

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

One model of content marketing that is compatible with the concept of Society 5.0 is Digital Self-Learning Content (Kose & Sert, 2016). In addition, an innovation to be adopted by society absolutely must be able to spread with communicate it to the general public with various ways (Rahayuningtyas & Sofiah, 2013). This study uses mobile as that intermediary. The size for the screen, the keys to the user's data, the log-in page, and even how to move between gadgets need to be taken account of by the developer as selecting such technology; in fact, most developers have a competitive edge in that consider (Al-Qudah et al., 2020). Over 196 million individuals in Indonesia are anticipated to be internet users, accounting for over 73% of the country's total population, according to the 2019 APJII study. as the nation's smartphone user base keeps growing. In terms of mobile application usage, Indonesia is one of the largest markets worldwide.

According to Lai (2014), consumers are now able to conduct internet-based purchases of goods and services due to the rapid developments in technology, communication, information, and e-commerce. At the same time as e-commerce transactions become more apparent and the customer experience becomes more crucial, the quick expansion of e-commerce businesses has brought about competition (Lai, 2014). In the current period, e-commerce is becoming into a viable business alternative in response to the competitive and dynamic market conditions that alter how consumers shop. Ease of accessing e-commerce makes it easier for consumers to buy goods both in terms of speed of arrival of goods and comfort when shopping. Therefore, in this study, the acceptance of e-commerce with the Tam model was tested in terms of the variables user interface design, perceived ease of use, attitude toward war and re-intention to use to test the acceptance of a technology against these variables.

One of the most popular internet stores in Indonesia is Shopee. Using an orange-colored design, it offers a range of products users can purchase direct from the application. The company also gives social sharing, live chat, and other tools like hashtags to help buyers and sellers interact while recognizing the products that customers want. With these different features, Shopee's user base grows in line with Indonesia's e-commerce industry, which is growing at exactly the same times than its use is growing. From the data provided by We Are Social, 88.1% of Indonesian internet users were engaged in e-commerce in 2021 (Kemp, 2021). The author chose Shopee as the research object because Shopee is one of the largest e-commerce and most consumers in Indonesia and Indonesian people are also familiar with Shopee.

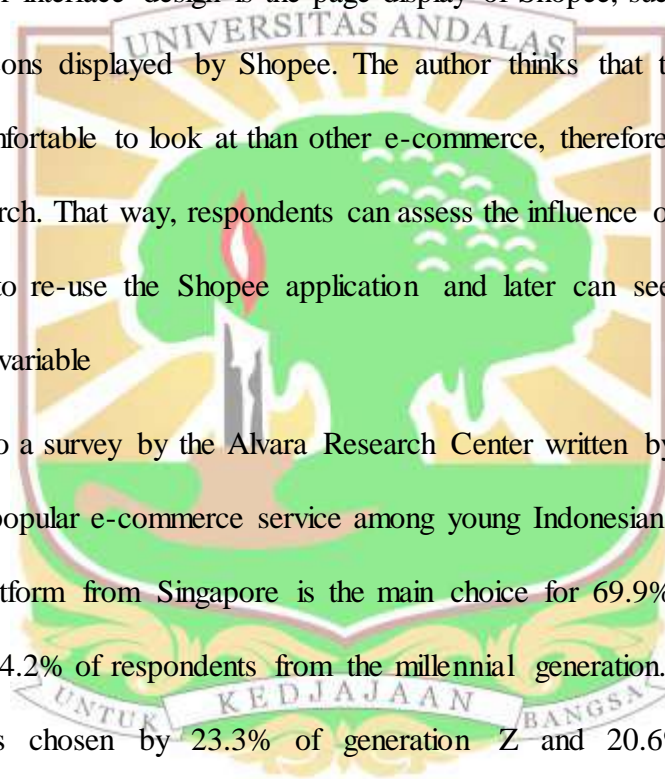
In this study, the variables perceived ease of use, user interface design, attitude toward were used to see whether there was an influence on the variable re intention to use the Shopee application. Perceived ease of use of Shopee can be seen from the ease of consumers in accessing Shopee because sometimes there are problems in checking out directly on the live Shopee feature, therefore the author uses perceived ease of use in this research. The author thinks that the user interface design on Shopee is more comfortable and attractive than other e-commerce, therefore the author takes this variable and it is also related to attitude toward and from this variable what will be tested with the Tam model is whether technology acceptance has an effect on the variable

It is essential to examine users' attitudes and actions toward these technologies in order to comprehend the elements that lead to the uptake and success of such Shopee applications. The Technology Acceptability Model (TAM) is a well-known theoretical framework for assessing users' acceptability and adoption of new technologies.. Perceived ease of use (PEOU), both and perceived utility those with PU is the two primary traits that the TAM model considers view. Users' assessments of how much a technology can improve their overall

performance, efficiency, or reliability are referred to as perceived usefulness. Perceived ease of use refers to users' perceptions of the technological simplicity and simplicity of use. Researchers can use the TAM model to look at the Shopee application to determine users' intentions and attitudes to it. They can also find elements that may impact users' adoption and usage habits. Shopee application's perceived utility and usability can be investigated, and the study can look at how these aspects affect users' Re intentions to download and utilize the app going forward.

Shopee's user interface design is the page display of Shopee, such as the characteristic orange color and icons displayed by Shopee. The author thinks that the page display from Shopee is more comfortable to look at than other e-commerce, therefore the author chose this variable in the research. That way, respondents can assess the influence of user interface design on their intention to re-use the Shopee application and later can see whether there is an influence from this variable

According to a survey by the Alvira Research Center written by Cindy Mutia Annur, Shopee is the most popular e-commerce service among young Indonesians in March 2022. This online shopping platform from Singapore is the main choice for 69.9% of respondents from generation Z, and 64.2% of respondents from the millennial generation. In second place was Lazada which was chosen by 23.3% of generation Z and 20.6% of the millennial generation. Next there is Tokopedia which was chosen by 14.5% of generation Z and 15.5% of the millennial generation. Meanwhile, Bukalapak was only chosen by 8% of generation Z respondents and 7.7% of the millennial generation. This survey was conducted through face-to-face interviews with 1,529 respondents spread throughout Indonesia. The survey was conducted on March 20-31 2022, and the sample was selected using the multistage random sampling method. Therefore, the author chose Gen Z as respondents because based on statistics, Gen Z uses e-commerce the most and buys goods online. The author chose Gen Z in



Padang because the author wanted to see the acceptance of technology in the selected variables for Shopee Application users in Padang

Additionally, the study can investigate other characteristics including demographics, past usage of related applications, and social impact that might affect users' views and actions. Shopee application developers, and marketers may all benefit from this analysis's insightful suggestions on how to improve the uptake and utilization of Shopee applications and foster digital innovation in the field. It is anticipated that the study's findings will deepen our understanding of the variables influencing technology adoption in the setting under investigation. The research's conclusions can be used to create strategies for implementing technology more successfully inside the company or system in question, as well as for growing acceptance of that technology.

From the background description above, I conducted research on the shoppe application using the tam model with the variables re-intention to use, perceived ease of use, attitude toward, and user interface design

1.2 Problem Statement

Given the background details about the issue formulation is:

1. How does the interface design affect re-intention to use Shopee application?
2. How does the perceived ease of use of the system affect re-intention to use Shopee application?
3. How does attitude affect re-intention to use Shopee application?

1.3 Objective of the Research

1. To find out interface design affect re- intention to use Shopee applications.
2. To find out percerived ease of use of the system affect re-intention to use Shopee application.
3. To find out attitude toward affect re-intention to use Shopee application.

1.4 Contribution of the Research

The contribution which expected from this research are :

1. Theoretical Benefit

a. For Academic

Theoretically this project aims to strengthen understanding in the field Entrepreneurship science related to business discussions in the digital innovation sector and to increase insight and knowledge about technology acceptance so that we can create e-commerce that attracts many buyers

b. For Digital Industry

This project will help increase technological literacy in the digital industry so can have ideas for creating applications that are comfortable and useful for consumers

2. Practical Benefit

This study is to boost technological proficiency and determine if users will continue to find the Shopee application appealing in the years to come.

1.5 Research Scope

Where this project is limited by theories and concepts related to the digital industrial sector, and technology acceptance models. To avoid widespread discussion and errors in analyzing the problem, this research is given a scope where in this research it is examined whether the Shopee application can be accepted by the market and in this research a technology acceptance model is used with respondents who use Shopee

1.6 Research Outline

There are five chapter on this thesis research that will be arranged chapter by chapter as mentioned below

Chapter 1: Introduction

Information on the research's history, problem statement, objective, contribution, scope,

and outline will all be covered in the first chapter of this study..

Chapter II : Literature Review

The second part in the research will look at the ideas behind the Technology Acceptance Model (TAM), innovations in the global technology sector, past research, creating hypotheses, and the conceptual framework.

Chapter III : Research Methode

The research design, research population and samples of data sources and categories, operational explanations for variables, data collection techniques, and data methods of analysis are all part of this chapter

.Chapter IV : Results and Analysis

This chapter contains the research findings together with their commentary. This chapter will also address the analysis and a detailed comparison of the results with the standards used to support the assumptions of the study hypothesis.

Chapter V : Final Part

This chapter presents research limitations, suggestions for additional investigation, and inferences made from the study's result

