

## Innovation Recognition, Individual Progress and Implications of Behavioral Control for Online Purchase Choices

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### ABSTRACT

**Objective:** This study investigates the influence of behavioral control model, personal innovation, and technology adoption on Shopee purchase intention. **Method:** Data from 96 respondents were collected using the quantitative research design using SmartPLS software through surveys sent to the user platform Shopee. **Results:** These results indicate a positive relationship between the technology acceptance model, personal innovativeness, and behavioral control factors and how these factors influence purchase intention. **Novelty:** These findings highlight the importance of implementing a technology adoption model, consumer creativity, and efficient behavior management through the Shopee platform to increase purchase intention among platform users. The significance of this study is that it contributes to consumers' understanding of online product and service purchases and helps researchers develop strategies to increase customer engagement and satisfaction.

## INTRODUCTION

Data and correspondence In the era of globalization, technological developments have the potential to fundamentally change both the planet and human existence. traditionally geographically confined countries. However, as technology advances and changes, these limitations disappear. In addition to being a medium for communication, the internet of today can be used for transactions. Because internet-based service systems are efficient, useful, and profitable, producers discover that selling their products and services online is very profitable. The current state of technology breakthroughs is changing people's lives. One of the most obvious trends is the use of electronic devices (such as laptops and cellphones) and growing activity in cyberspace, especially when it comes to online shopping, is among the most obvious patterns. People can utilize virtual (online) stores on the internet to buy and sell goods and services without physically going to a store. It is crucial for the vendor and the customer to come to an agreement before products and services can be efficiently delivered by shipping packages or other means. In terms of the value of e-commerce transactions, Indonesia outperforms other Southeast Asian nations like Vietnam, Thailand, the Philippines, Malaysia, and Singapore, according to the 2019 databox. E-commerce sales in Indonesia are projected to reach US\$ 82 billion in 2025 and US\$ 21 billion in 2019 [1]. Up to 90% of internet users in Indonesia between the ages of 16 and 45 have made purchases online.

One area of the global economy that is impacted by the internet's explosive growth is business. In the world of the internet, buying and selling are referred to as electronic commerce, or e-commerce. An online shopping application with a range of products to

suit consumer needs is offered by Shopee, an electronic trading platform that is presently developing in Indonesia [2]. The Shopee platform is available in all of Southeast Asia's nations, including Indonesia, Malaysia, Singapore, Vietnam, Philippines, and Thailand. As of right present, Shopee leads the Indonesian marketplace category in traffic among e-commerce sites. 237 million visitors were made to the Shopee website in September 2023, up almost 38% from the start of the year, according to databoks [3]. Shopee is a smartphone app that helps consumers swiftly and effectively assist their shopping endeavors. Customers can find a wide range of product categories on Shopee, such as men's and women's fashion apparel, laptops, furnishings for the home, cellphones and their accessories, care and health items, men's and women's shoes and bags, electronics, photographic equipment, food, and beverages. By being proactive in their job and developing a thorough awareness of the purchase patterns of the various client categories they target, manufacturers can influence the market. Examining customer purchase interests is one method for comprehending consumer behavior.

According to research [4] by Kim et al., consumer buying interest is the process of organizing a purchase by taking a variety of factors into account. The first is the amount of the product that will be required over a specific time frame; these are followed by the brand and the buyer's perspective toward the acquisition. Purchase interest is a personal trait that results from an individual's disposition and ability to follow through on a plan of action in order to acquire or get close to an item [5]. When a customer needs to satiate his desires in order to accomplish his goals, his interest in what he purchases grows into a motivator that persists in his head and ultimately transforms into an extremely strong action. Purchase interest is the desire to acquire products or services that are advertised to consumers online by merchants. The degree to which a person (particularly an internet user or online consumer) prioritizes online shopping as their primary objective in transactions, looks for reference information about related products, and prefers online shopping over traditional or offline methods are all indicators of their interest in online buying.

The basis for TAM, as created by Davis et al. in study [6], is the Theory of Reasoned Action (TRA) model, which is based on the notion that a person's attitude and conduct are influenced by how they respond to and understand a situation. This point of view holds that an individual's behavior is defined by his motivations. If someone exhibits a high interest in a behavior, they are more likely to participate in it [7]. According to the Theory of Reasoned Action, or TRA, societal and personal circumstances can impact a person's intention to engage in an activity. Information system adoption is measured and explained by TAM. This is accomplished by separating the causal links between user comfort and opinions about how great the information system is, as well as between users' objectives and preferences and the way the system is really used.

Today's internet enterprises are directly impacted by the acceptance and use of technology by individuals. People's attitudes regarding technology acceptance are influenced by their responses to and opinions of information technology. A person's perception that information technology is useful and user-friendly may be influenced by

this issue. Following acceptance of technology use, an individual's activities are impacted by their assessment of how helpful and user-friendly information technology is; this serves as a guide for acts that are deemed reasonable given the context of their use. According to Agarwal and Prasad's research [8], innovation is the readiness of an individual customer to try out new technologies in order to become an agent of change and express their thoughts. Furthermore, Agarwal and Prasad contend that people with high levels of creativity also typically adapt changes more readily from the start. This is a trait that characterizes that individual, and each person has a varied level of power. People combine information from several mediums to build ideas on new technologies. It is projected that after being exposed to some supporting views and media knowledge, people with greater levels of personal innovativeness will adopt more favorable opinions about technological aims. The concept of personal innovation assumes that highly innovative individuals possess particular or distinctive traits, such as curiosity and a drive to generate novel concepts, or that they are capable of facing uncertainty, solving present issues, and improving attitudes toward the acceptance of technology in general.

Behavioral control alludes to the way people get it the level of trouble or ease in carrying out a particular activity through discernment, which in turn makes a difference them get it the degree to which the data given to them can be caught on well or not. Behavioral control is related to proprietorship of the assets, aptitudes, openings and time required to lock in in a specific behavior [9]. That's, the degree to which a individual has get to and control over these variables can impact the degree to which they are able and willing to lock in in those behaviors. An individual's eagerness and capacity to control assets, abilities, openings, and time can be a key figure in deciding whether or not they will perform a specific activity or behavior. Behavioral control too impacts how people proposed to energize (motivate) other people to require the same activity. The level of control a individual has is evaluated based on the degree to which they have genuine capacity to direct their behavior. Buyers have the control to carry out certain behaviors and the capacity to work out control to anticipate certain behaviors [10].

In past inquire about with respect to the Innovation Acknowledgment Demonstrate (TAM) on Online Buying Intrigued, it was expressed that TAM had a positive and critical impact on online shopping intrigued [11]. Agreeing to other inquire about, the TAM variable does not have a positive and in part critical impact on the propensity of Bandung individuals to purchase mold products through the online advertise Shopee [12]. Based on the comes about of these two considers, it is expressed that there's a hole between the Innovation Acknowledgment Demonstrate (TAM) and Buying Intrigued Online.

In previous research regarding *Personal Innovation on Online Buying Interest*, it was stated that the *customer innovation variable* in particular had a significant effect on all the variables used in the research [13]. Meanwhile, other research states that one of the variables used in this research, namely *wear-ability for online purchases*, does not have a significant positive relationship with the progress of *Personal Innovation* [14]. Based on the results of these two studies, it is stated that there is a gap between *Personal Innovation* and *Buying Interest Online*.

In previous research regarding *Behavior Control* influencing *Online Buying Interest*, it was stated that this research found that behavioral control had a significant influence on purchasing intention [15]. Meanwhile, other research states that respondents react negatively to the view of their behavioral control ability when they want to transact fashion products online. This shows that in this research, *Behavior Control* has a negative effect on *Online Buying Interest in fashion* products [16]. Based on the results of these two studies, it is stated that there is a gap between *Behavior Control* and *Buying Interest Online*.

## RESEARCH METHOD

Technology Acceptance Model, Personal Innovation, and Behavioral Control of Online Purchase Interest are some of the research variables that are the focus of this quantitative research using a causal research approach. The goal is to determine the cause and effect relationship between these factors. Population refers to a generalized area consisting of people or subjects who have certain qualities and quantities chosen by researchers to study with the aim of drawing conclusions regarding research findings. In this context, the population studied is Shopee application users in Indonesia. Since the exact size of this population is not known with certainty, the next section will explain how the sample was taken.

The test is portrayed as a little portion of the full and characteristics of the populace [32]. The test utilized in this investigate was matured 16-45 years who had utilized Shopee. Because the whole populace in this think about isn't known with certainty, tests were taken as a representation in this consider utilizing the Cochran calculation equation, as takes after:

N data :

n : Add up to test required

Z : The required level of certainty within the test, to be specific 95D44

p : 50% chance of adjust reply

q : 50% chance of off-base reply

Moe : Edge of Blunder or greatest blunder level that can be endured

The Z esteem is 1.96, the most extreme blunder rate is 10%, and the certainty level utilized is 95%. The taking after is the by and large think about test estimate:

n

n = 96.04

The calculation over appears that a least test measure of 96 respondents is required for this inquire about. Analysts utilized a non-probability testing strategy. In non-probability inspecting, the likelihood of selecting a test is not the same for each part of the populace. Measured probabilities are not utilized in this strategy to choose individuals or populace components. Non-probability examining selects samples based on the researcher's choice or non-random circumstances. The strategy of selecting tests by considering certain components is known as judgment examining. The taking after test criteria were connected in this think about:

- Clients who utilize the internet and are at slightest 16 years ancient
- Know and visit the online buying and offering location Shopee ( Have you ever had an intrigued in making exchanges on Shopee)
- Having supporting resources associated by a web arrange to get to the location (such as a computer, tablet, or gadget/smartphone),
- Lives in Sidoarjo Rule.

The information sources utilized in this investigate are essential and auxiliary information. All clients of the Shopee program within the Sidoarjo region who are the investigate populace gotten a survey which was utilized as the most information source. Past inquire about discoveries, books and other significant references are auxiliary (supporting) information sources for this inquire about.

One of the instruments used in this investigate to gather information may be a survey. This investigate employments a closed shape survey (survey) employing a Likert scale, particularly a scale made by Rensis Likert, a sort of appraisal known as a summated rating. One of the driving estimation strategies regularly utilized in social inquire about is the Likert Scale. A person's viewpoint is surveyed employing a Likert scale on a arrangement of questions related to certain factors.

The Likert scale is utilized to degree a person's demeanor and distinguish whether the state of mind is positive or negative. The Likert scale changes over subjective comments and answers into quantitative information, which is then used to degree how respondents or people feel around the investigate subject. The conceivable answers are odd, with a impartial reaction within the center. The taking after may be a breakdown of the score levels utilized in this ponder:

**Table 1.** Variable measurement.

No	Answer	Score
1.	Strongly Agree (SS)	5
2.	Agree (S)	4
3.	Neutral (N)	3
4.	Disagree (TS)	2
5.	Strongly Disagree (STS)	1

Figure investigation may be a information examination strategy or strategy that will be connected in this investigate. Explanatory strategies that are valuable for decreasing and disposing of a huge number of factors into littler ones are at that point clarified in figure examination. By using SMARTPLS 4.0 computer program and testing the primary arrange concept for investigate data analysis. Legitimacy testing, unwavering quality testing, and hypothesis testing are included within the to begin with arrange build itself.

Within the beginning stages of Smart-PLS investigation, estimations and auxiliary models are surveyed. The outside show ( External Demonstrate ) was assessed for build legitimacy and unwavering quality. The build legitimacy test comprises of two parts, specifically discriminant legitimacy and merged legitimacy. The cross stacking esteem

calculated by comparing the square root of AVE with the relationship between latent constructs appears discriminant legitimacy. After the estimation demonstrate assessment was completed, the Smart-PLS auxiliary show was assessed. This is often done to decide how dependable the develop gauges are. This is often done by assessing the R<sup>2</sup> esteem which capacities as a demonstrate possibility test.

## RESULTS AND DISCUSSION

### Estimation Show Investigation

Parameter gauges gotten utilizing PLS (Halfway Slightest Square) can be classified as takes after:

The primary category incorporates gauges of the weights utilized to create inactive variable scores. The moment speaks to the assessed way interfacing the inactive variable and the related marker pieces (loadings). The third category concerns the implies and area of parameters (relapse consistent values) for markers and idle factors. To get these three gauges, PLS (Halfway Slightest Squares) employments a three-step emphasis strategy, with each organize creating the taking after gauges:

- Produce a weight assess.
- Create gauges for the inward demonstrate and external demonstrate.
- Deliver gauges of implies and areas (constants).

Agreeing to Ghazali & Latan [33] outside models are utilized to decide legitimacy and constancy. The external show with reflexive pointers is evaluated utilizing concurrent and discriminant legitimacy of pointers comprising of idle develops, composite unwavering quality, and Cronbach alpha for squares of markers.

Outer loadings - Matrix				
	BC X3	BI Y	PI X2	TAM X1
(X1) TAM 1				0.731
(X1) TAM 2				0.836
(X1) TAM 3				0.851
(X1) TAM 4				0.749
(X2) PI 1			0.874	
(X2) PI 2			0.887	
(X2) PI 3			0.842	
(X3) BC 1	0.822			
(X3) BC 2	0.761			
(X3) BC 3	0.757			
(Y) BI 1		0.735		
(Y) BI 2		0.868		
(Y) BI 3		0.732		
(Y) BI 4		0.847		

**Figure 1.** Outer loadings-matrix.

Since the test esteem of the primary external loadings of X1 TAM 5 was underneath 0.7, this thing was killed. So a moment demonstrate was made, based on the comes about over, the external stacking esteem was over 0.7.

### External Demonstrate Investigation

- Legitimacy test
- Concurrent Legitimacy

The inquire about legitimacy test was carried out in a few stages, counting concurrent legitimacy (Stacking Calculate) and Normal Fluctuation Extraction (AVE), as well as discriminant legitimacy (Fornell-Larker Basis and Cross Stacking). On comes about test Convergent Legitimacy, there's a number of check External Stacking and AVE have been satisfy standard over 0.5. Starting AVE esteem the is as taking after :

**Table 2.** Convergent validity test results.

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
Behavior Control (X3)	0.691	0.676	0.884	0.620
Buying Interest (Y)	0.817	0.855	0.844	0.656
Personal Innovation (X2)	0.826	0.820	0.931	0.763
Technology Acceptance Model (X1)	0.814	0.832	0.821	0.650

Source: Data processing with PLS, 2024

The table over appears that all factors meet the required AVE necessities, particularly values more prominent than 0.5. This appears that the focalized legitimacy test is fitting. Following, a investigate legitimacy test was carried out utilizing the Fornell-Larker Criteria and Cross Stacking test to decide discriminant legitimacy.

- **Discriminant Legitimacy**

The Fornell-Larker Basis test compares the  $\sqrt{\text{AVE}}$  esteem with other idle factors. To fulfill this definition, one  $\sqrt{\text{AVE}}$  must have a better correlation esteem with the variable build than other factors. This will be seen within the inclining and vertical bearings of each variable column.

**Table 3.** Discriminant validity test results.

	<b>Behavior Control (X3)</b>	<b>Buying Interest (Y)</b>	<b>Personal Innovation (X2)</b>	<b>Technology Acceptance Model (X1)</b>
Behavior Control (X3)	0.791			
Buying Interest (Y)	0.558	0.788		
Personal Innovation (X2)	0.354	0.569	0.858	
Technology Acceptance Model (X1)	0.468	0.631	0.660	0.783

Source: Data processing with PLS, 2024

Based on the table above, the  $\sqrt{\text{AVE}}$  value for the Behavior Control variable is 0.781. Therefore,  $\sqrt{\text{AVE}}$  Behavior Control has a higher value than other factors. These include the  $\sqrt{\text{AVE}}$  Implementation of Purchase Interest value of 0.788,  $\sqrt{\text{AVE}}$  Personal Innovation of 0.868, and  $\sqrt{\text{AVE}}$  Technology Acceptance Model of 0.783.

The Cross Loading Test is the next stage in determining discriminant validity. The Cross Loading Test is a test of the Outer Loading value of a variable construct which must be greater than other variables. Following are the Cross Loading results.

**Table 4.** Cross loading.

	<b>Behavior Control (X3)</b>	<b>Buying Interest (Y)</b>	<b>Personal Innovation (X2)</b>	<b>Technology Acceptance Model (X1)</b>
(X1) TAM 1	0.350	0.428	0.497	0.731
(X1) TAM 2	0.346	0.527	0.562	0.836
(X1) TAM 3	0.436	0.603	0.599	0.851
(X1) TAM 4	0.381	0.453	0.385	0.749
(X2) PI 1	0.246	0.472	0.874	0.573
(X2) PI 2	0.382	0.538	0.887	0.586
(X2) PI 3	0.312	0.495	0.842	0.533
(X3) BC 1	0.822	0.443	0.410	0.389
(X3) BC 2	0.761	0.357	0.186	0.374
(X3) BC 3	0.757	0.429	0.239	0.358
(Y) BI 1	0.522	0.735	0.318	0.478
(Y) BI 2	0.436	0.868	0.471	0.592
(Y) BI 3	0.317	0.732	0.537	0.421
(Y) BI 4	0.409	0.847	0.522	0.541

Source: Data processing with PLS, 2024

The table over appears that the External Stacking esteem of each pointer is more noteworthy than its relationship with other variable builds. The comes about of the Fornell-Larker Basis and Cross Stacking calculations over appear that the investigate appeared in Discriminant Legitimacy is rectify.

- Unwavering quality Test
- Composite Unwavering quality and Normal Change Extricated (AVE)

Past calculations appear that this inquire about was approved utilizing Concurrent Legitimacy and Discriminant Legitimacy tests. The unwavering quality of the inquire about was surveyed utilizing Composite Unwavering quality and Cronbach's Alpha values, both of which surpassed 0.6. The investigate unwavering quality values are as takes after:



**Table 5.** Composite reliability and AVE.

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
Behavior Control (X3)	0.681	0.686	0.824	0.610
Buying Interest (Y)	0.807	0.815	0.874	0.636
Personal Innovation (X2)	0.836	0.840	0.901	0.753
Technology Acceptance Model (X1)	0.804	0.822	0.871	0.630

Source: Data processing with PLS, 2024

The table above shows that the Cronbach's Alpha and Composite Reliability values for each variable meet the criteria of >0.60. This shows that the reliability of the research is adequate.

- Multicollinearity Test

**Table 6.** Outer VIF values.

	<b>VIF</b>
(X1) TAM 1	1,463
(X1) TAM 2	1,896
(X1) TAM 3	1,881
(X1) TAM 4	1,499
(X2) PI 1	2,139
(X2) PI 2	2,115
(X2) PI 3	1,740
(X3) BC 1	1,439
(X3) BC 2	1,395
(X3) BC 3	1,226
(Y) BI 1	1,480
(Y) BI 2	2,176
(Y) BI 3	1,487
(Y) BI 4	2,026

Source: Data processing with PLS, 2024

Based on the table above, it can be seen that all indicators of the variables in the research have a value of <5, so it can be concluded that all indicators used in this research do not have multicollinearity.

- Structural Model (Inner Model)

Structural Model testing is carried out by looking at the R-square value which shows the model goodness-fit test. The following are the results of the R-Square value test in the final Outer Model test.

**Table 7. R – Square values.**

	<b>R-square</b>	<b>R-square adjusted</b>
Buying Interest (Y)	0.512	0.496

Source: Data processing with PLS, 2024

The table over appears that the Innovation Acknowledgment Demonstrate, Individual Development, and Behavior Control components have a combined impact of 0.512 or 51.2% on Buy Intrigued. Typically considered to show that the remaining rate, specifically 48.8%, is influenced by factors that were not included within the inquire about.

- **Speculation test**

Bootstrapping is utilized to test speculations. The information required for bootstrapping is collected amid the estimation step. Basic Models incorporate speculation testing, which appears hypothesized relationships through reenactment hone. This bootstrapping test moreover endeavors to decide the course and significance of the relationship between each inactive variable. Speculation testing is carried out utilizing indicated t-statistical or t-count comparisons. The t - calculated esteem gotten from the botstrapping test must be more noteworthy than the one-sided t table, which is 1.66 for a standard blunder of 5% or p v a lue less than 0.05 [34].

**Table 8. Bootstrapping.**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
Behavior Control Buying Interest	0.269	0.277	0.100	2,686	0.007
Personal Innovation Buying Interest	0.256	0.253	0.124	2,060	0.039
Technology Acceptance Model Buying Interest	0.346	0.358	0.118	2,939	0.003

Source : Data processing with PLS, 2024

### **The Impact of the Innovation Acknowledgment Show on Buying Intrigued**

Based on the comes about over, it appears that the t number of 2.939 is more prominent than the t table of 1.66 and the centrality esteem is  $0.003 > 0.05$  so that the Innovation Acknowledgment Show encompasses a critical impact on Buying Intrigued.

### **The Impact of Individual Advancement on Buying Intrigued**

Based on the comes about over, it appears that the t check of 2.060 is more prominent than the t table of 1.66 and the importance esteem is  $0.039 > 0.05$  so that Individual Development includes a critical impact on Buying Intrigued.

### **The Impact of Behavior Control on Buying Intrigued**

Based on the comes about over, it appears that the t check is 2.686 which is more noteworthy than the t table of 1.66 and the importance esteem is  $0.007 > 0.05$  so that Behavior Control features a critical impact on Buying Intrigued.

### **Effectiveness of the Innovation Acknowledgment Demonstrate on Buying Interest**

Testing the primary speculation in this investigate proposes that the innovation acknowledgment demonstrate incorporates a positive and noteworthy impact on buying intrigued. This can be appeared by the calculated t result of 2.939 which is more noteworthy than the t table of 1.66 and a centrality esteem of  $0.003 > 0.05$  so that the Innovation Acknowledgment Demonstrate incorporates a noteworthy impact on Buying Intrigued. This appears that the pointers speaking to the Technology Acceptance Demonstrate (X1) have a noteworthy affect on the Buy Deliberate (Y) calculate and its related pointers. Basically, this suggests that the simpler it is to function an e-commerce stage, the more noteworthy the intrigued of millennials in utilizing e-commerce administrations, particularly when looking to buy popular items through stages like Shopee. Of course e-commerce has preferences since it is compelling and effective. The capacity to shop at any time and from any area decides viability, whereas effectiveness is illustrated within the capacity to purchase at lower costs through e-commerce.

In line with inquire about by [35] the relationship between seen convenience, seen comfort, subjective standards, and believe on eagerly to utilize e-commerce appears that seen comfort impacts a person's demeanor. This appears that on the off chance that somebody accepts a framework is straightforward, at that point their demeanor will acknowledge the framework.

### **Adequacy of Individual Development on Buying Intrigued**

Testing the moment speculation in this inquire about appears that individual development encompasses a critical impact on buying intrigued. Usually appeared by the calculated t result of 2.060 which is more prominent than the t table of 1.66 and a centrality esteem of  $0.039 > 0.05$  so that Individual Development features a noteworthy impact on Buying Intrigued. This appears that as customers' imagination increments with respect to items accessible on the Shopee stage, buy eagerly too increment. Shopper development alludes to the state in which certain people are open to new thoughts and modern characteristics of a specific item or benefit. Inquire about [36] states that consumer development can happen in two shapes: real and characteristic, this incorporates a major affect on buyer obtaining choices.

This can be in line with inquire about from [37] that customer advancement empowers shoppers to memorize everything approximately modern products and assess them based on their seen esteem. Usually since buyers back someone's development in a tall learning prepare approximately all sorts of things with respect to unused items, in arrange to extend the seen esteem and esteem that will be gotten from modern products.

### **Viability of Behavior Control on Buying Intrigued**

This third hypothesis test appears that the calculated t value is 2.686, which is more noteworthy than the t-table of 1.66 and has a significance value of  $0.007 > 0.05$ . This

implies that Behavior Control encompasses a critical impact on Buying Intrigued. This suggests that the simpler it is for consumers to control their behavior, the less demanding it is for them to create common acquiring judgments. Buy deliberate is additionally impacted by Behavioral Control markers such as usage directions (controlled organization), which implies customers can control online shopping time at Shopee, and the Ability to Modify Jolt marker (boost modifiability), which suggests respondents can maintain a strategic distance from enticing behavior when shopping at Shopee.

This can be in line with investigate from [38] which appears that customer behavior control includes a noteworthy impact on customer acquiring intrigued in halal restorative items. These discoveries recommend that behavioral control can offer assistance a individual decide whether the data given is simple to absorb or not. Moreover, on the off chance that E-Commerce administrations are seen as straightforward, individuals will be more curious about utilizing them. This appears that Seen Behavioral Control impacts Behavioral Intrigued in Utilizing E-Commerce.

## CONCLUSION

**Fundamental Finding :** Based on the discoveries of information investigation carried out through the Smart-PLS application and the discussion presented in the previous chapter, several conclusions can be drawn. The innovation acknowledgment demonstrate variable influences buying interest, the individual advancement variable impacts buying interest, and the behavioral control variable impacts buying interest. The research shows that the factors within the Innovation Acknowledgment Demonstrate (TAM) have a positive and significant impact on purchase intention. The innovation adequacy model variable demonstrates the importance of perceived ease of use of technology, attitudes toward using technology, and consumer tendencies to use innovation in shaping high purchase interest. Additionally, the use of TAM factors on e-commerce platforms such as Shopee allows consumers to directly experience and apply various technological conveniences when conducting online transactions, thereby strengthening the link between consumer experience and purchasing interest. **Implication :** The findings imply that business owners who market their products through the Shopee platform should focus on improving technological accessibility and convenience to enhance consumer purchase interest. Simplifying the operating system during promotional periods and offering relevant discounts can further increase consumer engagement. Moreover, emphasizing the importance of personal innovation and behavioral control in online shopping can help businesses design strategies that foster disciplined and creative shopping behavior among customers. **Limitation :** This study focuses primarily on the Shopee e-commerce platform and relies on self-reported data from respondents, which may introduce bias or limit the generalizability of findings to other online platforms. Additionally, while the research highlights the influence of technological adoption, personal innovation, and behavioral control, it does not consider other potential moderating factors such as demographic differences, income level, or prior online shopping experience that could affect purchase intention. **Future Research :**

Future research should expand the scope of analysis to include various e-commerce platforms to validate the consistency of these findings across different technological contexts. Further studies could also explore additional behavioral and psychological factors that may moderate or mediate the relationship between technology acceptance and purchase intention. Employing mixed-method approaches or longitudinal studies would provide deeper insights into how technological innovation, personal development, and behavioral control evolve over time in influencing consumer buying behavior.

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