

Surabaya E-Peken Application In The Tam Approachment Method

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Abstract: The rapid development of communication technology has brought changes to various fields. One of the new things that have come about because of the growth of the internet is the ability to shop or buy things online. The city government of Surabaya made an app called E-PEKEN Surabaya for buying and selling locally online. Sellers and buyers of E-PEKEN Surabaya must continue to pay attention to the function of this application or called *intention to use* and the decision of sellers and buyers to continue using this application or called *Actual System use* PEKEN Surabaya application. *intention to use* and *Actual System use* in this application can be related to the theory of *Technology Acceptance Model* (TAM).

Abstrak: Pesatnya perkembangan teknologi komunikasi telah membawa perubahan di berbagai bidang. Salah satu hal baru yang muncul karena pertumbuhan internet adalah kemampuan untuk berbelanja atau membeli barang secara online. Pemerintah Kota Surabaya membuat aplikasi bernama E-PEKEN Surabaya untuk jual beli lokal secara online. Penjual dan pembeli E-PEKEN Surabaya harus terus memperhatikan fungsi aplikasi ini atau disebut niat penggunaan dan keputusan penjual dan pembeli untuk tetap menggunakan aplikasi ini atau disebut Sistem Aktual gunakan aplikasi PEKEN Surabaya. niat penggunaan dan penggunaan Sistem Aktual pada aplikasi ini dapat dikaitkan dengan teori *Technology Acceptance Model* (TAM).

INTRODUCTION

The Internet has developed in the last two decades, especially with more and more schools and other educational institutions requiring their students to be familiar with the Internet, and also many social networking sites and online shops which have made many people make the Internet a necessity (Laohapensang, 2009). Many new things have emerged from the development of the Internet, one of which is purchasing or shopping for goods or services online. Shopping online has become an alternative way of purchasing goods or services; online sales are developing in service, effectiveness, security, and popularity (Laohapensang, 2009).

Rapid communication technology changes have provided marketers with

broader and more efficient opportunities. Companies using the Internet to reach customers globally have had several transformational impacts on several aspects of life, including the development of the business world (Laohapensang, 2009). According to Raghav Rao in Suyoto, (2006), the potential of the Internet as a marketing and trade medium has been widely discussed, especially by players in the marketing field. Since the economic crisis at the end of the nineties, there has been a change in marketing trends, from conventional marketing to online marketing; if previously consumers bought fashion products, DVD, CD, VCD, and accessories in well-known retailers and malls, now consumers have started to switch to online shopping transactions (Ollie, 2008).

Online shopping is a purchase made

via the internet as a marketing medium using a website as a catalog. Examples of online shopping include sepakukutubuku.com, tiket.com, rakuten.co.id and so on. Some offer online shopping through blogs such as starjunior.wordpress.com and the Kaskus friendship network, Twitter, and Facebook. The advantage of online shops is that apart from buyers being able to see existing product designs, consumers can also request designs and pay online (Ollie, 2008). The benefits of online shopping for buyers or consumers are (1) Convenience; customers can order products 24 hours a day wherever they are. They do not have to drive, look for parking, and shop through long aisles to find and check goods. Moreover, they do not have to drive to the store only to find that the item they are looking for is out of stock. (2) Information: Customers can obtain a wealth of comparative information about companies, products, and competitors without leaving their offices or homes. They can focus on objective criteria such as price, quality, performance, and availability. (3) Less compulsion, customers can avoid facing or dealing with persuasion and emotional factors.

The benefits of online shopping for marketers are (1) Quick adjustment to market conditions; companies can quickly add products to their offerings and change prices and product descriptions. (2) Lower costs: Online marketers avoid store management costs and the rental, insurance, and infrastructure costs that come with it. They can create digital catalogs at a much lower cost than printing and shipping paper catalogs. (3) Cultivating relationships, online marketers can talk to customers and learn more from them. Marketers can also upload useful reports, free software demos, or free newsletter samples into the system. Customers can then download the tools into their e-mail box. (4) Measuring market size, marketers can find out how many people visit their online site and how many stop at certain places on the site. This information can help marketers improve their offers and advertising (Ollie, 2008).

The development of internet users has led to a massive potential for the creation of online shopping; according to data, every year, there is a significant increase in internet users and customers. Along with the very rapid

development of the internet world since its emergence, many online shopping sites, online blogs, or community site that is not only friendship site but also offers a buying and selling forum that provides all the necessary knick-knacks (Hartanto, 2009).

The Surabaya City Government created a local online buying and selling application called E-PEKEN Surabaya. E-Peken Surabaya is an abbreviation of Economic Empowerment and Resilience (Pemberdayaan dan Ketahanan Ekonomi Nang Suroboyo) PEKEN. The Surabaya City Government launched the E-PEKEN SURABAYA application in Surabaya on October 31, 2021. This application was created specifically where the sellers in this application are grocery traders and MSMEs who, so far, can only sell offline, and the scale is minimal. This application is expected to make it easier for grocery stores and MSMEs to expand their marketing reach and increase online sales turnover.

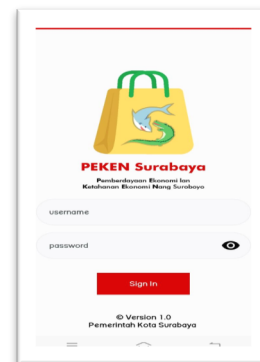


Figure 1.1 Appearance of the PEKEN Surabaya Application

sumber : www.pekensurabaya.go.id

On the other hand, the people of Surabaya City, as buyers, are expected to be able to buy necessities and other necessities from grocery sellers and MSMEs online. The public can also choose quality products from micro, small, and medium enterprises throughout Surabaya. The E-PEKEN Surabaya application is also an electronic showcase that can display MSME products to potential buyers without being limited by place and time.

The payment traffic system in this application uses bank transfers and a QRIS scanning system provided by banks that have collaborated with the Surabaya city government. This payment system will make online transactions easier because sellers do

not have to meet the seller in person to make payments. Goods completed with the transaction will be sent to the buyer's address with shipping costs that will be agreed upon in advance, or the buyer can pick them up at the seller's shop.

Grocery store sellers and MSMEs are the main parties who are expected to be able to develop their businesses. Accelerating grocery store sellers and MSMEs does not always run smoothly; there are several obstacles faced, including:

1. Sellers still find it difficult to use gadgets to operate this application because grocery stores are usually run by people who are old and have little education
2. Sellers are used to cash transactions, so it is not easy to migrate to online transactions
3. Non-uniform and non-competitive product prices are still a reason for buyers to choose to buy from other commercial stores.
4. Delivery couriers who still use commercial applications make product prices more expensive.

The main goal of this application is to face competition with other online buying and selling applications. This application must be required to be able to compete in a competition to get application users as buyers. Marketing of the application with all its promotions still needs to be considered adequate so that users of this application are still limited to Surabaya city government employees. The people of Surabaya City can become users of this application by registering using their population identification number (NIK).

The various factors above can influence user decisions, both sellers and buyers, to continue paying attention to the function of this application, or what is called intention to use, and the decision of sellers and buyers to continue using this application, or what is called Actual System use of the PEKEN Surabaya application. Intention to use and Actual System use in this application can be linked to the Technology Acceptance Model (TAM) theory. The perception of ease of use and use of technology can influence people to use the PEKEN Surabaya application.

METHODS

Types of Research

The type of research plays a significant role in research success because it functions to determine, develop, and test facts systematically. The kind of research in this research is explanatory research. This research consists of seven variables, namely recommendations & referrals (X1), ratings & reviews (X2), forums & communities (X3), perceived ease of use (X4), perceived usefulness (X5), purchasing intention (Y) and trust (Z).

Operational Definition and Measurement of Variables

According to Sugiyono, (2019) a variable is an attribute trait or value of a person, object, or activity with certain variations determined by researchers to be studied and conclusions drawn. To facilitate understanding of the variables in this research, the operational variables are described and adapted to the company's circumstances as follows:

1. Independent variable

a. Recommendations & Referrals (X₁)

Recommendations and Referrals are referrals to other people with positive values on the shopping experience and about the product so that people can assess the benefits of shopping online (Maraden, 2010). So, the measurement can be tested with the following indicators based on the adjusted (Hajli, 2012) meter:

- 1) Suggestions given by PEKEN application users are their best judgment)
- 2) I think PEKEN application users give honest recommendations
- 3) The advice given by PEKEN application users is reliable
- 4) Overall, Somebody can trust the PEKEN application user. recommendations

b. Ratings & Reviews

From this, a rating can be made independently (accessible by another party) or by the product owner. So, the benefit of ratings & reviews is that it makes it easy for consumers to exchange product information with each consumer's views and experiences with the product or seller. With the following indicators based on adoption from (Hajli, 2012):

- 1) Ratings via WhatsApp for sellers on E-PEKEN are generally honest.
- 2) Reviews via WhatsApp made by buyers at E-PEKEN are generally honest.
- 3) The ratings given by PEKEN application users are overall reliable.
- 4) Overall reviews about E-PEKEN are trustworthy

c. *Forums & Communities*

In forums and communities, we can exchange information about many things, starting from the latest hot news, politics, economics, and, of course, products or services based on our views and experiences on these things or according to reality. With the following indicators based on adoption from (Hajli, 2012):

- 1) I feel that the PEKEN application users in the WhatsApp group provide honest information
- 2) The information contained in WhatsApp forums and communities regarding E-PEKEN is reliable
- 3) Overall, my friends on the forum and community are trustworthy
- 4) Sharing information on forums and communities in

WhatsApp groups is useful

- 5) I tend to be willing to pay for membership if E-PEKEN charges a fee

d. *Perceived Ease of Use (X₄)*

According to Zeithaml et al. (2002) in Jahangir & Begum, (2008) perceived ease of use is the level at which innovation/technology is felt to be easy to understand and use. Perceived ease of use is a person's belief that the information technology system used is not troublesome or does not require a lot of effort and provides more convenience. To be able to measure the perceived ease of use variable can be calculated using the following indicators:

- 1) I quickly found the product I was looking for on E-PEKEN
- 2) I can easily compare the prices of each product on E-PEKEN
- 3) I find it easy to interact with sellers at E-PEKEN

e. *Perceived Usefulness (X₅)*

Perceived usefulness is defined as the degree of individual belief that using new technology will increase productivity, performance, and work effectiveness (F. D. D. Jr, 1986). It can also be interpreted as a situation where someone believes using a particular system will improve their performance. The measurement of this variable uses the following indicators:

- 1) The shopping service at E-PEKEN is helpful for me
- 2) I feel that I save more time shopping at E-PEKEN
- 3) Shopping services on E-PEKEN save my budget
- 4) I get a lot of information on E-PEKEN

2. The dependent variable (Y) is purchasing intention.

Purchase intention, according to (Irawan & Pane, 2011) is an intense desire, passion, and a very high tendency of the heart to get something by sacrificing, to get something by paying money. So in this research to test these variables using the following indicators:

- 1) I am very likely to repurchase the product at E-PEKEN
- 2) After shopping at E-PEKEN, I want to share with other people
- 3) After shopping at E-PEKEN, I dare to promote with my colleagues and other people my satisfaction with shopping using E-PEKEN
- 4) E-PEKEN is my priority place for online shopping

3. The Intervening Variable (Z) is trust
Trust is essential in influencing consumer behavior and determining the success of technology adoption, such as e-commerce. (Lau G.T & Lee S.H, 1999) define trust as an individual's willingness to depend on another party with certain risks. This willingness arises because of the individual's understanding of the other party, which is based on his past, the hope that the other party will make a positive contribution (although there is also the possibility that the other party will make a negative contribution). The indicators for measuring the trust variable in this research are:

- 1) The sale and purchase agreement in E-PEKEN is reliable
- 2) I don't doubt the honesty of the sellers who are members of E-PEKEN
- 3) I believe E-PEKEN has transaction security

- 4) E-PEKEN gives the impression that they maintain the security of their users' privacy

- 5) I believe in spending my money in transactions at E-PEKEN

Data Types and Sources

The types of data collected to be processed in the analysis are as follows:

1. Quantitative Data

Namely data in the form of numbers or nominal data used as a basis for discussion analysis, obtained from the results of distributing tabulated (scored) questionnaires. The data sources used in this research are:

2. Primary Data is data obtained directly from:

- a. Questionnaire

A questionnaire is a data collection technique that gives respondents a set of questions or written questions to answer (Sugiyono, 2019) . The Questionnaire given is a closed direct questionnaire, where respondents answer directly without intermediaries with alternative answers that have been provided.

3. Secondary Data is data that exists and is compiled by another party or company. This secondary data was obtained from the literature used in this thesis research.

Research Population and Sample

1. Population

(Sugiyono, 2019) states that "population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population used in this research is all people who have purchased products via the E-PEKEN SURABAYA online application.

2. Sample

A sample is a part of a certain number of samples taken from a population and examined in detail (Santoso and Tjiptono, 2001:80). The model in this research is people who, in the last three months, have purchased products via the online media E-PEKEN.

Method of collecting data

The data collection technique in this research is non-probability sampling with a purposive sampling method, namely a sample collection technique provided that it meets specific criteria. Meanwhile, according to (Ghozali, 2011), determining the number of respondents plays a vital role in estimating and interpreting the results, especially if using Structural Equation Modeling (SEM) analysis. The ideal and representative respondent size for SEM analysis is between 100-200 respondents. Thus, the sample used for respondents in this study was 200 people.

Data analysis technique

Data Quality Test

1. Validity Test

Research results are valid if there are similarities between the data collected and the data that occurs on the object studied (Sugiyono, 2019). The validity test measures whether a questionnaire is valid or not. A questionnaire is valid if the questions can reveal something that the questionnaire will measure. If the count value is more significant than stable, then the statement or indicator is declared valid

2. Reliability Test

The reliability test or reliability of the instrument shows the extent to which the measurement can provide the same results if the measurement is carried out again on the same research subject. According to (Ghozali, 2007), if the Cronbach's Alpha value is > 0.60 , then the statement items in the questionnaire are said to be reliable.

Hypothesis Testing

Research requires data analysis and interpretation to answer research questions to uncover certain social phenomena. Data analysis simplifies data into a form that is easier to read and interpret. The method chosen to analyze data must be by the research pattern and variables to be studied. The Structural Equation Modeling (SEM) from the AMOS statistical software package was used in the modeling and hypothesis testing.

AMOS is frequently used in marketing and strategic management research as a structural equation model. The AMOS causal model shows measurement and structural problems and is used to analyze and test hypothesis

models. AMOS is very appropriate for this kind of analysis because of its ability to:

1. Estimate unknown coefficients from structural linear equations.
2. Accommodate models that include latent variables.
3. Accommodate measurement errors in dependent and independent variables.
4. Accommodate reciprocal, simultaneous, and interdependent warnings.

Theoretical Model Development

In developing a theoretical model, what must be done is to carry out a series of scientific explorations through a literature review to obtain justification for the theoretical model that will be developed. SEM is used not to produce a model but to confirm the theoretical model through empirical data.

Flowchart Development (Path Diagram)

In this second step, the theoretical model built in the first stage will be depicted in a path diagram, making it easier to see the causal relationships we want to test. In a flow diagram, the relationship between constructs will be expressed through arrows. Straight arrows indicate a direct causal relationship between one construct and another. Meanwhile, curved lines between constructs with arrows at each end show the correlation between constructs.

Constructs built-in flow diagrams can be divided into two groups, namely:

1. Exogenous constructs, also known as source or independent variables, will be predicted by other variables in the model. *Exogenous constructs* are constructs addressed by lines with one arrow tip.
2. Endogenous constructs are factors predicted by one or several constructs. Endogenous constructs can predict one or more other endogenous constructs, but exogenous constructs can only be causally related to endogenous constructs.

Convert flowcharts into equations.

The equations obtained from the converted flow diagram consist of:

1. Structural equations are formulated to express causal relationships between various constructs. Endogenous

variable = exogenous variable + endogenous variable + error

- Measurement model specification equation, where the variables that measure the construct must be determined, and a series of matrices that show the expected correlation between constructs or variables must be determined.

The following are several suitability indices and cut-off values to test whether a model can be accepted or rejected.

- χ^2 -Chi-square
- RMSEA (*The Root Mean Square Error of Approximation*), yang menunjukkan *goodness of fit* yang dapat diharapkan bila model diestimasi dalam populasi (J. F. H. Jr et al., 2006)
- GFI (*Goodness of Fit Index*),
- AGFI (*Adjusted Goodness of Fit Index*),
- CMN/DF, adalah *The Minimum sample Discrepancy Function* yang dibagi dengan *Degree of Freedom*.
- TLI (*Tucker Lewis Index*),
- CFI (*Comparative Fit Index*)

Thus, the indices used to test the feasibility of a model are as in table 3.1 below:

Table 1.

Model Feasibility Testing Index

Goodness of fit index	Cut-off value
χ^2 Chi-square	According to chi square table on a particular df and $\alpha = 5\%$
Significaned Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 2.00
TLI	≥ 0.95
CFI	≥ 0.95

Source: (J. F. H. Jr et al., 2006)

RESULTS AND DISCUSSION

RESULTS

Pretest Validity Test Results

Validity shows the ability of the research instrument (questionnaire) to measure what it is supposed to measure. This test was carried out to determine whether each statement in the questionnaire could answer the research problem. A valid

questionnaire shows that the respondent can understand the statements in the questionnaire.

This test was carried out on the statement items in the questionnaire using the Pearson correlation coefficient of each statement with the total score obtained. The validity test was carried out using a sample of 30 respondents obtained from distributing the first stage of the questionnaire for each statement that forms the research variables, namely recommendations & referrals (X1), ratings & reviews (X2), forums & communities (X3), perceived ease of use (X4), perceived usefulness (X5), purchasing intention (Y) and trust (Z). If the results of the Pearson correlation between each statement and the total score produce a significance value of less than 0.05 ($\alpha = 5\%$), then the statement item is declared valid. Validity testing was carried out with the help of SPSS 16.0 for Windows.

The results of validity testing for each statement on the pay satisfaction variable can be seen in Table 1.2.

Table 1.2
Pretest Validity Test Results

Variabel	Item	Pearson Correlation	Sig.	Information
<i>Recommendation & referrals</i>	1	0,717**	.000	Valid
	2	0,718**	.000	Valid
	3	0,800**	.000	Valid
	4	0,750**	.000	Valid
<i>Ratings & Reviews</i>	1	0,581**	.000	Valid
	2	0,686**	.000	Valid
	3	0,759**	.000	Valid
	4	0,861**	.000	Valid
<i>Forum & Communities</i>	1	0,496**	.005	Valid
	2	0,695**	.000	Valid
	3	0,759**	.000	Valid
	4	0,890**	.000	Valid
	5	0,848**	.000	Valid
<i>Perceived Ease of Use</i>	1	0,849**	.000	Valid
	2	0,894**	.000	Valid
	3	0,816**	.000	Valid
<i>Perceived Usefulness</i>	1	0,866**	.000	Valid
	2	0,873**	.000	Valid
	3	0,902**	.000	Valid
	4	0,830**	.000	Valid

Purchasing Intention	1	0,815**	.000	Valid
	2	0,857**	.000	Valid
	3	0,715**	.000	Valid
	4	0,421**	.020	Valid
Trust	1	0,710**	.000	Valid
	2	0,720**	.000	Valid
	3	0,740**	.000	Valid
	4	0,681**	.000	Valid
	5	0,670**	.000	Valid

Source: SPSS 16.0 for Windows data processing results.

Based on table 1.2. shows that all statement items in the variables recommendations & referrals (X1), ratings & reviews (X2), forums & communities (X3), perceived ease of use (X4), perceived usefulness (X5), purchasing intention (Y) and trust (Z) has a Pearson correlation significance value of less than 0.05. So, all the statements that form the research variables are valid and can be used for further analysis.

Reliability Test Results

Reliability testing is used to determine the consistency of the measuring instrument and whether the measuring instrument used is reliable and remains consistent when the measurement is repeated. Reliability was measured using Cronbach alpha. If the Cronbach alpha value is more significant than 0.60, then each statement in the questionnaire is reliable. Reliability measurements were carried out on 30 respondents using SPSS 16.0 for Windows.

Table 1.3.
Pretest Reliability Test Results

No	Variabel	Nilai Cronbach Alpha	Information
1	Recommendation & referrals	0,727	Reliabel
2	Rating & reviews	0,696	Reliabel
3	Forum & communities	0,794	Reliabel
4	Perceived ease of use	0,807	Reliabel
5	Perceived usefulness	0,888	Reliabel
6	Trust	0,704	Reliabel
7	Purchasing intention	0,712	Reliabel

Source: SPSS 16.0 for Windows data processing results

Based on table 1.3, it shows that all variables are recommendations & referrals (X1), ratings & reviews (X2), forums & communities (X3), perceived ease of use (X4), perceived usefulness (X5), purchasing intention (Y) and trust (Z) has a Cronbach

alpha value of more than 0.60. So, the four research variables are reliable. The overall validity and reliability test shows that the questionnaire designed to test the working hypothesis in this research has met the requirements. So, the second stage questionnaire can be distributed to obtain a predetermined sample. The classification was carried out of the 200 respondents collected to make it easier to see the characteristics of the respondents. Of the 200 respondents collected, 100% have purchased online at E-PEKEN.

Description of Respondent Characteristics

The following describes the characteristics of the respondent's profile based on gender, age, occupation, and monthly income/pocket money.

Table 1.4.
Characteristics of Respondent Profiles Based on Gender

No	Gender	Amount	Percentage
1	Male	133	66,5%
2	Women	67	33,5%
Total		200	100%

Source: processed data

Based on Table 1.4, it is known that 66.5% of respondents were male, and 33.5% of respondents were female.

Table 1.5.
Respondent Profile Characteristics Based on Respondent Age

No	Age	Amount	Percentage
1	< 21	25	12,5%
2	21-27	96	48%
3	28-35	64	32%
4	> 35	15	7,5%
Total		200	100%

Source: processed data

Based on Table 1.5. It is known that the majority of respondents were aged 21-27 years, namely 48%; the second largest was aged 28-35 years, namely 32%; the third largest were aged between < 21 years, namely 12.5%, and in last place respondents aged more than 35 years were 7, 5%.

Table 1.6
Characteristics of Respondent Profiles Based on Occupation, 7, 5%.

No	Job	Amount	Percentage
1	Student/ Student in University	44	22%
2	Employee	68	34%
3	Professional	40	20%
4	Self-Employee	48	24%
Total		200	100%

Source: processed data

Based on Table 1.6, it is known that the majority of respondents in the sample in this study came from employees, namely 68 people or 34%.

Table 1.7
Characteristics of Respondent Profile
Income/Pocket Money

No	Job	Amount	Percentage
1	< Rp 1.000.000,-	8	4%
2	Rp 1000.000,- - Rp 2.500.000,-	48	24%
3	Rp 2.500.001,- - Rp 5.000.000,-	96	48%
4	> Rp 5.000.000,-	48	24%
Total		200	100%

Source: processed data

Based on Table 1.7. It is known that the majority of respondents in the sample in this study had income/pocket money between IDR 2,500,001 - IDR 5,000,000, - namely 96 people or 48%.

Hypothesis test

Measurement Model (Measurement Model)

The following is an image of the measurement model obtained from data processing using AMOS 20 software. From the results of the measurement model calculated in the AMOS 20 program in the image below, it appears to have an RMSEA of 0.054, p-value = 0.000, so this model is suitable for becoming a measurement model (Measurement Model) for this research.

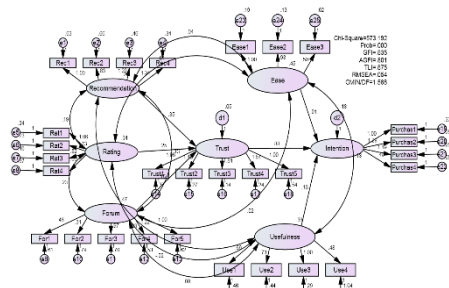
Table 1.8.
Measurement Model Fit Test Results

No	Fit Test	Match Criteria	Results	Information
1	Statistik Chi-Square	Diharapkan kecil, $p \geq 0,05$	Chi-square = 573,192 $p = 0,000$	Not fit
2	RMSEA	$RMSEA \leq 0,08$	0,054	Good fit
3	GFI	$GFI \geq 0,90$	0,835	Marginal fit
4	AGFI	$AGFI \geq 0,90$	0,801	Marginal fit
5	CMIN/DF	$CMIN/DF \leq 2$	1,588	Good fit
6	TLI/NNFI	$TLI \geq 0,90$	0,875	Marginal fit

Source: AMOS Processing Results, Processed

Figure 1.2.

AMOS Calculate Results Measurement Model



Chi-square statistics are used to test the fit between the model and the sample, and the smaller the χ^2 value, the better the model. Chi-Square (χ^2) is accepted with a cut-off value of at least $p > 0.05$, possibly $p > 0.10$ or $p > 0.20$, which means the model is getting better (J. F. H. Jr et al., 2006). Table 1.8. the chi-square value from the goodness-of-fit test results shows poor results where the chi-square value is $0.000 \leq 0.05$, which means the model is unsuitable for the sample used.

RMSEA (The Root Mean Square Error Approximation) can be used to compensate for Chi-Square statistics in large samples. Table 1.8. shows a good RMSEA value where the RMSEA value is $0.054 \leq 0.08$. This means that the model error rate is not too high when estimated in the population.

GFI (Goodness of Fit Index) is a non-statistical measurement with a value from 0 to 1. Table 4.7 shows the GFI value is 0.835. This value is between $0.8 \leq GFI \leq 0.9$, called marginal fit. These results indicate that the model tested can meet the required criteria.

AGFI (Adjusted Goodness of Fit Index) is an extension of GFI, adjusted for the ratio of degrees of freedom of the model. Table 1.8. shows an AGFI value of 0.801. This value is between $0.8 \leq GFI \leq 0.9$, called marginal fit.

CMIN/DF is the chi-square statistic (χ^2) divided by the model DF, called relative χ^2 . Table 4.7 shows a good CMIN/DF value where the CMIN/DF value is $1.588 \leq 2$. This result shows that the model tested has met the required criteria.

TLI (Tucker Lewis Index) is called NNFI (Nonnormed Fit Index). TLI can also be used to compare a model being tested against a baseline model. Table 1.8. shows a good TLI value because it is between $0.8 \leq GFI \leq 0.9$, called marginal fit. These results indicate that the model tested can meet the required criteria.

Hypothesis Test

This section evaluates parameters that show the causal relationship or influence of one latent variable on other variables. Hypothesis testing is carried out by looking at the C.R. value for each coefficient. The C.R value is significant if it is ≥ 2.00 and $P < 0.05$, which means the hypothesis can be accepted. If the C.R value < 2.00 and $P > 0.05$, then it is not significant, and the hypothesis is rejected. Hypothesis testing can also be done by looking at C.R. A number below 2.00 means it is insignificant, and the hypothesis is rejected.

Table 1.9
Evaluation of Structural Model
Coefficients and Their Relationship to
Research Hypotheses
Regression Weights: (Group number 1 -
Default model)

			Esti mat e	S.E.	C. R.	P	Info
Trus	<	Reco	.349	.143	2.	.014	Signi
	-	mme			44		
	-	ndat			9		
	-	ion					
Trus	<	Rati	.252	.122	2.	.038	Signi
	-	ng			07		
	-				7		
Trus	<	Foru	.152	.059	2.	.010	Signi
	-	m			57		
	-				5		
	-						
Inte ntio n	<	Trus	.878	.160	5.	***	Signi
	-				48		
	-				2		
Inte ntio n	<	Usef	.183	.087	2.	.035	Signi
	-	ulne			10		
	-	ss			7		
	-						
Inte ntio n	<	Ease	.005	.071	.0	.939	Not Signi
	-				76		
	-						

Source: AMOS Processing Results, Processed

The magnitude of the influence between variables is determined by looking at the estimated value for each path. The more

excellent value indicates that the influence between one variable and other variables is more significant.

The table above can be used to test the hypothesis that the author proposes, which is as follows:

1. H1: Recommendations and referrals in s-commerce have a significant effect on trust. The results of testing hypothesis 1 show significant results with a C.R value = 2.449 with probability = 0.014 ($p < 0.05$). This means that Hypothesis 1 is accepted. Thus, the hypothesis that Recommendations and referrals in s-commerce significantly affect Trust is accepted.
2. H2: Ratings and reviews in s-commerce have a significant effect on Trust. The results of testing hypothesis 2 show significant results with a C.R value = 2.077 with probability = 0.038 ($p < 0.05$). This means that Hypothesis 2 is accepted. Thus, the hypothesis that Ratings and reviews in s-commerce significantly affect Trust is accepted.
3. H3: Forums and communities in s-commerce have a significant effect on trust. The results of testing hypothesis 3 show significant results with a C.R value = 2.575 with probability = 0.010 ($p < 0.05$). This means that Hypothesis 3 is accepted. Thus, the hypothesis states that Forums and communities in s-commerce significantly affect Trust.
4. H4: Trust has a significant effect on Purchasing Intention. The results of testing hypothesis 4 show significant results with a C.R value = 5.482 with probability = 0.000 ($p < 0.05$). This means that Hypothesis 4 is accepted. Thus, the hypothesis that Trust significantly affects Purchasing Intention is accepted.
5. H5: Perceived Ease of Use has a significant effect on Purchasing Intention. The results of testing hypothesis 5 showed that the results were insignificant, with a C.R value = 0.076 and probability = 0.939 ($p > 0.05$). This means that Hypothesis 5 is not accepted. Thus, the hypothesis

that states Perceived Ease of Use significantly affects Purchasing Intention is not accepted.

6. H6: Perceived Usefulness has a significant effect on Purchasing Intention. The results of testing hypothesis 6 show significant results with a C.R value = 2.107 with probability = 0.035 ($p < 0.05$). This means that Hypothesis 6 is accepted. Thus, the hypothesis that Perceived Usefulness significantly affects Purchasing Intention is accepted.

DISCUSSION

From the tests that have been carried out, it can be seen that Recommendations and referrals, Ratings and reviews, and Forums and communities in s-commerce significantly affect Trust. Opinions or recommendations sought by someone through electronic media such as the Internet are called electronic Word-of-Mouth or e-WOM (Thurau in Dumongsiri, 2010). Consumers are more easily influenced by recommendations and referrals from others who have experienced the product's benefits rather than promises offered by marketers. Consumers are a part that has extraordinary potential in reporting a product. This is also similar to Sumardi's (2009) in (Yunita & Haryanto, (2012) statement that consumers tend to believe more in word-of-mouth promotions than any promotional methods that are more formal.

The research results also show that Trust significantly affects Purchasing Intention. According to research on social Trust in the United States by Mutz (2005), for customers who have done online shopping, increasing the level of social Trust makes it more likely that they will shop online. Some authors Swamynathan et al., (2008) believe that if social networks help improve trust issues in e-commerce, then implementing this new concept will positively impact the online market. This development in e-commerce requires more attention from researchers and academics looking to find ways to understand social commerce.

Meanwhile, the variable Perceived Ease of Use does not significantly affect Purchasing Intention. Perceived ease of use is a person's belief that the information

technology system is not troublesome or does not require much effort. Perceived ease of use refers to the degree to which prospective users expect the target system to be used to be effortless/problem-free. Perceived ease of use also plays a significant role in online shopping. However, the samples in this research are consumers who are used to interacting online, so they are very familiar with internet technology, so perceived ease of use can have little influence on purchasing intention. Apart from that, the convenience features offered by E-PEKEN are similar to those of other buying and selling forums; this is the hypothesis that this does not have a significant effect.

The variable Perceived Usefulness has a significant effect on Purchasing Intention. Perceived usefulness in the Technology Acceptance Model (TAM) model refers to the individual's awareness and subjective view of the benefits of using a new technology. Thus, *perceived usefulness* is defined as the degree of individual belief that using new technology will increase productivity, performance, and work effectiveness (F. D. D. Jr, 1986). From this and based on research, Perceived Usefulness has a significant effect on Purchasing Intention because it is by consumer behavior who are always willing to make small sacrifices but want significant results.

CONCLUSION

Based on the overall research results, the following conclusions can be drawn from this research:

1. The research results show that Recommendations and referrals in s-commerce significantly affect Trust.
2. The research results show that Ratings and reviews in s-commerce significantly affect Trust.
3. The research results show that Forums and communities in s-commerce significantly affect Trust.
4. The research results show that Trust significantly affects Purchasing Intention.
5. The research results show that Perceived Ease of Use does not significantly affect Purchasing Intention.
6. The research results show that Perceived Usefulness significantly affects Purchasing Intention

SUGGESTION

Based on the overall research results and conclusions, the following suggestions can be made:

1. Based on this research, purchasing intention is significantly related to trust and perceived usefulness. Trust has a significant relationship with social commerce variables (Recommendations and referrals, Ratings, reviews, Forums, and communities). Hence, the advice that can be taken is for online business people (sellers) to use social media as a forum for advertising/promoting with intelligence. Also, use forums and communities to add friends and potential customers and trade honestly and reasonably because consumer satisfaction with their purchases will provide high ratings, recommendations, and good reviews of the stalls/sellers where the consumer transacts. Apart from that, online business people are expected to innovate constantly because this is very important to gain and maintain loyal consumers. By consumer behavior, who are always willing to make small sacrifices but want significant results, innovations are always needed to survive in the market and compete with competitors and new marketers.
2. Meanwhile, advice for online business consumers is to be more careful in shopping for satisfaction and to prevent fraud by paying attention to things stated in the points above, namely first understanding the prospective place to shop and whether the product/seller is targeting is trustworthy. Or not; what is the track record of the product or seller so far?

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