



The Effect of Consumer Perceptions and Innovation Adoption on Their Intentions to Purchase Online

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ABSTRACT: Technological changes affect various aspects of human life and daily activities. Technological advances can make the intensity of human perception comprehensive; the benefits, risks, and convenience felt when shopping online will certainly influence intentions. This research aims to analyse perceived benefits, perceived risks, perceived ease of use, and consumer innovation adoption on online shopping intentions simultaneously and partially. The population in this study consisted of people who had or were currently shopping online. The sample for this research consisted of 388 respondents. The sampling technique is non-probability sampling using the purposive sampling method. Primary data by distributing questionnaires to potential consumer respondents. The analysis techniques used are instrument tests, multiple linear regression, the F test, the t test, and the coefficient of determination. The research results show that perceived benefits, perceived risks, perceived ease of use, and consumer innovation adoption simultaneously and partially influence online shopping intentions. Consumers are expected to know their rights and obligations in terms of protection and do not need to hesitate to report the risks they receive when shopping online.

Keywords: Perceived, Consumer, Innovation Adoption, Intentions



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INTRODUCTION

The developing industry 5.0 period has an impact on people's lives. Change after change occurs, moving in a more advanced direction. As a result of these changes, society must be able to compensate for the changes that occur. Easy access, the speed of technology in people's lives, communication media, and information systems supported by the existence of an effective web make it efficient for people to exchange information over long distances. When implementing advanced technology such as fiber technology and integrated network systems, it works on economic activities from production to consumption. Internet of Things (IoT), which is starting to touch the virtual world in the form of human, machine, and information connectivity, Technological developments are rapid and sophisticated.

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The trend is shifting from traditional shopping, which involves visiting physical stores in various locations, to digital shopping. Customers can buy anything, anytime, anywhere, from the palm of their hands. Online stores are growing rapidly due to many factors, such as low Internet costs, high penetration of smartphones in society, more reliable logistics systems, and reliable payment systems. Online shopping is changing consumer purchasing behavior. You can also pay when buying online without visiting a shop, when you make a transfer via a shopping site or social network, when goods are sent via a delivery service, via transfer or ATM, in cash or cash on delivery. With the current business model switching to an online system, people are starting to get used to making online transactions and payments via cash on delivery, virtual accounts, and linked accounts to buy all kinds of daily needs. Online shopping is cheaper than physical stores because of lower operational costs, such as rent, labor costs, and store taxes. The online shopping trend is driving the growth of the Indonesian e-commerce industry.

Changes in technology affect various aspects of human life and daily activities. Along with the rapid pace of innovation and technology, society has shifted from manual systems to systems that are more practical and flexible. Sophisticated technology is able to change the intensity of human perception to become broad and comprehensive because people are no strangers to internet networks. Technology makes it easy for people to make online transactions. Buyers and sellers monitor the movement of product flows, which becomes an attraction for online transactions. The great benefits of the internet, along with the increasing use of the internet in Indonesia, can be seen in Figure 1.1.

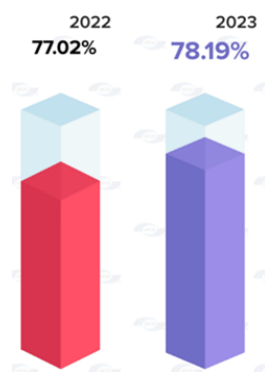


Figure 1. Indonesian Internet Penetration Level

Source: APJII Survey Results (2023)

Figure 1. shows the web penetration rate in 2023 of 78.19%. The number of people connected to the web in 2022–2023 is 215,626,156, which adds up to a population of 275,773,901 people. Indonesian population in 2022. This means that there has been an increase over the past year of 1.17%. The digital era provides a sense of comfort in making easy, practical online transactions via marketplaces and online shop websites. Marketplace are basically like markets, where there are sellers and buyers, but commercial centers are different from traditional markets; sellers and buyers do not meet directly but virtually. Marketplace companies provide a stage where buyers can see the products being sold, and marketplace makes a profit through commissions from each sale. A Marketplace is an intermediary party that accommodates sellers and buyers without physical meetings, namely in cyberspace.

The ease of online transactions brings with it a number of consumer-related problems, such as lack of trust between buyers and sellers, misuse of customers' personal information, and not knowing how to market via manuals, websites, and product processes that are difficult to understand. delivery. I am always afraid of losing my products on the road. According to ([Tangkary et al., 2018](#)) various types of online shopping crimes faced by consumers are: Online stores that offer branded products at low prices, thereby attracting customers, trusting them, transferring money to accounts, and ordering products that do not arrive or do not match the order,. By offering products that are not yet distributed, buyers will focus on products they believe are growing, such as household appliances, branded items, and specialty or discounted products. Criminals use techniques to trap their victims. The customer pays, the fraudulent online shop loses, and the product does not reach the customer. Promotions, discounts, or attractive packages are the same. Criminals run discount promotions to convince customers to trust them, make deposits or gifts, send money, and then the online store disappears and cannot be contacted.

Purchase intent occurs when a customer wants to purchase some product or service. The higher the level of trust, the lower the consumer risk associated with online shopping ([Made et al., 2016](#)). ([Nyssa & Rahmidani, 2019](#)) stated that consumers' buying interest in online stores is influenced by perceptions of trust and perceived ease of use, while perceptions of risk have no effect. In online shopping via Instagram, there is no direct interaction between the seller and the buyer; trust is created, and there is a visible risk, so customers think about the reliability of the online store, and trust remains the main element in the network. purchasing needs ([Made et al., 2016](#)). ([Satriana et al., 2014](#)) stated that online purchasing intentions are influenced by several variables, including perceived ease of use, online trust, informativeness, attitude, and impulse buying orientation.

Perceived usefulness is a person's belief in something that has benefits when used. Perceived benefits are a determinant of social influence and system quality. ([Ernawati & Noersanti, 2020](#)) say a person will use a technology if the technology provides benefits. If someone believes that technology is useful, then it will be used. Conversely, if technology is less useful, then it is ignored. ([Jogiyanto, 2019](#)), the advantage is that the breadth of a person's thinking through the use of a type of technology will improve their performance. If a technology can provide benefits, you will use it. If someone believes technology is useful, they will use it. But if you think the skill is useless, you won't use it. If someone knows the positive benefits of using technology, then they will use it. Therefore, we hope that the presence of this technology can provide benefits for every user so that they can enjoy the various advantages offered by this technology. Benefits can be measured using several indicators: Ease of payment processing. Speed up payment transactions. Additional benefits will be provided after the transaction is completed. Provides a sense of security in payment transactions. Improve the efficiency of payment operations. ([Jogiyanto, 2019](#)) defines perceived usefulness as the extent to which someone believes that using technology can be useful in improving their work performance.

Perception of risk has a negative effect on the intention to buy products online, indicating that the higher the perceived risk, the intention to buy the product will decrease. ([Alessandro et al., 2017](#)) found that risk has a negative and significant effect on online shopping behavior in the US industry.

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([Zulfa & Hidayati, 2018](#)) perceive the risk of uncertainty faced by consumers when they cannot predict the future consequences of their purchasing decisions. ([Made et al., 2016](#)) found that perceived risk had a negative and significant influence on the intention to purchase fashion products via Instagram. In the online purchasing process, transactions do not occur directly, so you only see the product through images and are not touched. Risk perception determines a person's purchasing decisions. The higher the perceived risk, the greater the fear of online transactions. Concerns about transacting in e-commerce include fear of being cheated, unsatisfactory results, sometimes long delivery times, and a confusing ordering system. ([Kesharwani & Bisht, 2014](#)) found that risk perception has a negative and significant impact on Internet technology usage behavior in India. ([Indiani et al., 2015](#)) found that risk has a negative effect on purchase intentions. ([Arshad et al., 2015](#)) found that risk perception has a positive and significant effect on online shopping behavior.

The ease of use of technology can facilitate people's purchasing decisions ([Istanti, 2017](#)). Perception is the way people select, organize, and interpret the information they receive, and ease of use is the degree to which people perceive a technology as easy to use. ([Solomon, 2016](#)). ([Abrilia & Sudarwanto, 2020](#)) discuss the decision-making process regarding trust, and someone will find the information system easy to use. Perceived ease of use as an individual finds work free of effort. A commonly used online system can show that the online system is easy to view, manage, and use ([Istanti, 2017](#)). Perceived ease of use is the ease felt by consumers making online transactions in accessing, finding, and operating a website. According to ([Jogiyanto, 2019](#)), ease of use is a measure of trust when using technology; technology must be easy to use and manage, even though there is a clear lack of effort. Ease of use is the user's expectation of effort when using the system. ([Mawardani & Dwijayanti, 2021](#)) argue that an easy payment system will influence a person's daily activities. Perceived ease of use positively influences intentions towards online shopping.

([Park et al., 2019](#)) conducted research on the integration of multimedia learning technology using TAM and concluded that multimedia technology is very effective for learning. Sharing innovation has become the main pillar of technology, product, and service development in various industries. This concept refers to the process by which new innovations are accepted by the market or society in general. However, as we enter the dynamic digital era, there is a major shift in new information technology. Due to continuous technological growth, widespread connectivity, and high rates of technology adoption, the digital world has become a land of creative innovation. Innovation comes from the Latin word innovation, which means renewal and change. Innovation is the process of developing and utilizing knowledge, skills, and experience to create or improve new products, processes, and systems that provide significant value. ([Sitorus et al., 2016](#)) developed a technical framework using an interactionist perspective. In this perspective, technology adoption is studied based on the interactions that occur between components of the technology adoption system, one of which is the interaction between individual users and the social environment. Consumer innovation adoption is used to predict consumer tendencies toward adopting technological innovations. The higher the perceived innovativeness, the higher the intention to transact online. ([Cho & Son, 2019](#)) found that relationships with one's social environment, especially through social media, have a significant impact on adoption intentions. ([Sitorus et al., 2016](#)) found that

individual users' interactions with their social environment, represented by social agents, had a significant impact on their willingness to adopt technology.

This research is the result of the development of the technology acceptance model and the theory of planned behavior. The research target is consumers in Indonesia with different characteristics in each region. The research variables used include perceived benefits, perceived risk, perceived ease of use, consumer innovation adoption, and online shopping intentions. The research looks at the factors that form online shopping intentions from the consumer side. Based on the background above, the research objectives to be conveyed are:

1. Analyze the influence of perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption on online shopping intentions.
2. Analyze the influence of perceived benefits on online shopping intentions.
3. Analyze the influence of risk perception on online shopping intentions.
4. Analyze the influence of perceived ease of use on online shopping intentions.
5. Analyze the influence of consumer innovation adoption on online shopping intentions.

METHOD

(Arikunto, 2019) defines research subjects as objects, things, or people to which data for research variables are attached and which are at issue. In this research, the subjects used were people who had or are currently shopping online. The dependent variable research object is online shopping intention (Y), while the independent variables are perceived benefits (X_1), perceived risk (X_2), perceived ease of use (X_3), and consumer innovation adoption (X_4). Based on this background, the research model shown in Figure 3 was produced.

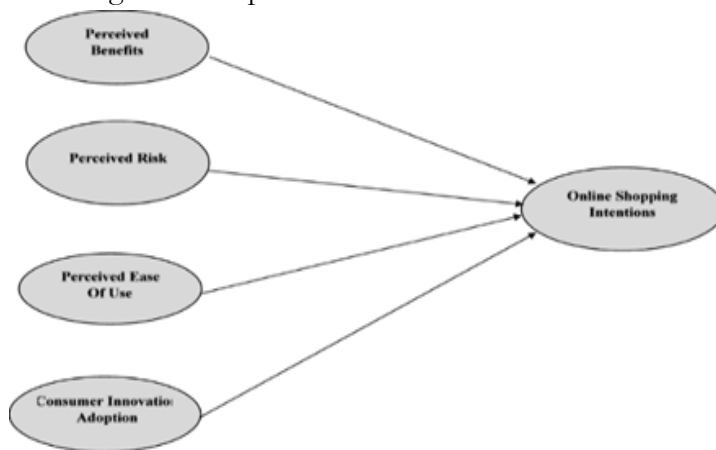


Figure 2. Research Model

Temporary allegations or research hypotheses are divided into: perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption that influence online shopping intentions (H_1). Benefit perceptions influence online shopping intentions (H_2), risk perceptions influence online shopping intentions (H_3), perceived ease of use influences online shopping intentions (H_4), and consumer innovation adoption influences online shopping intentions (H_5).

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The data source is primary data obtained through the results of distributing questionnaires. It is difficult to know the population size with certainty, so the sample size was determined using the Lemeshow formula as was done in (Izza's, 2021) research, a sample of 388 respondents from the community who had or are currently shopping online. Details of the questionnaires that were collected can be seen in Table 1.

Table 1. Questionnaire Acquisition

Information	Amount
Online Questionnaire	
Accepted questionnaires	418
Questionnaire respondents never shop online	17
Questionnaire respondents who did not answer all statements	13
The questionnaire is ready to be processed	388

Source: Primary Data (2023)

The total research sample of 388 is considered quite representative of the population. The analytical tools in research consist of instruments, namely validity and reliability, multiple linear regression analysis, hypotheses consisting of simultaneous F tests, partial t tests, and determinant coefficients.

RESULT AND DISCUSSION

This section explains the characteristics of the research respondents, including age, gender, occupation, and frequency of use. The data collection method used in this research was a questionnaire, and the respondents in the study were 388 people who had or were currently shopping online. Table 2 describes the characteristics of the respondents.

Table 2. Characteristics of Respondents

	Category	Number of respondents	Percentage
Gender	Female	245	63%
	Male	143	37%
Age	18 - 25 years	54	14%
	26 - 35 years	249	64%
	36 – 45 years	37	10%
	46 – 55 years	23	6%
	56 – 65 years	17	4%
	>65 years	8	2%
Job	Student	54	14%
	Employee	139	36%
	Entrepreneur	31	8%
	Government Employees	63	16%
	Teacher/Lecturer	62	16%

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	Category	Number of respondents	Percentage
	Housewife	23	6%
	Other Jobs	16	4%
Incomes	< Rp. 5.000.000	76	20%
	Rp. 5.000.000 - Rp. 10.000.000	237	61%
	Rp. 10.000.001 - Rp. 15.000.000	35	9%
	Rp. 15.000.001 - Rp. 20.000.000	29	7%
	> Rp. 20.000.000	11	3%
Online shopping period	< 3 months	13	3%
	4 - 6 months	26	7%
	7 - 12 months	68	18%
	> 12 months	281	72%

Source: Primary Data (2023)

Validity test

Researchers conducted trials on a small sample of 30 respondents to find out whether the statements in the questionnaire were valid or not. The validity test results are listed in Table 2.

Table 3. Validity Test results

Variable	Corrected Item-Total Correlation	
Perceived Benefits	Statement 1	0,753
	Statement 2	0,883
	Statement 3	0,832
	Statement 4	0,664
	Statement 5	0,727
Perceived Risk	Statement 1	0,844
	Statement 2	0,779
	Statement 3	0,757
	Statement 4	0,671
	Statement 5	0,759
	Statement 6	0,685
Perceived Ease of Use	Statement 1	0,817
	Statement 2	0,692
	Statement 3	0,739
	Statement 4	0,792
	Statement 5	0,823
	Statement 6	0,775
Consumer Innovation Adoption	Statement 1	0,905
	Statement 2	0,906
	Statement 3	0,842

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Variable	<i>Corrected Item-Total Correlation</i>	
Online Shopping Intentions	Statement 4	0,762
	Statement 5	0,731
	Statement 1	0,757
	Statement 2	0,803
	Statement 3	0,768
	Statement 4	0,817

Source: Results of Primary Data Processing (2024)

Table 3 shows that the results of the validity test for each statement in the questionnaire have an r count $>$ r table (0.361). The conclusion is that each statement regarding perceived benefits, perceived risks, perceived ease of use, adoption of consumer innovation, and online shopping intentions is declared valid.

Reliability Test

The aim is to determine the consistency of the measuring instrument and whether it is reliable and remains consistent if the measurement is repeated. The questionnaire is reliable if the Cronbach's alpha value is $>$ 0.60. The reliability test results are listed in Table 4.

Tabel 4. Reliability Test results

Variable	<i>Cronbach's Alpha</i>
Perceived Benefits	0,838
Perceived Risk	0,814
Perceived Ease of Use	0,629
Consumer Innovation Adoption	0,719
Online Shopping Intentions	0,756

Source: Results of Primary Data Processing (2024)

Table 4 shows that perceived benefits, perceived risks, perceived ease of use, consumer innovation adoption, and online shopping intentions result in Cronbach's alpha $>$ 0.60, which means all variables are reliable.

Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the direction of influence used in the research model, namely perceived benefits, perceived risk, perceived ease of use, and adoption of consumer innovation on online shopping intentions in a linear manner. The results of the multiple linear regression analysis are listed in Table 5.

Table 5. Multiple Linear Regression Test Results

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3,467	1,680	
	Perceived Benefits	0,242	0,119	0.185
	Perceived Risk	-0,194	0,076	0.241
	Perceived Ease of Use	0,183	0,088	0.175
	Consumer Innovation Adoption	0,265	0,091	0.244

a. Dependent Variable: Online Shopping Intentions

Source: Results of Primary Data Processing (2024)

Table 5 shows the following regression equation:

$$Y = 3.467 + 0.242 PB - 0.194 PR + 0.183 PEU + 0.265 CIA + e$$

Based on the results of the multiple regression equation above, it can be seen that:

- The constant value of 3.467 states that the constant value is positive and shows that if the variables perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption are considered constant, then online shopping intentions are 3.467.
- The perceived benefits regression coefficient value is 0.242 with a positive coefficient value. The coefficient is positive, meaning that if the response to perceived benefits increases, then online shopping intentions will increase.
- The perceived risk regression coefficient value is 0.194, with a negative coefficient value. The coefficient is negative, meaning that if the response to perceived risk increases, then online shopping intentions will decrease.
- The coefficient value of perceived ease of use is 0.183, with a positive coefficient value. The coefficient is positive, meaning that if the response to perceived ease of use increases, online shopping intentions will increase.
- The consumer innovation adoption regression coefficient value is 0.265, with a positive coefficient value. The coefficient is positive, meaning that if the response to consumer innovation adoption increases, online shopping intentions will increase.

Simultaneous Influence of Perceived Benefits, Perceived Risk, Perceived Ease of Use, and Consumer Innovation Adoption on Online Shopping Intentions.

Proving the hypothesis is carried out using the F test to test whether all the independent variables, namely perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption, included in the model have a joint influence on the dependent variable, namely online shopping intentions. The F test results are listed in Table 6.

Table 6. Simultaneous Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	192.143	4	47.081	19.461	.000 ^b
Residual	321.137	384	2.473		
Total	513.280	388			

a. Dependent Variable: Online Shopping Intentions

b. Predictors: (Constant), Perceived Benefits, Perceived Risk, Perceived Ease of Use, Consumer Innovation Adoption

Source: Results of Primary Data Processing (2024)

Table 6 shows the results of the simultaneous test, namely that the calculated F value is 19.461 > F table 2.395 with a significance level of 0.000 < 0.05, which means Ho is rejected and Ha is accepted, so it is concluded that perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption have a simultaneous influence on online shopping intentions.

Partial Influence of Perceived Benefits, Perceived Risk, Perceived Ease of Use, and Consumer Innovation Adoption on Online Shopping Intentions.

The hypothesis is proven by using the t test to show how much influence perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption individually or partially have on online shopping intentions. Partial test results are listed in Table 7.

Table 7. Partial Test Results

Coefficients ^a			
Model		t	Sig.
1 (Constant)		2.067	0.043
	Perceived Benefits	2.038	0.046
	Perceived Risk	2.571	0.013
	Perceived Ease of Use	2.093	0.041
	Consumer Innovation Adoption	2.650	0.013

a. Dependent Variable: Online Shopping Intentions

Source: Results of Primary Data Processing (2024)

Table 7. It can be concluded that perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption partially influence online shopping intentions. Below, we will explain the test results for each variable.

The Influence of Perceived Benefits on Online Shopping Intentions

The influence of perceived benefits on online shopping intentions obtained a significance value of (0.046) < α (0.05) with a calculated t of 2.038 > t table 1.966. If the calculated t value > t table, then Ho is rejected and Ha is accepted, so it can be concluded that perceived benefits have a significant effect on online shopping intentions. The results of this research show that perceived

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benefits have a positive effect on online shopping intentions. ([Nurmalia & Wijayanti, 2018](#)) perceived benefits are about the benefits of an activity. Based on a person's point of view, an activity is beneficial if the positive impact of the activity is felt. The influence of perceived benefits on online shopping intentions shows that the greater the benefits consumers feel when shopping online, the greater their intentions will also increase. Consumers expect benefits from online shopping, including not having to visit a store, not having to spend time shopping, and having access to a wide variety of products. When consumers experience benefits that exceed their expectations, this influences their online shopping preferences. This research is supported by ([Iriobe & Ayotunde, 2017](#)), ([Mahardhika & Saino, 2014](#)), ([Fuad et al., 2018](#)), ([Udayana & Ramadhan, 2019](#)).

The Influence of Perceived Risk on Online Shopping Intentions

The influence of perceived risk on online shopping intentions obtained a significance value of $(0.013) < \alpha (0.05)$ with a calculated t of $2.571 > t$ table 1.966 . If the calculated t value $> t$ table, then H_0 is rejected and H_a is accepted, so it can be concluded that perceived risk has a significant effect on online shopping intentions. The results of this research show that perceived risk has a negative influence and is one of consumers' considerations regarding online shopping intentions. The influence of perceived risk on online shopping intentions shows that the risks faced by consumers when shopping online influence consumer intentions. Consumer risks when shopping online can be reduced if consumers look for detailed information about shopping sites and the products they buy. Therefore, it can increase customer demand. Found that perceived risk influences consumer purchase intentions when shopping online. This is because when the perception of risk is high, consumers will consider using, buying, or reducing the risk. This research is not in line with ([Nyssa & Rahmidani, 2019](#)).

The Influence of Perceived Ease of Use on Online Shopping Intentions

The influence of perceived ease of use on online shopping intentions obtained a significance value of $(0.041) < \alpha (0.05)$ with a calculated t of $2.093 > t$ table 1.966 . If the calculated t value $> t$ table, then H_0 is rejected and H_a is accepted, so it can be concluded that perceived ease of use has a significant effect on online shopping intentions. The results of this research show that perceived ease of use has a positive influence and is a consideration for consumers regarding online shopping intentions. Perceived ease of use was found to influence online purchasing intentions, and the more consumers feel the ease of online shopping, the higher their online purchasing intentions. The ease of use of marketing sites makes consumers think they can understand the technology. The convenience of shopping makes consumers more likely to shop online because they can shop anytime and anywhere. When consumers realize how easy it is to use technology, they will be more willing to shop online. Ease of use, according to ([Jogiyanto, 2017](#)), is people's belief that there is no effort when using technology. If people think a technology is easy to use, then they will use it, but if they think the technology is difficult to use, then they will be reluctant to use it. ([Nyssa & Rahmidani, 2019](#)), ([Iriobe & Ayotunde, 2017](#)), ([Udayana & Ramadhan, 2019](#)).

The Influence of Consumer Innovation Adoption on Online Shopping Intentions

The influence of consumer innovation adoption on online shopping intentions obtained a significance value of $(0.013) < \alpha (0.05)$ with a calculated t of $2.650 > t$ table 1.966 . The calculated

t value > t table, then Ho is rejected and Ha is accepted, so it can be concluded that consumer innovation adoption has a significant effect on online shopping intentions. The results of this research show that consumer innovation adoption has an influence in a positive direction and is one of consumers' considerations regarding online shopping intentions. The influence of consumer innovation adoption on online purchasing intentions shows that consumer innovation adoption influences online shopping intentions. Consumers have no difficulty in accepting innovation so they prefer to shop online. One of the characteristics of creative people is the courage to take risks. Consumers want to use shopping sites, trusted shopping sites, want to shop online, understand the problems of online shopping, look for detailed information about products to be purchased online and consumers' willingness to accept them online. That's why I dared to take the risk. Innovation in marketing systems. According to (Schiffman & Kanuk, 2018), consumer innovation adoption is the extent to which someone adopts an innovation before other members of the social system. The research results are similar (Ahmed et al., 2017).

Coefficient of Determination Test (R²)

The purpose of the coefficient of determination is to measure the model's ability to explain the dependent variable. The coefficient of determination is close to 0 and close to meeting the requirements, showing the model's ability to explain the variables of perceived benefits, perceived risk, perceived ease of use, and individual consumer innovation adoption of online shopping intentions. The results of the coefficient of determination test (R²) are listed in Table 8.

Table 8. Coefficient of Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.637 ^a	.405	.383	1.57505	1.611

a. Dependent Variable: Online Shopping Intentions

b. Predictors: (Constant), Perceived Benefits, Perceived Risk, Perceived Ease of Use, Consumer Innovation Adoption

Source: Results of Primary Data Processing (2024)

Table 8 shows the results of the coefficient of determination (adjusted R-square), which is 0.383, or 38.3%, meaning that perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption are independent variables that influence the dependent variable, namely online shopping intentions. amounting to 38.1%, while the remaining 61.7% was influenced by other variables outside this regression model such as trust, promotion, perceived comfort, and so on.

CONCLUSION

This research aims to analyze and determine whether there is a simultaneous and partial influence of perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption on online shopping intentions. Based on the results and discussions carried out in this research, it can be concluded that perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption simultaneously and partially influence online shopping intentions. Perceived benefits have a positive influence on online shopping intentions, meaning that consumers believe

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the perceived benefits in the form of enjoyment, usefulness, product selection, comfort, and effectiveness can influence online shopping intentions. Perceived risk has a negative effect on online shopping intentions, meaning that when consumers perceive high online shopping risks consisting of functional risks, physical risks, financial risks, social risks, and psychological risks, they try to avoid the risks by postponing their intentions to shop online.

Perceived ease of use has a positive effect on online shopping intentions, meaning that consumers trust the ease of use of online shopping sites to influence intentions, with indicators that are easy to learn, controllable, clear and understandable, flexible, easy to become skilled at, and easy to use. Consumer innovation adoption has a positive effect on online shopping intentions, meaning it has a positive effect in terms of innovativeness, low dogmatism, social character, optimal stimulus level, and variety-seeking nature. Consumers can adopt innovations on online shopping sites, so they will give responses and reactions and intend to shop online.

The findings in this research have implications for online shopping business actors. With this research, perceived benefits, perceived risk, perceived ease of use, and consumer innovation adoption can influence online shopping intentions. For the government, it is important to socialize the basis for online consumer legal protection, Undang-Undang Nomor 8 Tahun 1999 concerning Consumer Protection, and it is hoped that consumers will know their rights and obligations and should not hesitate to report cases that harm consumers when making online purchases. This research still has shortcomings, so further research needs to be developed. Limitations of this research: The research only limits the aspects of perceived benefits, perceived risk, perceived ease of use, consumer innovation adoption, and online shopping intentions. The research period was post-pandemic, which hit Indonesia. The limitations of the research were that it did not compare online shopping intentions before, during, and after the pandemic.

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