

Online Shopping Decisions Based Perceived Ease of Use As Mediation

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ABSTRACT

This research aims to analyze the influence of consumer lifestyles and product knowledge mediated by perceived ease of use on online shopping decisions among online shopping consumers in Sukoharjo using quantitative research methods and SMART PLS 4 analysis tools. The population in this study is online shopping consumers in Sukoharjo district using a non-probability sampling technique through a purposive sampling approach with a sample size of 153 according to the criteria. The results of this research show that Consumer Lifestyles and Perceived Ease of Use have a positive and significant influence on Online Shopping Decisions, while Product Knowledge does not have a significant influence on Online Shopping Decisions, Consumer Lifestyles and Product Knowledge have a positive and significant influence on Online Shopping Decisions which is mediated by Perceived Ease of Use.

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1. INTRODUCTION

The internet has now brought a lot of empowerment to consumers for more than a decade. Based on the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII), they officially released data on the results of the Indonesian Internet Penetration survey in 2023. Internet use in Indonesia has reached 215.63 million people in the 2022-2023 period. When compared to the previous period, it only increased by 2.67% and there were only 210.03 million users from the total population of Indonesia. Consumer behavior in purchasing online from various choices, making decisions to use the product, making repeat purchases, and recommending the product to others so that they can be known for making online purchasing decisions [1].

Factors that are involved in influencing consumers to decide to shop online, at least include consumer assessment, current shopping trends, product knowledge, ease of use of technology, fulfillment of needs and desires, repeat purchase behavior, unique value and the emergence of consumer satisfaction after purchasing appropriate goods. with consumer expectations however, what is the focus of this research is the consumer lifestyles factor, product knowledge which is mediated by perceived ease of use regarding online shopping decisions [2].

A decision born from careful consideration by consumers. When consumers decide something, it means that consumers have studied what their decision will be. In making decisions, consumers always find out what they will do before deciding to make a purchase, in this case online, or even choosing not to make an online purchase. This research will explain the things that influence a person to make shopping decisionson line.

According to [3] it is revealed that basically a person's lifestyle is determined by past experiences, innate characteristics, and current conditions. A person's lifestyle influences all aspects of consumption behavior and is a function of the individual's inherent characteristics and has been shaped through social interactions as the person progresses through the life cycle. The existence of a lifestyle can certainly take advantage of the presence of technology which is very developed, especially in the business world, so that existing technology is able to determine the fulfillment of consumer lifestyles. This is directly able to increase online purchasing decisions and is able to improve the level of the Indonesian economy because

economic turnover is currently proven to be high through the use of the sophistication and convenience of existing technology.

Furthermore, there is another influence which is also a factor in consumer decision making, namely product knowledge. Product knowledge is information obtained from a product including product category, brand, product attributes, product features, product price, and product trust. Product knowledge refers to information that users obtain from product users. This means that the data or information obtained by the user or consumer will be considered first before deciding to use a product [4]. Product knowledge includes all the attributes on online sites such as knowledge about attributes, knowledge about product benefits, knowledge about product satisfaction value, post-purchase experience and also the experience felt when using the product [5].

Apart from good product knowledge, of course there is the influence of perceived ease of use, where ease of use can become a connecting medium in fulfilling the needs and desires of consumers themselves. [6] defines perceived ease of use as a technological tool to measure something so that it can be believed that the computer can be understood and used easily. The same theory was also presented by [7]. Perception of user convenience is explained as the level of confidence of an individual that learning, utilizing and using technology is believed to make things easier for users. Factors that support the use of technology consist of concentrating on technology, user trust in technology and the availability of reliable mechanisms [8]. This means that with the convenience of technology that is reliable and easy, it certainly makes consumers use this media, remembering that everything is fast, easy and flexible and can be used anytime and anywhere without having to worry about missing out on current trends.

According to [9] Online shopping is the process of purchasing a product or service via the internet. The specificity of the internet purchasing process is when potential consumers use the internet and look for information related to the goods or services they need. Indonesia is ranked sixth in internet usage in the world with 83.7 million people using smartphones. This means that online shopping is currently a trend that continues to grow, especially in Indonesia, bearing in mind that the level of busyness of consumers also varies in fulfilling lifestyles so that the presence of online shopping can make it easier for consumers who are actually busy to still get value from this trend.

Several relevant studies show that there are several variations in the results shown so that the existence of this phenomenon motivates the author to conduct further research to look for parts that are lacking in previous research so as to produce reference material that can be used as a reference for policy makers in understanding consumer decision making in do online shopping.

There are several previous research findings, namely research conducted by [9] which stated that consumer lifestyles have a positive and significant influence on online shopping decisions. The results of research findings by [10] suggest that perceived ease of use has a positive and significant effect on online shopping decisions. Furthermore, the research findings put forward by [11] product knowledge has a positive and significant effect on online shopping decisions.

Based on these findings, researchers think it is necessary to further examine the influence of consumer lifestyles and product knowledge mediated by perceived ease of use on online shopping decisions.

2. RESEARCH METHOD

This research is a quantitative analysis using an associative approach, Associative is research that asks for cause and effect between two or more variables while the analytical tool used is Partial least square (PLS) 04 [12]. In this research the independent variables or variable X are consumer lifestyle, product knowledge and the dependent variable or variable Y is the online shopping decision and the mediating variable or Z is perceived ease of use. Meanwhile, data collection was carried out by distributing questionnaires to online shopping consumers in Sukoharjo district as many as 153 respondents. The framework for this research is as follows:

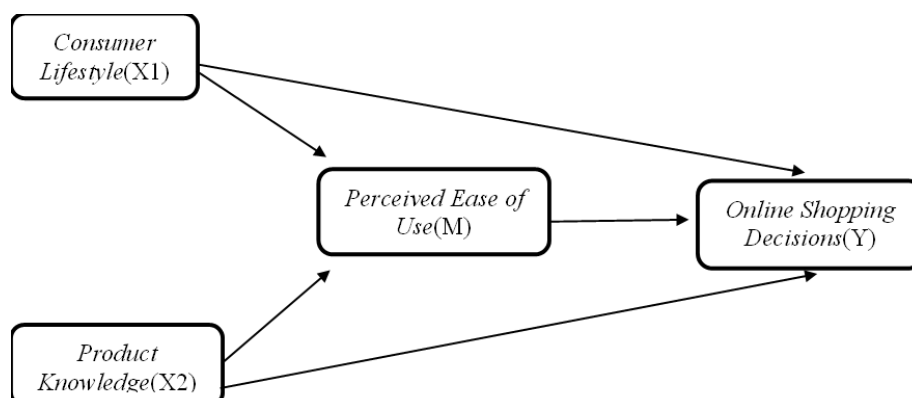


Figure 1. Research Model

Based on the framework above, the hypothesis of this research is:

2.1. Consumer Lifestyles and Perceived Ease of Use

Lifestyle refers to patterns of behavior or consumption that reflect a person's choices in spending their time and money as well as their interests and beliefs. Lifestyle is determined by social culture, for example social class or family style and personal values [13]. According to [14] indicates that lifestyle is a specific individual behavior pattern, and this behavior is the result of the values held by that individual. According to [15] perceived ease of use by users is a belief about the decision-making process in operating technology.

Interpreting the user's perceived ease as a technological tool to measure something so that it can be believed that the computer can be understood and used easily [6]. Previous research shows that the greater the consumer's lifestyle that depends on the convenience of technology, the greater the desire of consumers to utilize the convenience of technology to continue to fulfill their lifestyle and keep up with the increasingly rapid development trends of the times. The convenience of technology is also able to change consumer behavior and perspectives in fulfilling their needs so that there is an element of curiosity and keeping up with developments in this technological era. If consumers are trustworthy and true and do not lie when making purchases, consumers will perceive that the online platform is good and vice versa.

H1: consumer lifestyles have a positive and significant effect on perceived ease of use

2.2. Product Knowledge and Perceived Ease of Use

According to [17] product knowledge is the type of information received by users from using a product. So that this information can be accepted by users to be taken into consideration when deciding to use the product. Product knowledge is information obtained from a product including product category, brand, product attributes, product features, product price, and product trust. Product knowledge refers to information that users obtain from product users [5]. If consumers have knowledge of the product they are purchasing, they will not feel afraid of purchasing that product, so consumers can assume that the higher the consumer's knowledge, the easier it will be to use the product. Explained by [6] that perceived user friendliness is a technological tool to measure something so that it can be believed that the computer can be understood and used easily.

H2: product knowledge has a positive and significant effect on perceived ease of use.

2.3. Perceived Ease of Use and Online Shopping Decisions

According to [6] interpreting the user's perceived ease as a technological tool to measure something so that it can be believed that the computer can be understood and used easily. Perception of user convenience explained as the level of confidence of an individual where learning, utilizing and using technology is believed to make things easier for users [7]. According to [18] online purchasing decisions are the process through which customers evaluate their options before purchasing certain goods or services. These choices are related to their personal character, service, website quality, their attitude towards purchasing, and their decision to make an online purchase. Previous research suggests that the easier it is for consumers to use technology, the more confident and confident they will be in their choices so they can make purchasing decisions [19].

H3: perceived ease of use has a positive and significant effect on online shopping decisions.

2.4. Consumer Lifestyles and Online Shopping Decisions

Consumer lifestyles are very diverse in meeting their daily needs. There are luxurious, simple, hedonistic or ordinary lifestyles depending on the consumer's own lifestyle. Lifestyle reflects consumer behavior in spending their lives, using their money well [20]. According to [3] revealed that online shopping is a future shopping trend. With work activities increasing day by day, people feel that they do not have time and energy to go to retail outlets to shop. Online purchasing decisions are the process through which customers evaluate their options before purchasing certain goods or services [18]. These choices are related to their personal character, service, website quality, their attitude towards purchasing, and their decision to make an online purchase. Previous research has shown that the higher a consumer's lifestyle depends on online shopping, the higher the consumer's decision making to fulfill their lifestyle online. Considering that currently online shopping is a current trend, it is not uncommon for consumers to think that online shopping has its own value, satisfaction, also eliminates the feeling of prestige if there are sentences that are not updated enough, so that the online shopping lifestyle has a big influence on the business world as well as fulfilling consumer satisfaction [21].

H4: consumer lifestyles have a positive and significant effect on online shopping decisions.

2.5. Product Knowledge and Online Shopping Decisions

Product knowledge is information obtained from a product including product category, brand, product attributes, product features, product price, and product trust. Product knowledge refers to information that users obtain from product users. This means that the data or information obtained by the user or consumer will be considered first before deciding to use a product. A product is a collection of tangible and intangible attributes including pricing, color, price, producer prestige, which can be accepted by consumers as an offer [4]. Technological developments can improve businesses or online stores. With many busy jobs increasing day by day, people feel like they don't have the time and energy to go to retail outlets to shop. So consumers can simply shop online. Online purchasing decisions are the process through which customers evaluate their options before purchasing certain goods or services [18]. Consumer behavior in choosing products online from various choices, making decisions to use the product, making repeat purchases, and recommending the product to others so that they can be known to make online purchasing decisions [1].

H5: product knowledge has a positive and significant effect on online shopping decisions.

2.6. Perceived Ease of Use in mediating Consumer Lifestyles and Product Knowledge on Online Shopping Decisions

Consumer lifestyles are very diverse in meeting their daily needs. There are luxurious, simple, hedonistic or ordinary lifestyles depending on the consumer's own lifestyle. Lifestyle reflects consumer behavior in spending their lives, using their money well [20]. Product knowledge is information obtained from a product including product category, brand, product attributes, product features, product price, and product trust. Product knowledge refers to information that users obtain from product users. This means that the data or information obtained by the user or consumer will be considered first before deciding to use a product. [4]. User ease perception is a technological tool to measure something so that it can be believed that the computer can be understood and used easily [6].

Means that user's perceived ease explained as the level of confidence of an individual where learning, utilizing and using technology is believed to make things easier for users [7]. Revealed that online shopping is a future shopping trend. With work activities increasing day by day, people feel that they do not have time and energy to go to retail outlets to shop [3]. Online purchasing decisions are the process through which customers evaluate their options before purchasing certain goods or services [18]. These choices are related to their personal character, service, website quality, their attitude towards purchasing, and their decision to make an online purchase. This means that the perception of ease of use is able to have a good impact on meeting consumer lifestyle standards by knowing product information available in online shopping which is currently a current trend so that with all strong considerations the consumer's decision to make online purchases is born and it turns out that among all Respondents' answers were that most Sukoharjo online shopping consumers were satisfied with the service and the best products from online shopping [19], [22].

H6: Perceived ease of use has a positive and significant effect in mediating consumer lifestyles and product knowledge on online shopping decisions.

3. RESULTS AND ANALYSIS

This research uses two models, namely (1) Data Quality Testing (outer model) and (2) Evaluation of the structural model (Inner model), the results are as follows:

3.1. Data Quality Testing (Outer Model)

The outer model describes the relationship between indicators and constructs. This initial evaluation or measurement test is reflective between convergent validity and construct validity.

3.1.1. Discriminant Validity

3.1.1.1. Loading Factor

An indicator can be said to meet convergent validity criteria if it has an outer loading value greater than 0.70. In the attached table, after testing, there is 1 indicator that has a value below 0.7, among these indicators is EL 3.

After eliminating 1 indicator that is below the standard value, it is tested and attached to the indicator that is above the value 7.0 as follows:

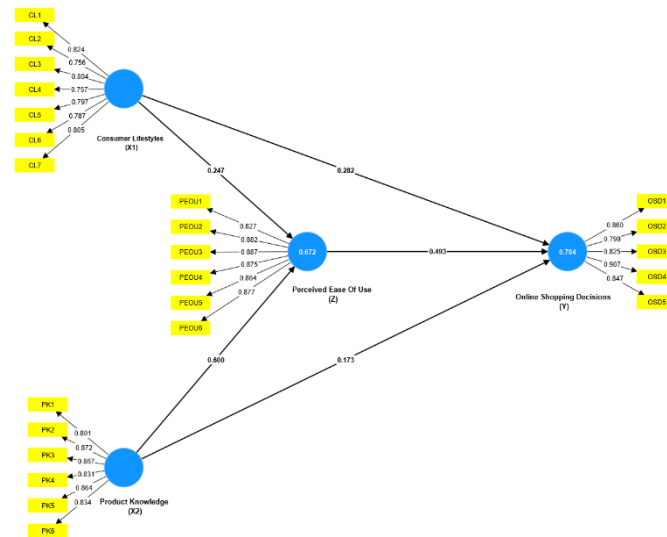


Figure 2. Outer model

3.1.1.2. Cross Loading

The Cross Loading test shows that the loading value of each indicator item on the construct (X1, X2, Z and Y) is greater than the crossloading value. Thus, it can be concluded that all constructs or latent variables have good discriminant validity, where the indicators in the construct indicator block are better than the indicators in other blocks. From the results of the crossloading analysis, it appears that there are no discriminant validity problems.

3.1.2. Reliability Test

Table 1. Reliability

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Information
Consumer Lifestyles	0.900	0.906	0.625	Reliable
Online Shopping Decisions	0.902	0.906	0.719	Reliable
Perceived Ease of Use	0.935	0.936	0.755	Reliable
Product Knowledge	0.920	0.924	0.715	Reliable

Based on the results of table 1, it shows that the Cronbach's alpha and composite reliability values of each variable have a value of > 0.60 , while the average variance extracted (AVE) value has a variable value of > 0.50 , so it can be concluded that all variables based on the composite reliability test can be stated reliable.

3.2. Inner Model Analysis

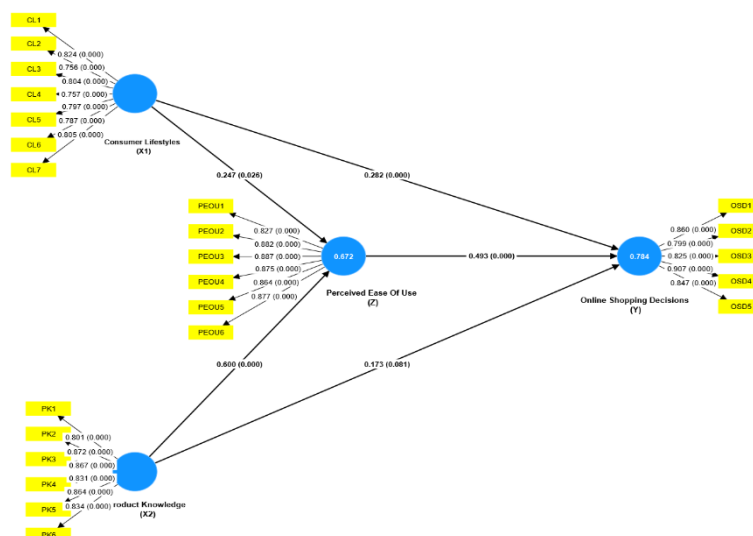


Figure 3. Inner model

3.2.1. Goodness of Fit

3.2.1.1. R Square (R2)

The results of the R Square test carried out are described in the following table:

Table 2. R Square (R2)		
Variable	R Square	Information
Online Shopping Decisions (Y)	0.784	Big
Perceived Ease of Use (Z)	0.672	Big

Based on table 2 regarding R - Square, there is an Online Shopping Decisions value of 0.784, meaning that the value obtained explains that Online Shopping Decisions can be influenced by Consumer Lifestyles and Product Knowledge of 78.4%, the remaining 21.6% is influenced by other variables that are not researched by researchers. The Perceived Ease of Use variable has a value of 0.672, meaning that the obtained value explains that Perceived Ease of Use can be influenced by Consumer Lifestyles and Product Knowledge by 67.2%, the remaining 32.8% is influenced by other variables not examined by the researchers.

3.2.1.2. Predictive Relevance (Q2)

The results of Predictive Relevance testing were carried out and described in the following table:

Table 3. Predictive Relevance (Q2)		
Variable	Q2	
Y (Online Shopping Decisions)	0.696	
Z (Perceived Ease of Use)	0.695	

Table 3 shows that the Q-Square/Predictive Relevance value of the endogenous variable is more than 0 or 0.696, which means it has a good observation value. The mediating variable based on the Q-Square table shows a value of 0.695, which means the variable has a good observation value.

3.2.1.3. Effect Size (F2)

Effect Size testing is carried out and described in the following table:

Table 4. Effect Size (F2)			
X1	Y	Z	X2
Consumer Lifestyles (X1)	0.099	0.052	
Online Shopping Decisions(Y)			
Perceived Ease of Use(Z)	0.368		
Product Knowledge(X2)	0.030	0.310	

Based on Table 4, it shows that the effect size with a large value is the influence of Z on Y because it has a value above 0.35. The influence with a medium value is X1 on Y and X2 on Y X1 on Z.

3.2.1.4. Normed Fit Index (NFI)

Normed Fit Index testing is carried out and described in the following table:

Table 5. Normed Fix Index (NFI)		
	Saturated Model	Estimated Model
SRMR	0.072	0.072
d_ ULS	1,564	1,564
d_ G	0.900	0.900
Chi-Square	716,451	716,451
NFI	0.797	0.797

Table 5 shows an NFI value below 0.90, namely an NFI value of 0.797, which means the model is marginally fit.

3.3. Hypothesis Testing

The research data used in testing this hypothesis are the values contained in the output coefficients. The following is a table of test results:

Table 1. Hypothesis test

	Original Sample	P Values	Significance
Consumer lifestyles-> Online shopping decisions	0.282	0,000	Significant
Consumer lifestyles-> Perceived ease of use	0.247	0.026	Significant
Perceived ease of use-> Online shopping decisions	0.493	0,000	Significant
Product knowledge-> Online shopping decisions	0.173	0.081	Not significant
Product knowledge-> Perceived ease of use	0.600	0,000	Significant
Consumer lifestyles-> Perceived ease of use -> Online shopping decisions	0.122	0.045	Significant
Product knowledge-> Perceived ease of use -> Online shopping decisions	0.296	0,000	Significant

3.3.1. Influence of consumer lifestyles on perceived ease of use

Testing the first hypothesis shows that there is a positive influence of Consumer lifestyles on Perceived ease of use based on the positive path coefficient value of 0.247, and has a significant influence based on the p-value of 0.026 which is smaller than 0.05. Thus, it can be concluded that Hypothesis 1 is supported.

Based on these findings, it can be explained that the greater the dependence on the convenience of technology, the greater the consumer's desire to utilize the convenience of technology to continue to fulfill their lifestyle and follow the increasingly rapid development trends of the times so that the presence of technology can become a new means of fulfilling the consumer's lifestyle. It is also important to pay attention to things that make consumers comfortable in using technology that is able to meet expectations and increase its own value for consumers who are increasingly interested in using technology.

These findings are in line with theory that the perception of user convenience is a belief about how the decision-making process is in operating technology [10]. The findings of this research are in line with previous findings conducted that the consumer lifestyles variable has a positive and significant effect on perceived ease of use [23].

3.3.2. The influence of product knowledge on perceived ease of use

Based on testing the second hypothesis, it was found that the influence of product knowledge on perceived ease of use was positive based on the positive path coefficient value of 0.600, and significant as indicated by the p-value of 0.000, namely below 0.050. Thus, it can be concluded that hypothesis 2 is supported.

This explains that the ease of technology is currently able to become the most appropriate intermediary medium for increasing consumer knowledge because current technological developments make it very easy for everyone who uses it. This also explains that the ease of technology can increase consumers' insight into knowing everything, especially the world of fashion, culinary, beauty and fashion styles which are currently trending so that the ease of technology can increase consumers' knowledge about a targeted product.

The above findings were further explained by [4] who explained that the greater the consumer's knowledge of a product, the better the consumer's choice of use of the product.

3.3.3. The influence of perceived ease of use on online shopping decisions

Testing the third hypothesis showed that there was a direct influence of Perceived ease of use on Online shopping decisions positively based on the path coefficient value of 0.493, the test showed that it was significant with a p-value of 0.000 below 0.050. Thus, it can be concluded that hypothesis 3 is supported.

Based on the results of the hypothesis above, the ease of using technology is directly able to make consumers more aware of the trends that are currently hotly discussed so that the presence of online shopping becomes a support for consumers not to miss out on current purchasing trends. This also indicates that the ease of technology is able to change a person's perspective, which previously still depended on manual work, now has shifted to the modern era which is fast, easy, flexible and very easy to control by consumers themselves. Therefore, it is very important to take advantage of the convenience of technology to keep up with developments in online shopping which has become the center for fulfilling the needs and desires of today's consumers.

The findings above are in line with the theory explained by [6] explaining that the user's perception of ease becomes a technological tool to measure something so that it can be believed that the computer can be understood and used easily [13]. Moreover, the findings of previous research conducted by [24], [25] suggest that perceived ease of use has a positive and significant effect on online shopping decisions.

3.3.4. Influence of consumer lifestyles on online shopping decisions

Based on hypothesis testing, it was found that the influence of consumer lifestyles on online shopping decisions is positive based on the positive path coefficient value, namely 0.282, followed by a p-value of 0.000 below 0.050 which shows a significant influence. Thus, it can be concluded that hypothesis 4 is supported.

Proving this hypothesis means that the feedback provided by online shopping can become a current trend, making consumers use it as a medium to fulfill their lifestyle because something that becomes a trend will add its own value to consumers, consumers feel this value can make them more confident and feel the scale of style. their lives are above average so that online shopping can improve the economy and financial circulation through online shopping trends. This requires empowerment for business people who have not kept up with the times so that the Indonesian economy becomes more equitable and can compete internationally.

The encouragement of online shopping provides full awareness of the importance of maintaining a lifestyle because apart from being a value of satisfaction in itself, it is also a center for economic development by utilizing existing technology. Moreover, previous findings support the findings of this research, namely findings from [9] which stated that consumer lifestyles have a positive and significant influence on online shopping decisions.

3.3.5. The influence of product knowledge on online shopping decisions

Hypothesis testing shows that the influence of product knowledge on online shopping decisions is positive based on the positive path coefficient value of 0.173 and it is found that the influence is not significant based on the p-value of 0.081 which is above 0.050. Thus it can be seen that hypothesis 5 is not supported.

This finding turns out to be different from the previous hypothesis which stated that product knowledge has a positive and significant influence on online shopping decisions. It is also different from the findings of research conducted by [19] which revealed that perceived ease of use has a significant influence on online purchasing decisions.

This means that consumers choose not to make online purchases because there is no media that connects product knowledge to online shopping decisions so that consumers will not have knowledge regarding the product they are targeting if there is no one to bridge it. There needs to be a connecting media so that consumers can feel they know the product. what the producers offer in online media so that consumers will have good knowledge about the products and services available in online shopping.

3.3.6. The influence of perceived ease of use in mediating consumer lifestyles and product knowledge on online shopping decisions

Hypothesis testing shows that the influence of Consumer lifestyles and Product knowledge on Online shopping decisions is through positive Perceived ease of use based on positive path coefficient values of 0.122 and 0.296, then shows a significant influence based on p-values of 0.045 and 0.000 which means below 0.050. Thus, it can be concluded that hypothesis 6 is supported.

Based on the results of testing the proposed hypothesis, perceived ease of use indirectly has a positive and significant effect in mediating consumer lifestyles and product knowledge on online shopping decisions. This means that the perception of ease of use is able to have a good impact on meeting consumer lifestyle standards by knowing product information available in online shopping which is currently a current trend so that with all strong considerations the consumer's decision to make online purchases is born and it turns out that among all Respondents' answers were that most Sukoharjo online shopping consumers were satisfied with the service and the best products from online shopping.

This is in line with several previous research findings, including stating that consumer lifestyles have a positive and significant effect on online shopping decisions [26], product knowledge has a positive and significant effect on online shopping decisions [27], followed by the findings of [24] which reveal that perceived ease of use has a positive and significant effect on online shopping decisions. From the results of hypothesis testing, it can be concluded that perceived ease of use partially has a positive and significant effect in mediating consumer lifestyles and product knowledge on online shopping decisions.

4. CONCLUSION

Based on the results of research and discussions regarding consumer lifestyles and product knowledge mediated by perceived ease of use regarding online shopping decisions, it was found that the basic things that make consumers choose to shop online are influenced by lifestyle, economic level and

increasingly sophisticated technological developments. Changes in consumer behavior patterns are increasingly different from time to time considering that current technological developments encourage everyone to follow trends that are currently hotly discussed. Therefore, it is very important for everyone to be able to manage learning and using technology as well as possible, using it in a positive way, especially since the presence of technology is quite capable of changing business economic patterns, especially in Indonesia. Of course, the presence of technology today can change the traditional way of consumer transactions to modern ones. Business actors must be able to study the world of technology markets to improve the quality of products offered to consumers. Business people are required to understand trends that consumers like, such as fashion products and accessories so that consumers feel that the presence of technology is able to fulfill their needs and desires.

The existence of consumer lifestyles that depend on the use of technology can increase consumer confidence in making transactions via online platforms. If consumers are satisfied with the products they receive, this is certainly very good for business development by generating good feedback for business people. However, from the research results it was found that one thing made consumers uncomfortable, namely the goods seen in the online features were different from the goods consumers received. This indicates that the product specifications that appear on the online platform do not match the results provided, making consumers disappointed, dissatisfied and also feel cheated. It is hoped that business actors must provide good feedback to consumers so that consumers feel more confident in the products offered and feel that consumer value is fulfilled. If the consumer's expectations are in line with the results obtained then it is very likely that the consumer will recommend the business owner's online shop to family, relatives and close friends to choose products in the online shop rather than elsewhere and the impact will be very good for other business people who will motivated to provide the best products in accordance with consumer desires and expectations. Thus, it can be concluded that in the context of online shopping, perceived ease of use is a crucial factor that connects consumer characteristics and product knowledge with online purchasing decisions. The implications of these findings can be used to develop more effective marketing strategies and improve consumers' online shopping experience. From the results of the explanation in the research, it was found that the strongest influence of the variable is perceived ease of use, where without technology it is likely that consumers will not be aware of the existence of online shopping which offers various conveniences, so it is very important for business people and future researchers to understand and explore the advantages offered by technology to become a medium for economic growth.

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