables. These variables are Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, for the moderator variables there are Gender, Age, experience and voluntariness of use. This variable has a moderating effect in the acceptance of information technology (Venkatesh et al, 2003).

The UTAUT model focuses on development in the context of the acceptance and use of technology in organizations. However, for consumers, organizational behavior and consumer behavior cannot be equated. Chen and Holsapple's research (2013) shows that the research topic for e-business uses a different approach between approaches to organizations and approaches to consumers. Thus, Venkates developed the proposed UTAUT2 model as a model that focuses on understanding individual use of technology. The difference between UTAUT and UTAUT2 is in behavioral intention and the relationship of use which is influenced by experience with technology. (Venkatesh et al. 2012).

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

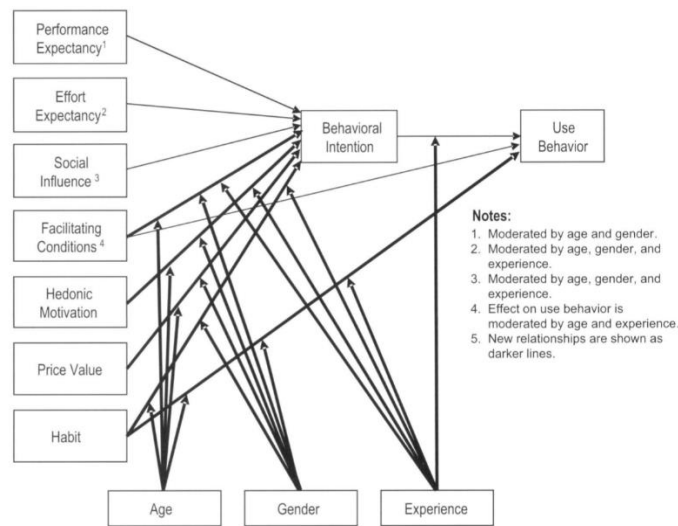


Source: Venkatesh et al., (2003)

The Unified Theory of Accpetance and Use of Technology 2 (UTAUT2)

In 2012 Venkatesh, Morish, Davis and Davis developed the UTAUT model to become the UTAUT2 Model because the rapid development of technology requires new development of the UTAUT model. The UTAUT2 model was developed with the aim of measuring individual user acceptance of information technology by identifying 3 additional constructs, namely Hedonic Motivation, Price Value, and Habit. Then, Venkatesh et al., (2012) eliminated voluntariness of use as a moderating variable. Compared to the previous UTAUT model, the additions proposed in UTAUT2 resulted in a substantial increase in the explained variation in behavioral intention from 56% to 74% and technology use from 40% to 52%. Here are the 7 variables in the UTAUT2 model.

Figure 3. Unified Theory of Accpetance and Use of Technology 2 (UTAUT2)



Source: Venkatesh et al., (2012)

1. Performance Expectancy

Performance Expectancy is the extent to which the use of technology will benefit consumers in carrying out certain activities (Venkatesh et al., 2012). Performance Expectancy has a combined concept of previous research variables, namely: the perception that using a certain system can improve its performance, a person's perception of using the system because he thinks that the system can be useful as a tool used to achieve the results of each activity carried out, the ability of a system can improve individual work, the perception that using an appreciated innovation will be better than using its predecessor and the expectations of a performance.

2. Effort Expectancy

Effort Expectancy has a definition as the level of ease of use of the system which will reduce the effort (energy and time) of individuals in doing their jobs. Venkatesh et al., (2003) stated that ease of use has an influence on the use of information technology. The ease of use of information technology will create a feeling in a person that the system has uses and therefore creates a feeling of comfort when working with it.

3. Social Influence

Social Influence is the level of how far a person feels they must use the new system, entrusted by the people around him who is considered important (Venkatesh et al., 2003). Social influence is also defined as the extent to which a person sees people who are important to him, such as family, friends, work relatives, etc. believe that he must use a new system (Venkatesh et al., 2003). Then, Venkatesh et al., (2003) added that the greater the strong influence of the surrounding environment, the greater the personal interest arising from the prospective user to use this information technology.

4. Facilitating Condition

Facilitating Condition is defined as the level at which a person believes that the organizational and technical infrastructure exists to support the use of the system (Venkatesh et al., 2003). Facilitating Condition can be defined as the consumer's perception that resources and support are available for the use of the system.

5. Hedonic Motivation

Hedonic Motivation is defined as pleasure or pleasure obtained from the use of technology, and has been shown to play an important role in determining the acceptance and use of technology (Venkatesh, 2012). Hedonic motivation can also increase the trust of each individual to the use of certain information technology. When individuals are highly motivated by hedonic factors, they foster trust in the use of technology (Baabdullah et al., 2019).

6. Price Value

Price is an important factor in the context of the use of technology used by consumers. Because unlike in the workplace, consumers must bear their own costs related to the system used. Price value is defined as a consumer's cognitive consideration between the perceived benefits of a system and the monetary costs that must be incurred to use the system (Venkatesh et al., 2012). Price value can also be interpreted as a tool to balance costs incurred with potential uses obtained from services (Baabdullah et al., 2019).

7. Habit

Habit is defined as the extent to which an individual tends to perform behavior automatically (Venkatesh et al., 2012). Habit is also defined as the extent to which people tend to use information systems automatically based on learning (Indrawati, 2017: 43).

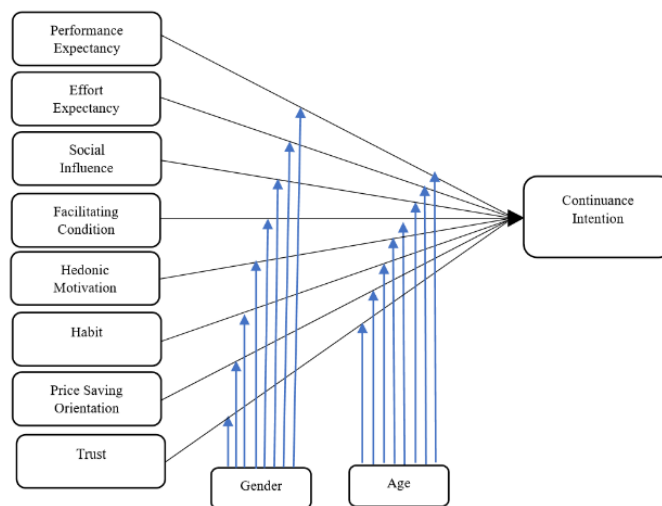
8. Behavioral Intention

Venkatesh et al, (2003) predicted that Behavioral Intention will have a significant positive effect on the use of technology. Behavioral Intention is defined as how far individuals adopt the use of technology in the future (Indrawati et al., 2017: 45). In this study, Behavioral Intention was moderated based on gender, age, and experience.

METHOD

This study aims to identify the factors that influence online repurchase interest at Shopee during the pandemic and to test whether there are significant differences in online repurchase interest based on gender and age. Thus, the following is the framework for this research:

Figure 4. Modified Unified Theory of Accptance and Use of Technology 2 (UTAUT2)



Source: Indrawati & Putri, (2018)

This research is a causal research because the proposed model requires consideration of how the three independent variables have causes on the dependent variable through the intervention variable. Causal research is research that is carried out if the researcher wants to describe the cause of the problem (whether done through experimentation or non-experimentation) (Indrawati, 2015). The timing of this research was cross-sectional by distributing questionnaires. Cross-sectional is data collected within a certain time with the aim of describing the population (Abdillah, 2018).

In this study, I used an interval scale. One example of an interval scale is the Likert scale which determines the measurement of how strongly respondents agree and disagree with statements based on

the usual choice scale of five (Indrawati, 2015). The Likert scale is a common way to measure opinions and attitudes (Sekaran & Bougie, 2016). Measurements are made related to measuring the extent to which participants agree or disagree with the statements that have been given. The Likert scale is made to check how strongly respondents agree or disagree with the research statement on a five-point scale as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The total sample used in this study was 400 respondents. The data collection method of this research was carried out through primary and secondary data collection, and the data analysis technique used was Structural Equation Modeling (SEM) using Partial Least Square (PLS) and Descriptive Analysis.

RESULTS AND DISCUSSION

Outer Model Testing

1. Convergent Validity

The convergent validity test is carried out to test accurate indicators to measure the level of correlation. Convergent validity must have an indicator of validity as measured by the Factor Loading (FL) value, where the loading factor of the item is considered valid if the value is greater than 0.7 (Indrawati, 2015). The following are the results of Factor Loading in this study:

Table 1. Convergent Validity

Variabel	Indikator	Loading Factor	Conclusion
Performance Expectancy	PE1	0.825	Valid
	PE2	0.806	Valid
	PE3	0.761	Valid
	PE4	0.779	Valid
Effort Expectancy	EE1	0.883	Valid
	EE2	0.860	Valid
	EE3	0.881	Valid
	EE4	0.826	Valid
Social Influence	SI1	0.791	Valid
	SI2	0.801	Valid
	SI3	0.833	Valid
	SI4	0.803	Valid
Facilitating Condition	FC1	0.832	Valid
	FC2	0.801	Valid
	FC3	0.717	Valid
	FC4	0.718	Valid
Hedonic Motivation	HM1	0.848	Valid
	HM2	0.758	Valid
	HM3	0.900	Valid
	HM4	0.794	Valid

Price Saving Orientation	PS1	0.943	Valid
	PS2	0.833	Valid
	PS3	0.767	Valid
	PS4	0.953	Valid
Habit	HB1	0.857	Valid
	HB2	0.853	Valid
	HB3	0.879	Valid
	HB4	0.889	Valid
Trust	TR1	0.838	Valid
	TR2	0.852	Valid
	TR3	0.870	Valid
	TR4	0.796	Valid
Continuance Intention	CI1	0.901	Valid
	CI2	0.879	Valid
	CI3	0.917	Valid
	CI4	0.829	Valid

Source: Results of SmartPLS Data Processing

2. Average Variance Extracted (AVE)

Then, the next step is to test the Average Variance Extracted (AVE) value. According to (Indrawati, 2017) the AVE value is used to measure a unified variable or correlated variable by comparing these variables with items to measure other variables in a model. According to (Abdillah, 2018) the AVE score must meet > 0.50 in order to load it into the construct that represents it. The following are the results of the AVE value in this study:

Table 2. Average Variance Extracted (AVE)

Variabel	AVE
Performance Expectancy	0.629
Effort Expectancy	0.744
Social Influence	0.652
Facilitating Condition	0.591
Hedonic Motivation	0.683
Price Saving Orientation	0.770
Habit	0.756
Trust	0.705
Continuance Intention	0.778

Source: Results of SmartPLS Data Processing

3. Discriminant validity

Discriminant validity is needed to measure variables that are different from the items used to measure other variables. The parameter used in the discriminant validity is the AVE value, if the square root value of the AVE of each variable is greater than the correlation between the two variables in the Gepen and Straub (2005) model in (Indrawati, 2017). In the table 3, the Table 3 are the results of the discriminant validity test. in this research:

Table 3. Discriminant Validity

Variabel	CI	EE	FC	HB	HM	PE	PS	SI	TR
CI	0.882								
EE	0.354	0.863							
FC	0.520	0.541	0.769						
HB	0.706	0.309	0.473	0.869					
HM	0.627	0.556	0.594	0.613	0.827				
PE	0.566	0.524	0.653	0.570	0.635	0.793			
PS	0.086	0.047	0.008	0.032	0.634	0.060	0.877		
SI	0.815	0.342	0.567	0.657	0.557	0.539	0.056	0.807	
TR	0.609	0.413	0.527	0.565	0.558	0.443	0.074	0.594	0.839

Source: Results of SmartPLS Data Processing

Based on the table data above, the cross loading value for each indicator has a value greater than the variable. Thus, the variables in this study have met the criteria for discriminant validity. Then, another criterion used to measure discriminant validity is Cross Loading Value. The value of Cross Loading is used to find out how big the correlation between each variable and its indicators, as well as indicators of other block constructs (Indrawati, 2017:70).

Inner Model Testing

1. Result of t-statistic

This study measures significance with a confidence level of 5% with a one-tailed test. According to (Indrawati, 2017) If the research uses a one-tailed test, the independent

variable and the dependent variable have a significant effect if the t value is ≥ 1.64 . Thus, it can be concluded that H1 is accepted.

2. Value of R Square

The R square value in the Continuance Intention construct is 0.741. This shows that the Continuance Intention variable is influenced 74.1% by the Facilitating Condition, Habit, Price Saving Orientation, and Social Influence variables. Meanwhile, the other 25.9% were influenced by other factors not examined in this study.

Table 4. R Square

Latent Variable	R ²
Continuance Intention	0.741

Source: Results of SmartPLS Data Processing

This table shows the results of R Square. With an R square value of 0.741, it shows that the model's ability to predict user behavior is included in the good/strong category.

Influence of Moderator Variables

1. Age Moderator Variable

In this study, the age category was divided into two groups, namely young age (less than 25 years) and adult age (more than 25 years). The t value will also be considered significant if the value is equal to or more than 1.96 (Indrawati, 2017). The following is the calculation result using the Chin method:

Table 5. Age Moderator Variable

Path	T value of Path	Conclusion
HB→CI	0.934	Not significant
HM→CI	0.084	Not significant
PE→CI	0.420	Not significant
SI→CI	1.689	Not significant
TR→CI	1.033	Not significant

Source: Results of SmartPLS Data Processing

Based on the table above, it shows that there is no significant difference between young and adult ages in Performance Expectancy, Social Influence, Hedonic Motivation, Habit and Trust on Continuance Intention.

2. Gender Moderation Variable

In this study, there are two categories, namely female and male gender. The t value will also be considered significant if the value is equal to or more than 1.96 (Indrawati, 2017). The following is the calculation result using the Chin method:

Table 6. Gender Moderation Variable

Path	T value of Path	Conclusion
HB→CI	0.670	Not significant
HM→CI	0.131	Not significant
PE→CI	1.791	Not significant
SI→CI	1.690	Not significant
TR→CI	3.598	There are significant differences

Source: Results of SmartPLS Data Processing

This study examines the effect of moderating variables based on age and gender. After testing, the results show that female gender moderates the effect of Trust on Continuance Intention. Female gender has a path value greater than male, which is 0.175 which indicates that women are more concerned with trust in adopting the use of the Shopee application than men.

DISCUSSION

The Performance Expectancy variable in this research is proven to have a significant positive effect on Continuance Intention with a t-value of 1,980. Indrawati & Putri (2018) research has proven that Performance Expectancy has a significant positive effect on Continuance Intention. As stated by Venkatesh et al., (2003) Performance Expectancy is the level of benefits that consumers get when using technology. The results of this research show that the Shopee application users feel that the Shopee application is useful and helps users in buying their needs. That way, it influences them to shop using the Shopee application.

In this research, Effort Expectancy has a t-value of 0.893 which indicates that Effort Expectancy does not have a significant positive effect on Continuance Intention. This condition is similar to the research of Masa'deh et al., (2016). This means that the use of the Shopee application is not affected by Effort Expectancy.

The reason for Effort Expectancy in this research does not have a significant effect on Continuance Intention because the Shopee application is easier to use. 90.6% of respondents agree with the EE3 item which states that "I find the Shopee application easy to use". Therefore, these users do not perceive Effort Expectancy as a factor that significantly affects the intention to continue.

Another reason is the fact that the technology used by Shopee is common to the respondents. Especially during this covid-19 pandemic they do all their activities online so they don't consider the ease of using technology as a factor that affects their behavior. They are more concerned with Social Influence, Performance Expectancy, Hedonic Motivation, Habit and Trust.

The Social Influence variable in this study has a significant positive effect on Continuance Intention with a t-value of 12,180. the item with the greatest rating is SI4 which states that "Most of the people around me use the Shopee application". This shows that friends, family, and people who are considered important Shopee users also use the Shopee application for shopping. This result is in accordance with the research of Indrawati & Yuliansyah (2017) and Indrawati & Putri (2018).

In this research, the variable Facilitating Condition has a t-value of 1.076 which means, the variable Facilitating Condition does not significantly affect Continuance Intention. This study is similar to the research of Indrawati & Putri (2018). This may be because consumers already have the necessary devices to use the Shopee application. Then, this could have happened because of the strong social influence factor. so, consumers can rely on their family/relatives to get information.

In this study the Hedonic Motivation variable has a t-value of 4.418 which means that the Hedonic Motivation variable affects Continuance Intention in a significant positive manner. Hedonic Motivation is the pleasure that comes from using technology/systems. from this definition can concluded that Shopee application users fulfill 3 dimensions in Hedonic Motivation, namely Fun, Enjoy and Entertaining. this is similar to the research conducted by Alalwan et al., (2017).

The Price Saving Orientation variable in this study does not significantly affect Continuance Intention because the t-value <1.64 is 1.376. this is similar to the research of Raihan & Rachmawati (2019). This case can happen because Shopee application users have adopted the internet as a tool to get price savings in shopping. This is proven by the increasing number of e-commerce users every year, especially Shopee.

Then, this is supported by the high influence of Habit and Trust so that consumer behavior changes because they believe and it has become a habit for consumers to shop using the Shopee application. These results are similar to research by Raihan & Rachmawati, (2019) that Price Saving Orientation does not significantly affect Continuance Intention.

The Habit variable in this study was proven to have a significant positive effect on Continuance Intention with a value of > 1.64, which is 3,509. respondents who stated that "Shopping using the Shopee application has become a habit for me" by 80.8%. then, consumers rate the item HB3 by 79.7% who stated that "Shopping using the Shopee application is my top choice". These results are in line with research by Raihan & Rachmawati (2019).

In this study, the Trust variable was shown to have a significant positive effect on Continuance Intention. The Trust variable has a t value of 2,548. meaning, consumers feel that shopping on the Shopee application can be trusted. This is shown by the consumer's assessment of the TR3 item which states that "I have no doubts about the credibility of the Shopee application". Then, as many as 80.7%

of consumers agree that shopping on the Shopee application can be trusted. This is in line with the research of Gharaibeh et al., (2018) that trust affects consumer interest in using.

In this study, there were 302 respondents aged < 25 years and 119 respondents aged 25 years. After testing with Multi Group Analysis on SmartPLS 3.0 the results show that age does not moderate Performance Expectancy, Social Influence, Hedonic Motivation, Habit, and Trust on Continuance Intention. This means that young people and adults have the same perception of the factors in this study.

In this study, there were 131 male respondents and 290 female respondents. After testing with Multi Group Analysis on SmartPLS 3.0 results show that gender moderates the effect of Trust on Continuance Intention. In this study, women have a path value greater than men, which is 0.175 which indicates that women are more concerned with trust in adopting the use of Shopee applications than men.

Then in this study, Age did not moderate the effect of Performance Expectancy, Social Influence, Hedonic Motivation, Habit, and Trust on Continuance Intention. This shows that there is no age difference that affects the interest in using the Shopee application.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the modified UTAUT2 test results, there are factors that influence Continuance Intention in adopting the Shopee application, including: Performance Expectancy, Social Influence, Hedonic Motivation, Habit, and Trust. The following is a breakdown of the highest to lowest t-values: Social Influence on Continuance Intention is 12,180, Hedonic Motivation for Continuance Intention is 4,418, Habit towards Continuance Intention is 3,509, Trust in Continuance Intention is 2,548, Performance Expectancy on Continuance Intention was 1,980.

Based on the research results, Continuance Intention as the dependent variable in this study is included in the good category, namely 77.6%. This means that consumers plan to continue shopping using the Shopee app in the future.

Female gender moderates the influence of trust on Continuance Intention. Female gender has a greater path value than male, which is 0.175 which indicates that women are more concerned with trust in adopting the use of the Shopee application than men. Then in this study, age does not moderate the effect of Performance Expectancy, Social Influence, Hedonic Motivation, Habit, and Trust on Continuance Intention.

Recommendation

The results of this research can be taken into consideration for Shopee management in order to develop its services based on the Modified UTAUT2 model. By identifying these factors, hopefully Shopee management can have a better understanding of the behavior change and usage interest of Shopee application users. The following are suggestions for Shopee management based on the factors that have the highest influence to the lowest influence on the Continuance Intention of the Shopee

application: The suggestion for Shopee management is to strengthen communication with the community or Key Opinion Leaders and use endorsement to artists who are popular with the public and can be trusted by the public to increase the number of Shopee application users in the future. The suggestions from researchers for Shopee management are to create even more attractive features so that consumers feel happy shopping on the Shopee application. Then, create events that can entertain consumers as well as attract other consumers. Visually pleasing and continuously developing user friendly applications can also be an added value for the convenience of consumers in their daily shopping on the Shopee application. The suggestions from researchers for Shopee management regarding the Habit variable are to collaborate more with MSMEs in each region and Shopee management can carry out promotions by giving rewards to customers so that customers become loyal and continue to rely on Shopee to buy goods they need. The suggestions from researchers are based on the Trust factor for Shopee which continues to improve its information security system and the next suggestion is for Shopee to verify and screen the accounts that want to register at Shopee, to assess the security of transactions. Performance Expectations. The suggestions for Shopee management are to create user-friendly and minimalist visuals that are comfortable to look at and easy to use. As well as continue to improve its services and continue to strive so that its customers can continue to be number one e-commerce in Indonesia.

The following are some suggestions that need to be considered for future researchers who are interested in researching UTAUT 2 modifications in e-commerce:

1. The next researcher can further explore other variables because it corresponds to the R-Square value, namely 74.1%. This shows that there are 25.9% other factors of this study that can affect the dependent variable in this study.
2. Because this study uses cross-sectional, it cannot examine the moderating experience variable. Therefore, it is hoped that future researchers will be able to use longitudinals so that the user experience can be studied periodically. For example, by comparing the changes before the Covid-19 pandemic and during the Covid-19 pandemic.

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