

THE MEDIATION ROLE OF BEHAVIOR INTENTION IN ACTUAL USE OF SHOPEE BAROKAH

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ABSTRACT

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The purpose of this study was to determine the impact of perceived usefulness, perceived ease of use and halal awareness on actual use of Shopee Barokah with behavior intention as a mediator. This research uses field research with a quantitative approach. Data was collected through distributing questionnaires. The population in this study were all gen z Muslim shopee users in Kudus Regency with sampling techniques using cochran formula, resulting in a total of 96 respondents. The test tool used in this research is the path analysis technique using the help of Smart-PLS 4 software. Based on the results of the channel analysis conducted, the results are obtained: (1) perceived usefulness has a positive impact on behavioral intention, (2) perceived ease of use has a positive impact on behavioral intention, (3) halal awareness has a positive impact on

behavioral intention), (4) behavioral intention has a positive impact on actual use of Shopee Barokah among Gen Z in Kudus Regency, and (5) perceived usefulness, perceived ease of use, and halal awareness have a positive impact on actual use through the mediation of behavioral intention.

Keywords: Perceived Usefulness, Perceived Ease of Use, Halal Awareness, Actual Use, Behavior Intention

INTRODUCTION

In today's digitalization era, the internet has become a fundamental need that continues to grow rapidly. Internet users in Indonesia are increasing every year. Based on research by Hootsuite and We Are Social published in January 2020, the number of internet users in Indonesia reached 175.4 million out of a total population of approximately 272.1 million. This figure shows an increase of 17 percent or around 25 million users compared to 2019 (Rizi et al., 2023).

The rapid development of the internet provides various benefits and conveniences in daily activities. The internet serves as an electronic tool that enables various activities such as communication, research, and business transactions. One of the largest groups of internet users in Indonesia is Generation Z. Generation Z grew up in a technological era dominated by smartphones and supported by extensive internet networks, so they are very familiar with the use of technology (Alfani et al., 2022).

The rapid development of e-commerce in Indonesia and around the world is part of an industrial revolution that can synergize with Islamic principles. In accordance with the 2019-2024 Sharia Economic Masterplan, one of the strategies to strengthen the digital economy is through the development of an online marketplace (Rahmawaty & Rakhmawati, 2022). However, until now it is still rare to find a marketplace that specifically provides and sells halal products, even a few that carry out transactions according to sharia principles.

The high interest of Indonesian people in Muslim fashion products and other halal-labeled products has made Shopee, one of the e-commerce with the highest number of visitors, respond to this need. Shopee has launched a special feature called Shopee Barokah to fulfill consumer demand in Indonesia's sharia market. This feature includes a variety of halal products and also provides transaction services that comply with sharia principles (Nurhayati & Hendar, 2020). In addition, Shopee Barokah also offers other sharia services such as zakat payments, donations, and prayer schedule information. The need for halal products affects the level of actual use of the halal shopping feature.

Actual use pertains to the tangible behavior exhibited when engaging with a system. It is characterized as an observable psychomotor response, which can be quantified by evaluating the frequency and duration of an individual's interaction with the given technology or system. This definition emphasizes that actual use involves measurable actions, reflecting how consistently and intensively a person utilizes the technological platform (Afkar et al., 2022). There are several factors that influence consumer interest in using the Shopee Barokah feature, including perceived usefulness, perceived ease of use, and halal awareness.

Perceived Usefulness describes a person's tendency to use an application because it is believed to help complete tasks better.

Meanwhile, perceived ease of use refers to the ease of use of an e-commerce application, which can increase interest in online shopping if the application is easy to understand and use without requiring excessive effort (Rizi et al., 2023).

Halal awareness refers to the level of knowledge of Muslim consumers about the importance of finding and consuming halal products according to Islamic law. This awareness of the halal concept is considered very important by Muslim consumers when choosing products to consume (Setyaningsih & Marwansyah, 2019). With increasing halal awareness, consumers tend to be more interested in using e-commerce that provides halal products (Oktaniar et al., 2020). In addition, behavioral intention to use describes how strong a person's intention to perform certain behaviors is, which can predict the level of technology use by users, including the desire to add supporting features, keep using technology, and motivate other users.

This Shopee Barokah feature opens up wider market opportunities in Indonesia, a country with a majority Muslim population, and is expected to increase transactions at Shopee Barokah which offers halal and safe products in the transaction process, without using credit card features that contain elements of usury which are prohibited in Islam. However, the reality is that there are still many Muslim people who have not used the Shopee Barokah feature. This low usage is due to the lack of promotion from Shopee regarding this feature, so that many Muslim consumers do not know about it (Alfani et al., 2022).

The objectives of this study include (1) to analyze the effect of perceived usefulness directly on behavior intention to use shopee barokah on gen z in Kudus Regency, (2) to analyze the effect of perceived ease of use directly on behavior intention to use shopee barokah on gen z in Kudus Regency, (3) to analyze the effect of halal awariness directly on behavior

intention to use shopee barokah on gen z in Kudus Regency, (4) to analyze the effect of perceived usefulness, perceived ease of use and halal awarness indirectly on actual use shopee barokah through behavior intention on gen z in Kudus Regency, (5) to analyze the effect of behavior intention directly on actual use shopee barokah on gen z in Kudus Regency.

LITERATURE REVIEW

1. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), initially proposed by Davis et al. in 1989, represents an extension of the Theory of Reasoned Action (TRA), a framework extensively utilized in social psychology research. This model is specifically designed to offer a comprehensive understanding of user behavior regarding the adoption and utilization of information systems or technological innovations. As a theoretical construct, TAM serves as a predictive tool that assesses and forecasts the likelihood of users accepting and engaging with new technology, thereby providing valuable insights into the factors influencing technology adoption and usage patterns (Rizi et al., 2023).

2. Actual Use

Usage refers to the actual state of engaging with and utilizing a system, which can be assessed by examining both the length of time spent interacting with the technology and the frequency with which the technology is accessed or employed. This measurement provides a comprehensive understanding of how individuals interact with the system, capturing not just occasional use but also the consistency and intensity of their engagement over a period of time (Raman et al., 2022). There are 4 indicators on the perceived Usefulness

variable, namely actual usage, frequency usage, and satisfaction usage (Sukma et al., 2020).

3. Perceived Usefulness

Perceived usefulness refers to the degree to which an individual perceives that utilizing a specific system will enhance their job performance or efficiency. This concept suggests that the more a person believes a system can positively impact their productivity, the more likely they are to adopt and use it effectively. Perceived usefulness refers to the subjective possibility of potential users that the application system will help improve their job performance in a particular context. There are 4 indicators on the perceived Usefulness variable, namely effectiveness, work more quickly, make job easier, and usefull (Sukma et al., 2020).

4. Perceived Ease of Use

Perceived Ease of Use to the actual experience of interacting with and employing a system, which can be evaluated by analyzing both the duration of time dedicated to engaging with the technology and the regularity with which the technology is accessed or utilized (Tahar et al., 2020). This form of measurement offers a thorough insight into how individuals interact with the system, encompassing not only sporadic usage but also reflecting the consistency and intensity of their engagement over an extended timeframe. By assessing these aspects, we gain a deeper understanding of users' behaviors and patterns, revealing the depth of their interaction and commitment to the technology in question. Ease of use variables can be measured by the indicator easy to learn, easy to obtain and easy to operate (Lestari et al., 2022).

5. Halal Awareness

Halal Awareness is defined as the understanding that Muslim consumers have regarding their need to find halal products in accordance with Islamic law. Knowledge about halal is one of the important aspects that influence in determining consumer interest (Rahmawaty & Rakhmawati, 2022). The halal awareness variable can be assessed through several indicators, such as the realization and understanding that the product is certified as halal, the awareness and knowledge that the ingredients used in the product are entirely halal, and the recognition and comprehension that the product has been processed in accordance with halal standards and practices (Handriana et al., 2020).

6. Behavior Intention

Behavior intention is a direct causal factor that influences the implementation of the behavior. This individual's intention is determined by his attitude towards the behavior, it encompasses the perceived social pressure or influence exerted by individuals who hold significant importance or carry considerable weight in the person's life, shaping their attitudes and behaviors. Halal awareness variables can be measured by indicators regular use of the system, always keep using, continue to use the system in the future and future use of the system (Winarno et al., 2021).

Hypothesis Development

Perceived usefulness (PU) refers to the extent to which an individual believes that using e-commerce platforms will lead to improved efficiency and effectiveness in accomplishing tasks (Dandi & Ridanasti, 2024). In this context, PU plays a pivotal role in shaping the behavioral intention to engage with e-commerce services. The more users perceive e-commerce as

beneficial and capable of enhancing their overall performance, the stronger their intention becomes to adopt and regularly use such platforms. This relationship aligns with the core principles of the Technology Acceptance Model (TAM), which emphasizes that perceived usefulness is a fundamental determinant influencing an individual's intention to embrace and adopt new technology. According to Winarno, et.al. (2021), Sukma, et.al. (2020) dan Kasanah & Faujiah (2021) perceived usefulness affects actual use. While perceived usefulness has no effect on actual use as research found by Kang Li (2023), Rizi, et.al (2023).

H1: Perceived Usefulness Influences Behavior Intention.

The concept of perceived ease of use in relation to behavioral intention when using e-commerce implies that the more straightforward and user-friendly an e-commerce platform appears to be, the greater the likelihood that a user will develop a stronger intention to engage in transactions on that platform. This means that when users find it convenient and effortless to navigate, they are more inclined to participate in purchasing activities. If users feel that the features and interface of the platform are intuitive and user-friendly, they will be more motivated to explore and take advantage of the services offered. This can enhance user trust and reduce barriers to making purchases, thereby strengthening the likelihood of them making future purchases. According to Winarno, et.al. (2021), Sukma (2020) and Rizi, et.al (2023) perceived ease of use affects actual use. While perceived ease of use has no effect on behaviour intention as research found by Alfani et al. (2022) and Lestari et.al. (2022).

H2: Perceived Ease Of Use Influences Behavior Intention.

Consumers who have a good understanding of halal products and compliance with Sharia tend to have a

more positive intention when transacting on e-commerce platforms that offer Sharia-compliant features (Bakri et al., 2023). This is due to their desire to ensure that the products and services they choose align with their religious and ethical values. Therefore, the higher the level of halal awareness, the greater the likelihood that individuals will engage with and utilize Islamic e-commerce features. According to Setyaningsih & Marwansyah (2019), Nurhayati & Hendar (2020) dan Handriana et al. (2020) halal awareness affects behaviour intention. While halal awareness has no effect on behaviour intention as research found by Aspan et al. (2017).

H3: Halal Awareness Influences Behavior Intention.

Individuals who have a strong intention to take advantage of Islamic e-commerce features are likely to be more active in using them, driven by the belief that these features align with Islamic values and provide perceived benefits. In other words, the stronger a person's intention to use sharia e-commerce features, the greater the likelihood that they will actually utilize it in their daily transactions. According to Sukma, et.al (2020), behaviour intention affects actual use. But, according Kang Li (2023), Raman, et.al (2022) behaviour intention has no effect on actual use.

H4: Behavior Intention Influences Actual Use.

Perceived usefulness refers to the extent to which users feel that the e-commerce features provide benefits in meeting their needs, while perceived ease of use indicates the ease of operating those features. Halal awareness, on the other hand, reflects the user's awareness of compliance with Sharia principles in transactions. These three factors can influence users' intentions to use Islamic e-commerce features, which in turn will impact their actual usage. Thus, behavioral intention serves as a bridge connecting these factors to the actual use of Islamic e-commerce features. According to Sukma,

et.al (2020), Humida, et.al. (2022) Behavioral intention can mediate the relationship between perceived usefulness, perceived ease of use, and halal awareness towards actual use. But, according to behavioral intention can't mediate the relationship between perceived usefulness, perceived ease of use, and halal awareness towards actual use.

H5: Perceived Usefulness, Perceived Ease Of Use, and Halal Awareness Affect Actual Use Through Behavior Intention as a Mediating.

RESEARCH METHODS

This research uses primary and secondary data as data sources. The population of this research is generation Z Muslim Shopee users in Kudus Regency, whose exact number cannot be known with certainty. To determine the sample size of the population, this study used the Cochran formula (Riyanto & Hatmawan, 2020), resulting in a total of 96 respondents. Data and information collection was carried out through various methods, one of which was a questionnaire, which was distributed to respondents both directly and through online links given the broad scope of the research. Questionnaire is a method of collecting data by providing questions or written statements to respondents to obtain answers. This method is considered efficient for researchers who want to measure variables precisely and is suitable for large populations. Questionnaires can be open or closed and can be distributed directly or via internet media such as Google Form. In addition, the documentation method is also used to collect data by reviewing various available documents, such as books, journals, company data, historical records, the internet, and other sources. The data were then analyzed using SmartPLS 4 software to obtain path analysis output between variables. Model analysis using path analysis which can be seen in the figure below:

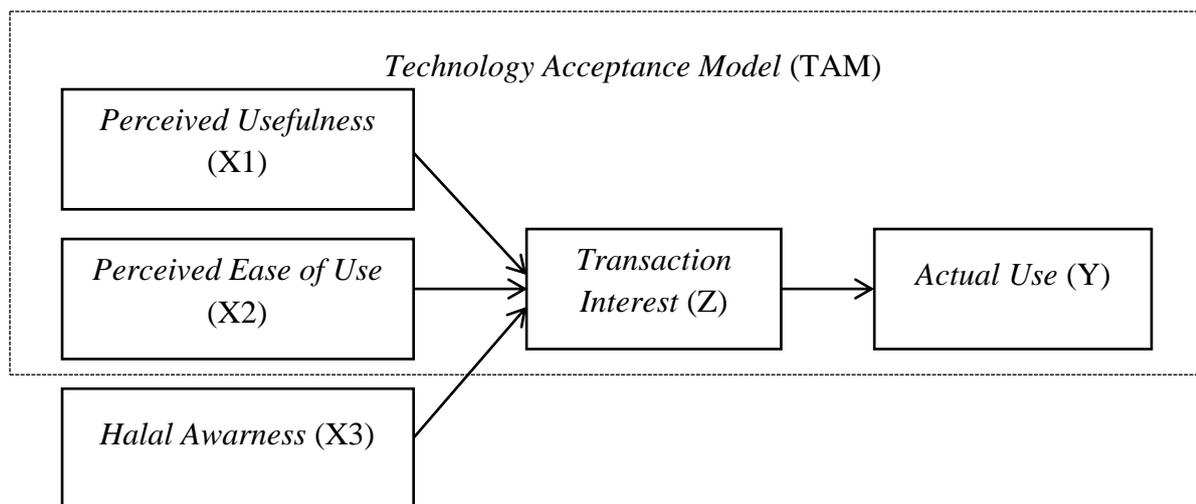


Figure 1. Research concept framework

The Technology Acceptance Model (TAM) explains that users will accept technology based on two main factors: perceived usefulness and perceived ease of use. In the context of sharia e-commerce, perceived usefulness refers to the extent to which users believe that the offered features can enhance the effectiveness and efficiency of their transactions, while perceived ease of use reflects the ease of operating those features. Halal awareness, which includes understanding and awareness of Sharia principles in transactions, also contributes to the users' intentions. Behavior intention acts as a mediating variable that connects these three factors with actual use. This means that the higher the values of perceived usefulness, perceived ease of use, and halal awareness, the greater the likelihood that users will have the intention to use the feature, which ultimately has a positive impact on the actual use of the Shopee Barokah feature.

From the research model above, the hypotheses proposed in this study include: H1 = Perceived usefulness affects behavior intention

H2 = Perceived ease of use affects behavior intention

H3 = Halal awareness affects behavior intention

H4 = Behavior intention affects Actual Use

H5 = Perceived usefulness, Perceived ease of use, and Halal awareness affect Actual Use through behavior intention as a mediator.

RESULTS AND DISCUSSION

Respondents in this study are generation Z Muslims who live in Kudus Regency and utilize the Shopee Barokah feature in their shopping activities. The instrument used in this research is a questionnaire distributed to each respondent, both online and offline. The characteristics of generation Z Muslim Shopee users in Kudus Regency can be seen based on age range, gender, and frequency of purchasing goods using the Shopee Barokah feature.

Based on research data, gen z respondents are all female with an age range of <20 years with a percentage of 44%, namely 42 people and age > 20 years with a percentage of 56%, namely 54 people. Based on the number of purchases using shopee barokah, it shows that the majority

of gen z in Kudus Regency have made more than 3 transactions.

Path Analysis Test Results

1. R Square Test

The R-square test is used to assess the influence or relationship between variables; an R2 value of 0.33 is considered moderate, 0.19 is considered weak, and above 0.7 is considered strong.

Tabel 1. R Square Test

Variabel	R-Square
<i>Actual Use (Y)</i>	0,827
<i>Behavior Intention (Z)</i>	0,788

Sourch: Output Software SmartPLS 4

The R-square test results above show that the Perceived Usefulness, Perceived Ease of Use, Halal Awareness and Behavior Intention variables have a strong relationship with actual use, because the R2 value of 0.827 is obtained. This means that 82.7% of the Actual Use variable is influenced by these four variables, while the remaining 17.3% is influenced by other factors not examined in this study. Then, the test results show that the variables Perceived Usefulness, Perceived Ease of Use, Halal Awareness have a strong relationship with Behavior Intention, because the R2 value is 0.788. This means

that 78.8% of the brand trust variable is explained by these two variables, while the remaining 21.2% is influenced by other factors not examined in this study.

2. Hypothesis Test

Hypothesis testing is done through the bootstrapping method, the requirement for the acceptance of a hypothesis is that the T-statistic value must be above 1.96 and the P-values must be below 0.05. An explanation of the direct effect and indirect effect hypothesis test results can be seen in the table below:

Tabel 2. Hypothesis Testing of Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Description
X1 - > Z	0,248	0,250	0,035	2.443	0.015	Accepted
X2 - > Z	0,724	0,722	0,036	7.528	0.000	Accepted
X3 - > Z	0,429	0,430	0,065	9.226	0.000	Accepted
Z -> Y	-0,300	-0,298	0,040	2.242	0.009	Accepted

Sourch: Output Software SmartPLS 4

Referring to table 2, it can be explained as follows:

- a. The statistical T value between perceived usefulness and behavior intention is 2.443 and the p-value is

0.015, meaning that perceived usefulness affects behavior intention.

- b. The statistical T value between perceived ease of use and behavior intention is 7.528 and the p-value is

- 0.000, meaning that perceived ease of use affects behavior intention.
- c. The statistical T value between halal awareness and behavior intention is 9.226 and the p-value is 0.000, meaning that halal awareness affects behavior intention.
- d. The statistical T value between behavior intention and actual use is 2.242 and the p-value is 0.009, meaning that behavior intention affects actual use.

Tabel 2. Hypothesis Testing of Direct Effect

	T statistics	P values	Description
<i>Perceived Usefulness → Behavior Intention → Repurchase Intentions</i>	6.095	0,000	Accepted
<i>Perceived Ease of Use → Behavior Intention → Repurchase Intentions</i>	4.205	0,020	Accepted
<i>Halal Awareness → Behavior Intention → Repurchase Intentions</i>	2.673	0,001	Accepted

Sourch: Output Software SmartPLS 4

Based on the results of the indirect effect hypothesis test above, it can be concluded :

- a. That the T-statistic value of 6.095 > 1.96 and the p-value of 0.000 < 0.05, indicating that perceived usefulness has an effect on actual use mediated by behavioral intention.
- b. That the T-statistic value of 4.205 > 1.96 and the p-value of 0.020 < 0.05, indicating that perceived ease of use has an effect on actual use mediated by behavioral intention.
- c. That the T-statistic value of 2.673 > 1.96 and the p-value of 0.001 < 0.05, indicating that halal awareness has an effect on actual use mediated by behavioral intention.

Discussion

Perceived usefulness theoretically influences behavioral intention in the use of the Shopee Barokah feature among Gen Z in Kudus Regency. In the TAM theory, they feel that the feature truly provides benefits and facilitates transactions in accordance with Sharia principles, thus their tendency to use that feature will increase. Perceived usefulness triggers a sense of trust and confidence that the feature can meet their needs in a better and more efficient way. This directly encourages the intention or behavioral intent of Gen Z to continue using the Shopee Barokah feature in their online shopping activities. Based on the results of this study, it shows that Perceived Usefulness (X1) partially has a positive influence on Behavior Intention (Z) among Gen Z in Kudus Regency. It is evidenced

by the coefficient value of Perceived Usefulness (X1) of 2.243 > 1.96 with a significance of 0.015 < 0.05. The coefficient value indicates that when Perceived Usefulness (X1) increases, it can enhance Behavior Intention (Z). Therefore, H1 is accepted, which means that the variable Perceived Usefulness (X1) has a partial effect on Behavior Intention. (Z). In the context of the use of the Shopee Barokah feature by Gen Z in Kudus Regency, perceived ease of use plays a crucial role in shaping behavioral intention, as explained in the Technology Acceptance Model (TAM). TAM states that when a technology is perceived as easy to use, users are more likely to have the intention to use it. If Gen Z feels that the Shopee Barokah feature is easy to understand and use without difficulty, they will be more likely to have a positive intention towards using that feature. This

ease enhances comfort and efficiency, thereby encouraging Gen Z to use Shopee Barokah more frequently. Based on the results of this study, it shows that Perceived Ease of Use (X2) partially has a positive influence on Behavior Intention (Z) among Gen Z in Kudus Regency. It is evidenced by the coefficient value of Perceived Ease of Use (X2) of $7.528 > 1,96$ with a significance of $0.000 < 0.05$. The coefficient value indicates that when Perceived Ease of Use (X2) increases, it can enhance Behavior Intention (Z). Therefore, H2 is accepted, which means that the variable Perceived Ease of Use (X2) has a partial effect on Behavior Intention. (Z).

Halal awareness has a significant influence on the behavioral intention to use the Shopee Barokah feature among Gen Z in Kudus Regency. When Gen Z has a high awareness of products and services that align with halal principles, they tend to feel more trust and comfort in using the Shopee Barokah feature, which offers products in accordance with Islamic values. This awareness encourages them to consider halal aspects in their online shopping decisions, thereby strengthening their intention to use the feature as a platform that meets their needs and beliefs. Based on the results of this study, it shows that Halal awareness (X3) partially has a positive influence on Behavior Intention (Z) among Gen Z in Kudus Regency. It is evidenced by the coefficient value of Halal awareness (X3) at $9.226 > 1,96$ with a significance of $0.000 < 0.05$. The coefficient value indicates that when Halal awareness (X3) increases, it can enhance Behavior Intention (Z). Therefore, H3 is accepted, which means that the variable Halal awareness (X3) has a partial effect on Behavior Intention. (Z).

Behavior intention has a significant influence on actual use. According to the Technology Acceptance Model (TAM), behavioral intention is the main predictor that determines whether someone will actually use a technology. When Gen Z

has a strong intention or desire to use Shopee Barokah, this will be reflected in their actual actions in utilizing the feature. Based on the results of this study, it shows that Behavior Intention (Z) partially has a positive influence on Actual Use (Y) among Gen Z in Kudus Regency. It is evidenced by the coefficient value of Behavior Intention (Z) being 2.242 with a significance of $0.009 > 0.05$. The coefficient value indicates that when Behavior Intention (Z) increases, it can enhance Actual Use (Y). Therefore, H4 is accepted, which means that the Behavior Intention (Z) variable has a partial effect on Actual Use. (Y).

Based on the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use influence behavioral intention, which ultimately drives actual use. In the context of the use of the Shopee Barokah feature by Gen Z in Kudus Regency, perceived usefulness makes users feel that this feature is beneficial in meeting shopping needs according to halal principles, while perceived ease of use ensures that this feature is easy to use, thereby increasing the intention to use it. (behavior intention). Halal awareness is also an important factor because users with a high level of halal awareness tend to be more inclined to use this feature. Behavior intention then becomes a strong mediator between these three factors and actual use, guiding users to genuinely utilize the Shopee Barokah features. It is evidenced by the coefficient values of Perceived Usefulness (X1), Perceived Ease of Use (X2), and Halal Awareness (X3) on Actual Use (Y) through Behavior Intention (Z), which are each 6.095 , 4.205 , and 2.673 with significance levels of 0.000 , 0.020 , 0.001 . Therefore, H5 is accepted, meaning that the Behavior Intention (Z) variable is able to mediate the influence of Perceived Usefulness (X1), Perceived Ease of Use (X2), and Halal Awareness (X3) on Actual Use. (Y).

Behaviour intention can act as a mediating variable between perceived usefulness,

perceived ease of use, and halal awareness on the actual use of Shopee Barokah on Gen Z in Kudus Regency because intention reflects an individual's intention or desire to use the feature. When Gen Z feels that the Shopee Barokah feature is useful (perceived usefulness), easy to use (perceived ease of use), and in accordance with halal principles (halal awareness), they tend to have a stronger intention to use it. This intention then becomes a determining factor in leading them to actual use, making behaviour intention a bridge that connects the influence of the three variables to the actual use of the Shopee Barokah feature.

CONCLUSION

Based on the research findings and discussions presented, it can be concluded

that the variable perceived usefulness (X1) has a positive impact on behavioral intention (Z), the variable perceived ease of use (X2) has a positive impact on behavioral intention (Z), the variable halal awareness (X3) has a positive impact on behavioral intention (Z), the variable behavioral intention (Z) has a positive impact on actual use (Y) of Shopee Barokah among Gen Z in Kudus Regency, and the variables perceived usefulness (X1), perceived ease of use (X2), and halal awareness (X3) have a positive impact on actual use (Y) through the mediation of behavioral intention. (Z). The research still has short comings, therefore it is recommended that future studies investigate objects with a broader scope and add research variables.

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