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Analysis of Consumer Profiles and Factors Affecting the Intention to Shop Online During the COVID-19 Pandemic Using the Technology Acceptance Model

Fida Ghazy Istikomah[*1]

[1]Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia

**Corresponding author, E-mail: 17311219@alumni.uii.ac.id*

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ABSTRACT

The Covid 19 pandemic has significantly transformed consumer shopping behavior by limiting face-to-face interactions. This study examines the effects of perceived ease of use, perceived usefulness, perceived enjoyment, perceived compatibility, and perceived social pressure on online shopping intentions during the pandemic while also profiling consumers who increased their online shopping activity. A total of 300 respondents in Yogyakarta who shopped online during Covid 19 were surveyed using purposive sampling. A quantitative approach was applied with primary data collected through structured questionnaires. Data were analyzed using descriptive statistics, factor analysis, and multiple linear regression in SPSS. Results show that all five factors, ease of use, usefulness, enjoyment, compatibility, and social pressure, positively and significantly influence online shopping intentions. The findings offer practical insights for e commerce strategies and consumer engagement during crisis periods.

INTRODUCTION

The Covid 19 pandemic has significantly reshaped consumer behavior by limiting face-to-face interactions in sectors such as restaurants, travel, and entertainment, while accelerating online shopping and digital consumption (Watanabe and Omori, 2020). Social distancing and avoidance of public spaces have driven consumers to rely on online platforms for daily needs, including groceries and essential items (Roggeveen and Sethuraman, 2020; Siste *et al.*, 2020; Stevenson, Davis and Murch, 2020). Online shopping offers convenience, 24-hour access, time

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and cost savings, global product variety, and enhanced consumer loyalty (Cheema *et al.*, 2013; Omotayo and Omotope, 2018), with adoption in Indonesia rising from 54% pre-pandemic to 91% in April 2020 (Behera, 2019; Pranata *et al.*, 2020).

The Technology Acceptance Model (TAM) emphasizes perceived ease of use and perceived usefulness as key determinants of technology adoption and has been widely applied to online shopping to assess consumer acceptance based on convenience and benefits (Davis, Bagozzi and Warshaw, 1989; Huseynov and Yıldırım, 2019). TAM factors, including ease of use, usefulness, enjoyment, social norms, and security, provide a suitable framework to analyze online shopping behavior during the pandemic (Cha, 2011).

The TAM identifies several factors that influence online shopping intentions, with perceived ease of use and perceived usefulness consistently recognized as key determinants (Cha, 2011). Consumers generally perceive online shopping as beneficial, but complex websites or applications can reduce their willingness to shop online. User friendly features such as product catalogues, search functions, and cashless payment processes increase the likelihood of online purchases (Liao and Wong, 2008; Moslehpour, 2017).

Perceived ease of use reflects the extent to which using a website or application requires minimal effort and has been shown to positively affect online shopping intentions (Davis, Bagozzi and Warshaw, 1989; Cheema *et al.*, 2013; Mandilas *et al.*, 2013; Moslehpour *et al.*, 2017; Nasution *et al.*, 2019). Perceived usefulness, the extent to which technology enhances performance, also positively influences intentions through benefits such as time savings, access to promotions, and price comparisons (Lu and Su, 2009; Yang, 2010). Perceived enjoyment and perceived compatibility, reflecting hedonic and utilitarian motivations and alignment with personal values, further strengthen online shopping intentions (Chiu *et al.*, 2014; Huseynov and Yıldırım, 2019).

Moreover, perceived social pressure is an additional factor influencing online shopping intentions that has received relatively limited attention. According to the Theory of Planned Behavior proposed by Ajzen (1991), social pressure is a key determinant of an individual's intention to engage in a particular behavior. It includes both interpersonal influences and broader societal expectations that shape decision-making (Bhattacherjee, 2000). Empirical studies have demonstrated that perceived social pressure positively affects online shopping intentions, as evidenced in research by (Mandilas *et al.*, 2013; Lim *et al.*, 2016; Huseynov and Yıldırım, 2019).

This study examines online shopping behavior in Indonesia during the Covid-19 pandemic through the Technology Acceptance Model (TAM). The pandemic significantly shifted consumer behavior, with many turning to online platforms to fulfill daily needs. Online shopping offers advantages unavailable in offline stores, including global product access, variety, time savings, and 24-hour convenience.

Research on TAM in the Indonesian context remains limited, and linking it to the pandemic provides a timely contribution. Beyond analyzing the determinants of online shopping intentions, the study also profiles consumers who increased their online shopping activity during the pandemic. Respondents were selected based on intensified online shopping compared to pre-pandemic periods, providing insights into behavioral patterns and adoption drivers in the unique pandemic context.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The technology acceptance model (TAM), proposed by Davis, Bagozzi and Warshaw (1989), is a widely recognized framework for understanding technology adoption and has been

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successfully applied in contexts such as e-commerce (Gefen and Straub, 2000). As online websites and applications are technologies, TAM provides a suitable model to examine online shopping intentions. Studies have applied TAM to link consumers' behavioral intentions with actual online shopping adoption (Gefen and Straub, 2000; Pavlou, 2003; Vijayasarathy, 2004; Chiu *et al.*, 2014; Fayad and Paper, 2015; Huseynov and Yıldırım, 2019). According to Davis, Bagozzi and Warshaw (1989), technology adoption is primarily determined by perceived ease of use, or the belief that using a system is effortless, and perceived usefulness, or the extent to which it enhances performance. Both factors directly influence behavioral intentions, with higher ease and usefulness fostering stronger adoption. Perceived enjoyment, defined as the intrinsic pleasure of using a system, further enhances the online shopping experience (Jarvenpaa and Todd, 1996). Extensions of TAM incorporate perceived compatibility, reflecting alignment with personal values and lifestyle, and perceived social pressure, capturing interpersonal and societal influences, creating a comprehensive framework to explain online shopping intentions (Vijayasarathy, 2004; Huseynov and Yıldırım, 2019).

According to the TAM theory, Davis, Bagozzi and Warshaw (1989) argued that perceived ease of use reflects the extent to which individuals believe that using information technology, in this case online websites or applications, is free of effort and facilitates their performance. Behavioral intention to use a system is directly influenced by this perception of ease. Applied to online consumer behavior, websites or applications that offer straightforward transactions, such as face-to-face delivery or cash on delivery, are perceived as easy to use (Pavlou, 2003). Previous studies have consistently found that perceived ease of use and perceived usefulness are significant determinants of consumers' intention to use e-commerce platforms (Devaraj, Fan and Kohli, 2002; Pavlou, 2003; Fetscherin and Lattemann, 2008). Empirical evidence further confirms the positive influence of perceived ease of use on online shopping intentions across different contexts, including real items and various markets (Cha, 2011; Cheema *et al.*, 2013; Mandilas *et al.*, 2013; Moslehpour *et al.*, 2017; Nasution *et al.*, 2019).

H_1: *Perceived ease of use positively influences online shopping intention.*

Perceived usefulness is a key concept in online shopping, referring to the extent consumers believe that using websites or applications enhances their performance and productivity (Lopes *et al.*, 2021) . It improves the shopping experience by providing valuable information, price comparison tools, and faster purchasing processes (Vijayasarathy, 2004; Yang, 2010). Consumers who perceive tangible benefits, such as time savings, access to promotions, and ease of comparing prices, are more likely to continue using online platforms. Recognized as a strong predictor of technology adoption and behavioral intention (Davis, Bagozzi and Warshaw, 1989; Venkatesh *et al.*, 2003), perceived usefulness has been empirically linked to online shopping intention. While some studies, such as Cheema *et al.* (2013), found no significant effect, others, including (Cha, 2011; Ofori and Appiah-Nimo, 2019), reported positive influences, particularly for real items. Further research by (Do, Nguyen and Nguyen, 2019; Huseynov and Yıldırım, 2019; Nasution *et al.*, 2019) confirms perceived usefulness as a critical determinant of consumers' intention to shop online.

H_2: *Perceived usefulness positively influences online shopping intention.*

Perceived enjoyment is a critical factor in online shopping acceptance. According to Davis, Bagozzi and Warshaw (1989), perceived enjoyment refers to the extent to which consumers find the activity of using technology intrinsically pleasurable, regardless of anticipated performance outcomes. In online shopping, consumers' feelings of enjoyment can influence their behavior and performance (Triandis, 1979; Cheema *et al.*, 2013). Motivation also plays a key role, with hedonic and utilitarian motives driving online shopping intentions. Hedonic motivation involves the pursuit of pleasure, satisfaction, and positive emotions during

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shopping, while utilitarian motivation is goal-oriented, focusing on efficiency, convenience, and quality of product information (Chiu *et al.*, 2014) . Hedonic motivation, or perceived enjoyment, has been consistently identified as a significant predictor of online shopping behavior (Venkatesh, Thong and Xu, 2012). Empirical studies further support its positive effect on online shopping intention. For example, Cheema *et al.* (2013) found perceived enjoyment significantly influenced the intention to shop online among 150 respondents in Pakistan. Similar results were reported by Cha (2011) for real and virtual items, Elseidi (2021) in Egypt, (Ramayah and Ignatius, 2005; Mandilas *et al.*, 2013).

H_3: *Perceived enjoyment positively influences online shopping intention.*

Perceived compatibility is a key factor in online shopping, reflecting the extent to which a website or application aligns with consumers' lifestyles, expectations, prior experiences, needs, and values (Huseynov and Yıldırım, 2019). According to Rogers (2003)' diffusion of innovations theory, higher perceived compatibility facilitates faster adoption of new technologies. Vijayasarathy (2004) further emphasizes that consumers are more likely to engage in online shopping when it matches their preferences, lifestyle, and shopping requirements. Empirical evidence confirms that perceived compatibility directly influences behavioral intentions (Plouffe, Vandenbosch and Hulland, 2001). In e-commerce, adoption is stronger when online platforms are consistent with consumers' personal interests and values (Amaro and Duarte, 2015). While Huseynov and Yıldırım (2019) found significant effects in only one consumer segment, Peña-García *et al.* (2020) observed positive effects across all segments. Similarly, Amaro and Duarte (2015) highlighted its predictive power in online travel shopping, and Tarhini *et al.* (2021) reported a positive influence on online shopping intentions among Nigerian consumers.

H_4: *Perceived compatibility positively influences online shopping intention.*

According to the theory of planned behavior Ajzen (1991), perceived social pressure is a key determinant of an individual's intention to engage in a particular behavior. This pressure can stem from interpersonal effect, such as family, friends, colleagues, and prior users, or from external sources, including expert reviews, media reports, and public opinions (Bhattacherjee, 2000; Venkatesh *et al.*, 2003). Prior studies have shown that perceived social pressure affects both behavioral intention and actual usage (Venkatesh and Davis, 2000). In the context of online shopping, empirical findings are mixed but generally indicate a positive relationship. Mandilas *et al.* (2013) reported that perceived social pressure positively influences online shopping intentions, while Huseynov and Yıldırım (2019) found significant effects in only one consumer segment. Järveläinen (2007) observed a positive but non-significant effect, whereas Lim *et al.* (2016) confirmed a direct and significant effect.

H_5: *Perceived social pressure positively influences online shopping intentions*

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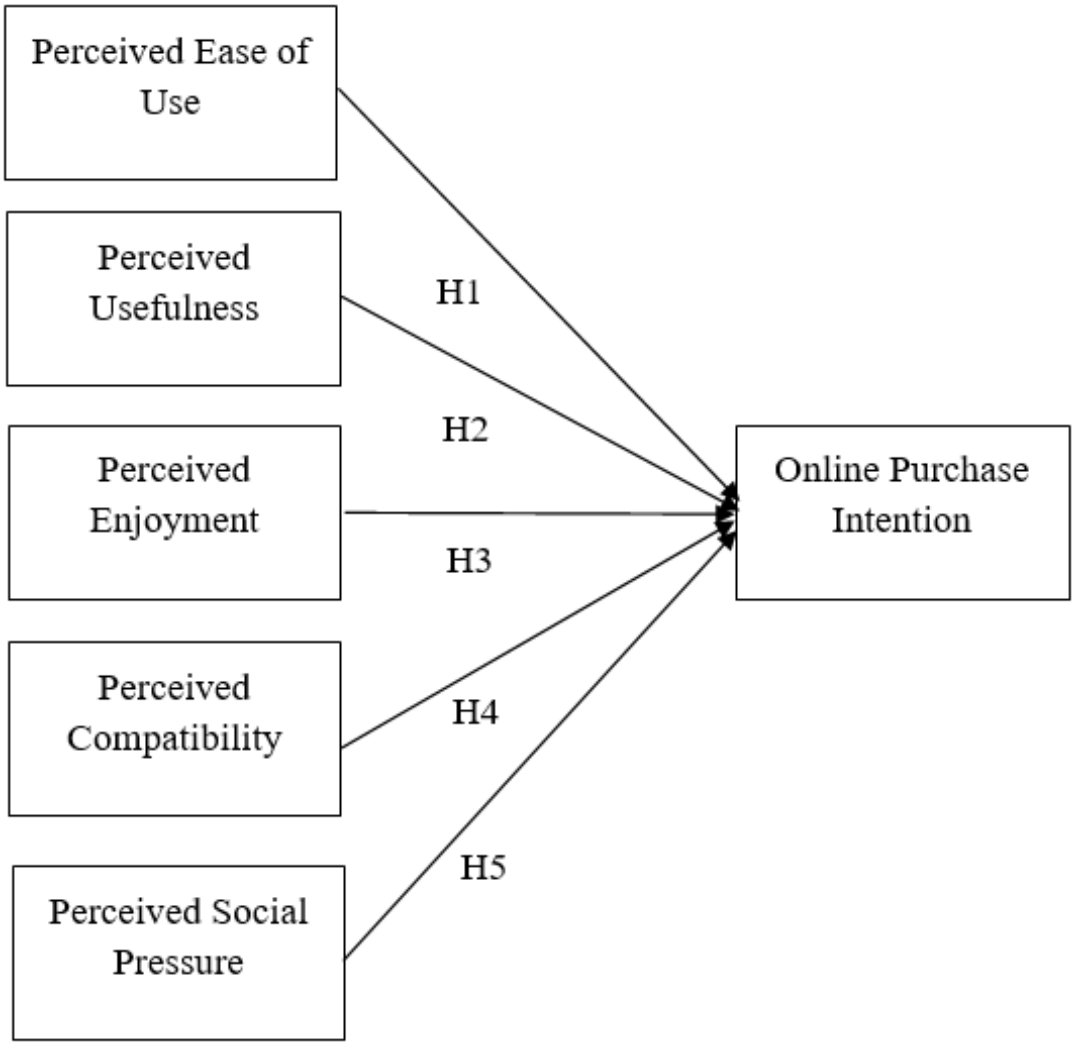

Figure 1. Research Framework

Source: Adapted from Huseynov and Yıldırım (2019)

RESEARCH METHODS

This study employs a quantitative approach with a non-probability sampling method, specifically purposive sampling, to select respondents meeting criteria relevant to the research objectives. Data were collected through a structured questionnaire distributed via Google Forms and shared on social media platforms. Questionnaire items were adapted from Huseynov and Yıldırım (2019) and measured using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The target population comprised Yogyakarta residents who shopped on online platforms such as Shopee, Tokopedia, and Lazada during the Covid-19 pandemic. Sample size was determined by multiplying the number of indicators by five (Hair Jr., Ringle and Sarstedt, 2013), yielding a minimum of 80 respondents; however, 300 responses were collected, with 261 selected based on higher online shopping activity. A pilot test was conducted with 50 respondents, followed by validity and reliability testing as shown in table 2. Main data were analyzed using descriptive statistics, Principal Component Analysis (PCA), and multiple linear regression in SPSS 21 to examine relationships among variables.

Table 1. Item Measurement

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Variables		Measurement
Perceived Ease of Use	PEOU1	I find online shopping websites and/or applications easy to use.
	PEOU2	I can quickly find the information I need on online shopping websites and/or applications.
	PEOU3	Interacting with online shopping websites and/or applications is clear and understandable.
Perceived Usefulness	PU1	Online shopping during the Covid-19 pandemic is more useful to me compared to offline shopping.
	PU2	Online shopping during the Covid-19 pandemic is more efficient than offline shopping.
	PU3	Online shopping websites and/or applications provide high-quality information.
	PU4	Online shopping websites and/or applications help me evaluate products effectively.
Perceived Enjoyment	PENJ1	I find online shopping during the Covid-19 pandemic enjoyable.
	PENJ2	I enjoy shopping via online websites and/or applications.
	PENJ3	I feel comfortable throughout the entire online shopping process using websites and/or applications.
Perceived Compatibility	COMP1	Using online shopping websites and/or applications during the Covid-19 pandemic aligns with my lifestyle.
	COMP2	Using online shopping websites and/or applications during the Covid-19 pandemic meets my shopping needs.
	COMP3	Using online shopping websites and/or applications during the Covid-19 pandemic matches my shopping habits.
Perceived Social Pressure	PSP1	In my social circle, online shopping via websites or apps was widely practiced during Covid-19.
	PSP2	In my close circle, attitudes toward online shopping using websites and/or applications during the Covid-19 pandemic are positive.
	PSP3	In my close social circle, online shopping via websites or apps during Covid-19 is not discouraged.
Online Purchase Intention	INT1	I plan to continue online shopping using websites and/or applications both during and after the Covid-19 pandemic.
	INT2	I highly recommend online shopping using websites and/or applications during the Covid-19 pandemic to others.
	INT3	I plan to increase my use of online shopping websites and/or applications during the Covid-19 pandemic.

Source: Huseynov and Yıldırım (2019)

Table 2. Data Validity and Reliability

Indicator	Validity Testing			Reliability Testing		
	r-count n=50	r-table n=50	Note	CR	Cut off	Note
PEOU1	0,630	0,279	Valid			Reliable
PEOU2	0,697	0,279	Valid	0,820	0,6	
PEOU3	0,600	0,279	Valid			
PU1	0,631	0,279	Valid	0,809	0,6	Reliable
PU2	0,691	0,279	Valid			
PU3	0,692	0,279	Valid			
PU4	0,680	0,279	Valid			

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Indicator	Validity Testing			Reliability Testing		
	r-count n=50	r-table n=50	Note	CR	Cut off	Note
PENJ1	0,680	0,279	Valid	0,805	0,6	Reliable
PENJ2	0,770	0,279	Valid			
PENJ3	0,746	0,279	Valid			
COMP1	0,688	0,279	Valid	0,824	0,6	Reliable
COMP2	0,644	0,279	Valid			
COMP3	0,746	0,279	Valid			
PSP1	0,716	0,279	Valid	0,768	0,6	Reliable
PSP2	0,684	0,279	Valid			
PSP3	0.500	0,279	Valid			
INT1	0,753	0,279	Valid	0,765	0,6	Reliable
INT2	0,631	0,279	Valid			
INT3	0,628	0,279	Valid			

Source: Processed Primary Data (2020)

Table 2 shows that all statement items yielded values greater than the critical r value of 0,279; indicating that each research statement is valid. Furthermore, the reliability test results in table 3.2 show that the cronbach's alpha values for all variables exceed 0,6 (Nunnally, 1967) demonstrating that all variables in this study are reliable.

A total of 261 valid respondents were obtained for further analysis in this study. The respondents were residents of Yogyakarta with prior experience shopping through online platforms, including Shopee, Tokopedia, and Lazada, during the Covid-19 pandemic. A detailed summary of the respondents' demographic and shopping profiles is shown in table 3:

Table 3. Summary of Demographic Respondents

	Demographic Variables	N	%
Gender	Male	57	21,8
	Female	204	78,2
Age	<20 Years	64	24,5
	21–25 Years	148	56,7
	26–30 Years	18	6,9
	31–35 Years	13	5,0
	36–40 Years	8	3,0
	41–45 Years	2	0,8
	46–50 Years	8	3,1
Education	High School / Equivalent	173	66,3
	Diploma (D3)	10	3,8
	Bachelor (S1)	70	26,8
	Master (S2)	1	0,3
	Others	7	2,7
	Student	152	58,2
Occupation	Private Employee	31	11,8
	Housewife	15	5,7
	Entrepreneur	16	6,1
	High School Student	23	8,8
	Civil Servant	7	2,7
	State-Owned Enterprise Employee	5	1,9

Demographic Variables		N	%
	Others	12	4,6
Monthly Income	<Rp5,000,000	224	85,8
	Rp5,000,000–10,000,000	28	10,7
	Rp10,000,001–15,000,000	5	1,9
	Rp15,000,001–20,000,000	2	0,8
	Rp20,000,001–25,000,000	1	0,4
	>Rp25,000,000	1	0,4
Marital Status	Single	215	82,4
	Married	45	17,2
	Widow / Widower	1	0,4
Shopping Frequency	1–2	114	43,7
	3–4	101	38,7
	5–6	25	9,6
	>6	21	8,0
Shopping Platform	Online Application	224	85,8
	Website	4	1,5
	Both	33	12,7
	Shopee	234	89,7
	Tokopedia	21	8,0
	Others	6	2,3

Source: Processed Primary Data (2021)

DATA ANALYSIS RESULTS & DISCUSSION

Principal Component Analysis (PCA)

Table 4. Computation of Degrees Freedom (Default model)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,907
Bartlett's Test of Sphericity	Approx. Chi-Square	2195,713
	df	120
	Sig.	0,000

Source: Processed Primary Data (2021)

Table 4 shows a Kaiser-Meyer-Olkin (KMO) value of 0,907; indicating that factor analysis can proceed, as the KMO value exceeds the threshold of 0,50. Bartlett's Test of Sphericity yielded an Approximate Chi-Square value of 2195,713 with a significance level of 0,000; which is less than 0,05. These results indicate that the variables are suitable for further analysis and that the research hypotheses can be tested.

Table 5. Anti Image Test

Variables	MSA value
PEOU1	0,943
PEOU2	0,919
PEOU3	0,921
PU1	0,905

Variables	MSA value
PU2	0,895
PU3	0,828
PU4	0,939
PENJ1	0,912
PENJ2	0,857
PENJ3	0,928
COMP1	0,826
COMP2	0,921
COMP3	0,864
PSP1	0,928
PSP2	0,914
PSP3	0,912

Source: Processed Primary Data (2021)

Table 5 shows that the Anti-Image Test yielded MSA values above 0,50 for all variable items, indicating their compatibility for factor analysis. Combined with the KMO value of 0.907 and a significant Bartlett's Test of Sphericity (Approx. Chi-Square = 2195,713; $p < 0.05$), these results confirm that the variables are appropriate for further analysis and hypothesis testing.

Table 6. Total Variance Explained Test

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,771	42,322	42,322	6,771	42,322	42,322	2,508	15,674	15,674
2	1,512	9,447	51,769	1,512	9,447	51,769	2,347	14,668	30,342
3	1,185	7,408	59,177	1,185	7,408	59,177	2,325	14,531	44,872
4	0,994	6,213	65,389	0,994	6,213	65,389	2,080	12,998	57,870
5	0,801	5,009	70,398	0,801	5,009	70,398	2,004	12,528	70,398
6	0,650	4,064	74,462						
7	0,598	3,739	78,201						
8	0,516	3,227	81,428						
9	0,482	3,012	84,439						
10	0,452	2,826	87,265						
11	0,436	2,727	89,992						
12	0,393	2,458	92,451						
13	0,362	2,259	94,710						
14	0,312	1,950	96,660						
15	0,280	1,750	98,410						
16	0,254	1,590	100,000						

Source: Processed Primary Data (2021)

Table 6, total variance explained, shows that the 16 indicators form five factors. Factor 1, has an eigenvalue of 6,771; explaining 42,32% of the variance; Factor 2, 1,512; explains 9,45%; Factor 3, 1,185; explains 7,41%; Factor 4, 0,994, explains 6,21%; and Factor 5, 0,801; explains 5,01%. Collectively, these factors account for 70.40% of the total variance, confirming the formation of five distinct factors from the indicators.

Table 7. Rotated Component Matrix

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Variables	Component				
	1	2	3	4	5
PEOU1	0,705				
PEOU2	0,734				
PEOU3	0,701				
PU1		0,769			
PU2		0,784			
PU3		0,618			
PU4		0,573			
PENJ1					0,731
PENJ2					0,826
PENJ3					0,635
COMP1			0,875		
COMP2			0,757		
COMP3			0,816		
PSP1				0,728	
PSP2				0,736	
PSP3				0,726	

Source: Processed Primary Data (2021)

Table 7, presents the Rotated Component Matrix results, showing that 16 variables loaded onto five distinct factors based on the highest correlations. Factor 1, Ease of Use, reflects consumers drawn to online shopping during the COVID-19 pandemic for its convenience in accessing product information and interacting with sellers. Factor 2, Usefulness Efficiency, represents consumers motivated by practical benefits, including clear information, efficient product evaluation, and time savings.

Factor 3, Online Shopping Enthusiasts, captures consumers whose shopping aligns with their lifestyle, needs, and habits. Factor 4, Environmental Influence, includes consumers shaped by social acceptance and positive perceptions of online shopping. Factor 5, Online Shopping Enjoyment, characterizes consumers attracted to its enjoyable and satisfying experience. Collectively, these factors profile the main motivations driving online shopping during the pandemic.

Classical Assumption Testing

Table 8. Normality Test

		Unstandardized Residual
N		261
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	0,40496138
Most Extreme Differences	Absolute	0,071
	Positive	0,043
	Negative	-0,071
Kolmogorov-Smirnov Z		1,240
Asymp. Sig. (2-tailed)		0,092

Source: Processed Primary Data (2021)

Table 8 shows that the regression model is normally distributed. This conclusion is based on the probability value of 0,092; which is greater than the 0,05 significance level. Therefore, the regression model is considered suitable for further analysis.

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Table 9. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Perceived Ease of Use	0,465	2,149
Perceived Usefulness	0,518	1,930
Perceived Enjoyment	0,526	1,900
Compatibility	0,712	1,405
Social Pressure	0,591	1,691

Source: Processed Primary Data (2021)

Table 9 shows the multicollinearity test results, with tolerance values above 0,10 and VIF values below 10. It indicates no significant correlation among the independent variables. Therefore, the regression model is free from multicollinearity and suitable for further analysis.

Table 10. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,641	0,132		4,867	0,000
Perceived Ease of Use	0,052	0,037	0,119	1,423	0,156
Perceived Usefulness	-0,053	0,033	-0,126	-1,591	0,113
Perceived Enjoyment	-0,016	0,033	-0,039	-0,502	0,616
Compatibility	-0,045	0,024	-0,127	-1,884	0,061
Social Pressure	-0,018	0,032	-0,041	-0,559	0,576

Source: Processed Primary Data (2021)

Table 10 presents the results of the heteroscedasticity test, showing that the significance values for all variables were greater than 0,05. It indicates that heteroscedasticity is not present, as all significance levels exceed the 0,05 threshold.

Multiple Linear Regression Analysis

Table 11. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,127	0,215		0,591	0,555
Perceived Ease of Use	0,145	0,060	0,135	2,413	0,016
Perceived Usefulness	0,202	0,055	0,196	3,696	0,000
Perceived Enjoyment	0,248	0,053	0,246	4,672	0,000
Compatibility	0,214	0,039	0,248	5,472	0,000
Social Pressure	0,151	0,052	0,144	2,894	0,004

Source: Processed Primary Data (2021)

Table 11 shows that all independent variables significantly affect the dependent variable, with the regression equation:

$$Y = 0,127 + 0,202X_2 + 0,248X_3 + 0,214X_4 + 0,151X_5 + e$$

The constant 0,127 indicates that if ease of use, usefulness, enjoyment, compatibility, and social pressure remain unchanged, online shopping intention (Y) is 0,127 units. Each coefficient shows a positive effect: ease of use (X1) increases intention by 0,145; usefulness (X2) by 0,202; enjoyment (X3) by 0,248; compatibility (X4) by 0,214; and social pressure (X5) by 0,151 units; assuming other variables are constant, indicating that higher values of all factors strengthen consumers' online shopping intention.

Hypotheses Testing

Table 12. Hypothesis Testing Using the Simultaneous Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	64,840	5	12,968	77,762	0,000[b]
Residual	49,362	296	0,167		
Total	114,202	301			

Source: Processed Primary Data (2021)

Table 12 shows that the calculated F value is 77,762 with a probability of 0,000. Since the significance level of the F-test is below 0,05; the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that ease of use, usefulness, enjoyment, compatibility, and social pressure simultaneously have a significant effect on online shopping intention.

Table 13. Hypothesis Testing Using the Partial Test (T-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Note
	B	Std. Error	Beta			
(Constant)	0,127	0,215		0,591	0,555	
PEOU → INT	0,145	0,060	0,135	2,413	0,016	H1 Supported
PU → INT	0,202	0,055	0,196	3,696	0,000	H2 Supported
PENJ → INT	0,248	0,053	0,246	4,672	0,000	H3 Supported
COMP → INT	0,214	0,039	0,248	5,472	0,000	H4 Supported
PSP → INT	0,151	0,052	0,144	2,894	0,004	H5 Supported

Source: Processed Primary Data (2021)

Table 13 indicates that all hypotheses were accepted. Each independent variable, namely perceived ease of use (PEOU), perceived usefulness (PU), perceived enjoyment (PENJ), compatibility (COMP), and perceived social pressure (PSP), has a positive and significant effect on online shopping intention (INT), supported by t-values above the critical threshold 1,93 and significance levels below 0,05 (Hair Jr., Ringle and Sarstedt, 2013). These results confirm that higher levels of all factors strengthen consumers' intention to shop online.

Table 14. Coefficient Determination (R-Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,754[a]	0,568	0,560	0,40837

Source: Processed Primary Data (2021)

Table 14 shows that the adjusted R square value is 0,560. This indicates that ease of use, usefulness, enjoyment, compatibility, and social pressure together explain 56 percent of the variation in online shopping intention, while the remaining 44 percent is influenced by other variables outside the scope of this study.

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Discussion

The finding of this study indicate that perceived ease of use has a positive effect on online shopping intention during the COVID-19 pandemic. This effect suggests that the higher the perceived ease of use, the stronger consumers' intention to shop online, as online shopping is considered convenient and user-friendly. It is consistent with previous research by Moslehpour *et al.* (2017), which also reported that perceived ease of use significantly influences consumers' online shopping intentions.

Similarly, perceived usefulness and perceived enjoyment were found to positively influence online shopping intention. Consumers who perceive online shopping as useful and enjoyable are more likely to engage in it, as these factors provide practical benefits and pleasurable experiences. These results align with prior studies, which have shown that both usefulness and enjoyment positively affect consumers' intention to shop online (Huseynov and Yıldırım, 2019; Elseidi, 2021).

Furthermore, perceived compatibility and social pressure also have significant positive effects on online shopping intention. Consumers are more inclined to shop online when the platform fits their lifestyle and habits, and when social influences encourage such behavior. These findings support earlier studies by (Lim *et al.*, 2016; Huseynov and Yıldırım, 2019), confirming that perceived compatibility and social pressure play important roles in shaping consumers' online shopping intentions during the pandemic.

CONCLUSION

This study investigates the effects of perceived ease of use, perceived usefulness, perceived enjoyment, perceived compatibility, and perceived social pressure on online shopping intentions during the COVID-19 pandemic, while profiling consumers who increased their online shopping activity. Analysis of 261 respondents from Yogyakarta shows that all five factors significantly and positively influence online shopping intentions. Platforms that are easier to use, more useful, and enjoyable enhance consumers' intentions to shop online, while social influences from peers, family, and societal expectations further reinforce these intentions. Perceived compatibility has the strongest effect, indicating that alignment between online platforms and consumers' lifestyle, needs, and habits is the most influential driver of online shopping behavior during the pandemic. This finding aligns with Huseynov and Yıldırım (2019), who emphasize that perceived compatibility reflects how effectively a website or application matches consumers' lifestyles, expectations, prior experiences, needs, and values. Overall, the study highlights the combined impact of technological, experiential, and social factors in shaping online shopping behavior under increased reliance on digital commerce during pandemic COVID-19.

Based on the findings of this study, several recommendations are proposed for online businesses and future research. First, the sample was limited to a single city, Yogyakarta, which may not fully represent online shoppers across Indonesia. Future studies should involve a broader geographic scope to capture more generalizable consumer behavior. Second, this study examined only five factors influencing online shopping intentions: perceived ease of use, perceived usefulness, perceived enjoyment, perceived compatibility, and perceived social pressure. Other relevant factors, such as consumer attitudes, information security, loyalty, and trust, were not included. Therefore, future research could expand the model by incorporating additional variables to obtain more diverse data, enabling comprehensive analysis and comparison across different factors that drive online shopping intentions in Indonesia.

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