ANALYSIS OF THE INFLUENCE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, SOCIAL INFLUENCE, FACILITATING CONDITIONS, HEDONIC MOTIVATION, PRICE VALUE, AND HABIT ON BEHAVIORAL INTENTION AND USE BEHAVIOR WITH EXPERIENCE AS VARIABLE MODERATION ON CUSTOMERS OF SAYURBOX APPLICATIONS IN SURABAYA

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Abstract : The development of e-commerce in Indonesia is increasing every year. This also has an impact where competition in the e-commerce industry is becoming increasingly stringent every year. With this increasing competition, companies engaged in e-commerce industry must maintain use behavior for both new cutomers and old customers. This research is causal research using quantitative methods and processed with the help of statistical program, namely SPSS version 22.0. Data collection was carried out by distributing questionnaires to 200 respondents with pre-determined characteristics of the respondents. In this study there are 15 hypotheses including seven hypotheses accepted and eight hypotheses rejected.

IndexTerms - **E-commerce, Use Behavior, Behavioral Intention, Performance Expectabcy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Experience, Sayurbox Application.**

I. INTRODUCTION

The rapid development of technology and various support from technology has resulted in the creation of a new market share, namely e-commerce. This was stated in the United Nations (United Nations) Conference on Trade and Development (UNCTAD) which was held on 29 March 2017 [1]. E-commerce is a business model that helps companies or individuals to buy or sell goods via the internet (online). E-commerce itself is often said to be a place for distributing, selling, buying, and marketing both goods and services by relying on electronic systems such as the internet, television, and even other technological networks such as social media [2].

Bank Indonesia stated that the number of buying and selling transactions in e-commerce in Indonesia had almost doubled during the COVID-19 pandemic. The transaction value recorded by Bank Indonesia in e-commerce during the COVID-19 pandemic was IDR 401 trillion [3]. The Sayurbox application itself is an application for making purchases or shopping activities online, especially for everyday household needs which can make it easier for customers to complete transactions anywhere and anytime with a wide selection of quality products offered. Along with the development of the Sayurbox application, the Sayurbox application itself has won a competition in start-up Seedstarts Jakarta and received funding of more than $ 2 million or around IDR 28 billion. By 2021, the Sayurbox application has collaborated with 70 to 80 farmers and 300 delivery partners [4].

The condition of COVID-19 pandemic has encouraged increased business competition in the e-commerce industry where this condition requires the Sayurbox application to continue to maintain and improve people's use behavior towards the Sayurbox application so that the Sayurbox application can survive and compete in the e-commerce market that is taking place in Indonesia. In addition, several reasons why use behavior is very important for a company according to [5] are: (1) In an era of unlimited use of online or online media, a successful online business must generate new user habits to remain relevant, (2) The strength of use behavior in online companies will be increasingly equated with the economic value of the company, (3) Establishing stronger use behavior is more important than increasing viral growth, and (4) Online applications that are calculated to run a habit.

The first research gap in this study is the effect of the effort expectancy variable on behavioral intention, based on the results of previous research conducted by [6] which stated that there is a significant relationship between effort expectancy and behavioral intention. However, this is contrary to research conducted by [7] which states that there is an insignificant relationship between the variable's effort expectancy and behavioral intention. The second research gap in this study is the influence of the behavioral intention variable on use behavior, based on the results of previous research conducted by [6] which stated that there is a significant relationship between behavioral intention and use behavior. This study explains that behavioral intention significantly influences use behavior because when a customer has a positive behavioral intention, it will positively impact use behavior. However, this contradicts research conducted by [8] which states that there is an insignificant relationship between behavioral intention and use behavior.

From all the existing explanations, it is important for the Sayurbox application to improve and maintain use behavior amid today's very competitive e-commerce competition. Therefore, this research will focus on analyzing the factors that influence the use behavior of Sayurbox application customers in Surabaya. Based on the existing background, the authors raised the research title "Analysis of the Influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit on Behavioral Intention and Use Behavior with Experience as a Moderation Variable in Sayurbox Application Customers in Surabaya".

II. LITERATURE REVIEW

A. Use Behavior

Use behavior is the habit of a customer to use information technology [9]. According to [10], use behavior is the implementation of actual behavior. [11] stated that use behavior is a subjective probability of a person that the person will perform some behavior. [12] defines use behavior as an ongoing commitment to a product, the level of use of which is as important as the level of initial adoption. Use behavior is how often a customer uses information technology [13].

B. Performance Expectancy

[13] explains that performance expectancy is the level of benefit from the use of technology provided to customers in facilitating various activities. From the results of research conducted by [14], it was found that performance expectancy has a significant influence on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H1: Performance Expectancy has a significant effect on Behavioral Intention

C. Effort Expectancy

Effort expectancy is the level of convenience felt by customers when using certain types of technology [13]. In a study conducted by [15], it was found that effort expectancy has a significant and positive effect on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H2: Effort Expectancy has a significant effect on Behavioral Intention

D. Social Influence

[16] describe that social influence is the extent to which an individual feels that other people believe that customers must use a new technology system. In research conducted by [17], it was found that social influence has a positive and significant influence on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H3: Social Influence has a significant effect on Behavioral Intention

E. Facilitating Conditions

Facilitating conditions are the time and physical conditions when the customer performs certain behaviors [18]. From the results of research conducted by [6] it was found that facilitating conditions have an influence on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H4: Facilitating Conditions has a significant effect on Behavioral Intention

F. Hedonic Motivation

According to [19], hedonic motivation is the customer's desire to fulfil psychological needs such as emotion, satisfaction, prestige and other subjective feelings. [14] state that hedonic motivation has a significant relationship to behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H5: Hedonic Motivation has a significant effect on Behavioral Intention

G. Price Value

According to [13], price value is an exchange condition that occurs due to differences between the benefits received by customers and the monetary costs incurred by customers. Through research conducted by [20], it was found that price value has a positive and significant influence on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H6: Price Value has a significant effect on Behavioral Intention

H. Habit

Habit is the extent to which customers tend to perform an automatic behavior due to learning [21]. Based on research conducted by [22], it was found that habit has a strong influence on behavioral intention. From the several theories that have been put forward, a hypothesis can be drawn, namely:
H7: Habit has a significant effect on Behavioral Intention

I. Behavioral Intention

According to [23], behavioral intention is a behavioral tendency from customers to continue using technology in the future. Behavioral intention has a strong relationship with use behavior [6]. From the several theories that have been put forward, a hypothesis can be drawn, namely:

H8: Behavioral Intention has a significant effect on Use Behavior

J. Experience

[24] states that experience is an opportunity for an individual to use a particular technology with time from initial use. According to [25], experience is the period of use of an application that is used by customers. [26] states that experience is an opportunity for an individual to use certain technology for a long time from its first use. From the several theories that have been put forward, a hypothesis can be drawn, namely:

H9: There is a positive effect of performance expectancy on behavioral intention which is stronger at higher experience and weaker at low experience.

H10: There is a positive effect of effort expectancy on behavioral intention which is stronger at higher experience and weaker at low experience.

H11: There is a positive effect of social influence on behavioral intention which is stronger at higher experience and weaker at low experience.

H12: There is a positive effect of facilitating conditions on behavioral intention which is stronger at higher experience and weaker at low experience.

H13: There is a positive effect of hedonic motivation on behavioral intention which is stronger at higher experience and weaker at low experience.

H14: There is a positive effect of price value on behavioral intention which is stronger at higher experience and weaker at low experience.

H15: There is a positive effect of habit on behavioral intention which is stronger at higher experience and weaker at low experience.

III. RESEARCH ISSUE AND METHODOLOGY

This research is causal because it is based on the development of previous research models to test and answer the problems discussed in the previous chapter. The research method used is a quantitative method. The method used in this study will refer to references that can carry out simultaneous analysis processes related to the research model, namely the quantitative method using SPSS software version 22.0. This research model is expected to be able to explain the relationship between variables in order to understand the factors that influence the use behavior of Sayurbox application customers in Surabaya and make an implication that the results will approach the requirements of a measurement that will be described through a research design.
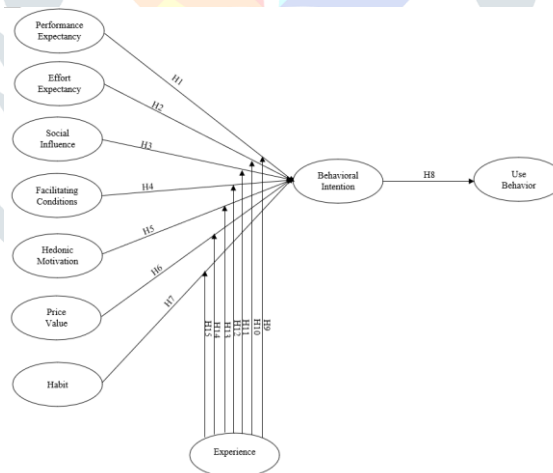

Figure 1. Research Model

IV. FINDINGS AND DISCUSSION

Findings

Based on the general description of the respondents, it is known that most of the 200 respondents to the Sayurbox application customers in Surabaya are 60% or 120 respondents aged 18-35 years. The T-test or also known as the partial test is used in order to test a hypothesis by determining that the average for the variables associated with two independent samples or groups will be the same. A statistically significant partial relationship can also be known through the results of the T test. If based on a comparison of the probability value with the criterion error rate (α) is 0.05, then the basis for returning the T test is as follows [27]:

a) If probability > 0.05, then H0 is accepted (not significant)

b) If probability ≤ 0.05, then H0 is rejected (significant)

In this study, there are 15 hypotheses. Of the 15 hypotheses studied, seven were accepted and eight were rejected. This was based on the table below:

Table 1 Hypothese Testing Results

No	Hypothesis	Sig	Standard	Notes
H1	PE → BI	0.771	0.05	Rejected
H2	EE → BI	0.002	0.05	Accepted
H3	SI → BI	0.012	0.05	Accepted
H4	FC → BI	0.000	0.05	Accepted
H5	HM → BI	0.830	0.05	Rejected
H6	PV → BI	0.240	0.05	Rejected
H7	H → BI	0.005	0.05	Accepted
H8	BI → UB	0.000	0.05	Accepted
H9	PE* EXP → BI	0.589	0.05	Rejected
H10	EE*EXP → BI	0.737	0.05	Rejected
H11	SI*EXP → BI	0.011	0.05	Accepted
H12	FC*EXP → BI	0.035	0.05	Accepted
H13	HM*EXP → BI	0.382	0.05	Rejected
H14	PV*EXP → BI	0.899	0.05	Rejected
H15	H*EXP → BI	0.840	0.05	Rejected

Discussions

In this study, there are 15 hypotheses. Of the 15 hypotheses studied, seven were accepted and eight were rejected. The first hypothesis is that Performance Expectancy has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.771 (above 0.05) which indicates that this hypothesis is rejected. The second hypothesis is that Effort Expectancy has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.002 (below 0.05) which indicates that this hypothesis is accepted. The third hypothesis is that Social Influence has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.012 (below 0.05) which indicates that this hypothesis is accepted. The fourth hypothesis is that Facilitating Conditions have a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.000 (below 0.05) which indicates that this hypothesis is accepted. The fifth hypothesis is that Hedonic Motivation has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.830 (above 0.05) which indicates this hypothesis is rejected. The sixth hypothesis is that Price Value has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.240 (above 0.05) which indicates that this hypothesis is rejected. The seventh hypothesis is that Habit has a significant effect on Behavioral Intention. This hypothesis is supported by the T-test where the significance has a value of 0.005 (below 0.05) which indicates that this hypothesis is accepted. The eighth hypothesis is that Behavioral Intention has a significant effect on Use Behavior. This hypothesis is supported by the T-test where the significance has a value of 0.000 (below 0.05) which indicates that this hypothesis is accepted.

The ninth hypothesis is that there is a positive effect of Performance Expectancy on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of the moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is rejected because the p-value is > 0.05 (above 0.05), which is 0.589. The tenth hypothesis is that there is a positive influence of Effort Expectancy on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of the moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is rejected because the p-value is > 0.05 (above 0.05), which is 0.737. The eleventh hypothesis is that there is a positive influence from Social Influence on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is accepted because the p-value is <0.05 (below 0.05), which is 0.011. The twelfth hypothesis is that there is a positive influence from Facilitating Conditions on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of moderated regression analysis where the p-value must be <0.05 (below 0.05) so this hypothesis is accepted because the p-value is <0.05 (below 0.05), which is 0.035. The thirteenth hypothesis is that there is a positive influence of Hedonic Motivation on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of the moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is rejected because the p-value is > 0.05 (above 0.05), which is 0.382. The fourteenth hypothesis is that there is a positive influence of Price Value on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of the moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is rejected because the p-value is > 0.05 (above 0.05), which is 0.899. The fifteenth hypothesis is that there is a positive influence of Habit on Behavioral Intention which is stronger at higher Experience and weaker at low Experience. This hypothesis is supported by the p-value of the SPSS output of the moderated regression analysis, where the p-value must be <0.05 (below 0.05), so this hypothesis is rejected because the p-value is > 0.05 (above 0.05), which is 0.840.

The use behavior variable is formed by the behavioral intention variable where the regression coefficient value is 0.264. This shows that customers of the Sayurbox application will always use the Sayurbox application because the Sayurbox application already has various facilities that can make it easier for customers to shop for their daily needs with various promotions offered so that customers will feel that the Sayurbox application can meet customers' daily shopping needs including in carrying out recurring online shopping plans in the future.

The behavioral intention variable is formed by several variables, namely performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. The variable that has the most influence on behavioral intention is the facilitating conditions variable where the regression coefficient value is 0.235. This shows that customers of the Sayurbox application in Surabaya will use the Sayurbox application because they have sufficient devices to carry out shopping transactions for their daily necessities through the Sayurbox application, especially with smartphone ownership and sufficient knowledge to make transactions through the Sayurbox application.

The second variable that has an influence on behavioral intention is the effort expectancy variable where the regression coefficient value is 0.222. This states that customers of the Sayurbox application in Surabaya will use the Sayurbox application due to the convenience and comfort obtained in using the Sayurbox application to shop for daily necessities through various choices of transaction methods to choose.

The third variable that has a strong influence on behavioral intention is the habit variable where the regression coefficient value is 0.186. This explains that customers of the Sayurbox application in Surabaya will use the Sayurbox application because, during the COVID-19 pandemic with the government's recommendation to carry out all activities from home, customers are getting used to doing everything from home, including shopping for daily necessities through the application Sayurbox.

The fourth variable that has a strong influence on behavioral intention is the social influence variable where the regression coefficient value is 0.162. This shows that customers of the Sayurbox application in Surabaya will use the Sayurbox application because of various recommendations from people closest to the customer such as friends and even relatives who share their good experiences in using the Sayurbox application to shop for their daily needs.

The fifth variable that influences behavioral intention is the price value variable where the regression coefficient value is 0.073. This shows that customers of the Sayurbox application in Surabaya will use the Sayurbox application because the Sayurbox application offers daily necessities products at affordable prices and in accordance with the quality of the products offered.

The sixth variable that has an influence on behavioral intention is the performance expectancy variable where the regression coefficient value is 0.020. This states that customers from the Sayurbox application in Surabaya will use the Sayurbox application because customers find it helpful in easing their daily work where customers can shop and obtain products for their daily needs while carrying out other activities without having to go to an offline store which certainly takes time more.

The last variable that influences behavioral intention is the hedonic motivation variable where the regression coefficient value is 0.014. This explains that customers of the Sayurbox application in Surabaya will use the Sayurbox application because customers are trying to meet the requirements in order to be able to get promotions in the form of discounts or free shipping offered by the Sayurbox application.

Conclusion

This research model is formed from the relationship between the influence of behavioral intention, where the behavioral intention variable is influenced by seven variables, namely performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. In addition, there is an experience variable which is a moderating variable between the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit towards behavioral intention.

Based on the results of the data processing that has been carried out, the results obtained are seven hypotheses accepted and eight hypotheses rejected. Where the accepted hypothesis is that there is a significant relationship between effort expectancy, social influence, facilitating conditions, and habit on behavioral intention. There is a significant relationship between behavioral intention and use behavior. There is a significant and positive influence from facilitating conditions and social influence on behavioral intention which is stronger at the higher experience and weaker at the low experience and there is a significant and positive influence from social influence on behavioral intention which is stronger at the higher experience and weaker at the low experience. Besides that, there is an insignificant relationship between performance expectancy, hedonic motivation, and price value on behavioral intention, there is an insignificant and positive effect of performance expectancy, effort expectancy, hedonic motivation, price value, and habit on behavioral intention which is stronger on higher experience and weaker on low experience.

Research Limitation

By looking at the results of existing research, there are many limitations to the research conducted by the author, the recommendations that can be conveyed by the author are as by looking at the limitations of the research object which only takes respondents, namely customers of the Sayurbox application in Surabaya. It is hoped that in subsequent studies it can use the same or modified models that can be applied to different objects to obtain results that can be generalized to the factors that influence usage behavior.

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