Why do people shop? Understanding consumer e-commerce shopping intention in Indonesia: Mediating effect of shopping orientation

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ABSTRACT

Purpose: The COVID-19 pandemic has led to an increase in the use of e-commerce as a shopping platform in Indonesia. This study aims to identify the factors that influences consumers' intention to shop through e-commerce platforms.

Design/Methodology/Approach: The study uses a survey method to collect data from online shoppers in the 11-24 age range. The research model includes shopping orientation as a mediating variable. The data analysis reveals that perceived enjoyment, social norms, social presence, and perceiver utility positively and significantly affect e-commerce shopping intention. The study also identifies the mediating role of shopping orientation.

Finding: The results shows that shopping orientation fully mediates the relationship between perceived utility and e-commerce shopping intention.

Conclusion: The study highlights the importance of perceived enjoyment, social norms, social presence, perceived utility, and shopping orientation in driving e-commerce shopping intention. To increase perceived utility, e-commerce managers should provide information that emphasizes the convenience of shopping through their platforms. Finally, what can be implied from this study's results is how managers can increase the shopping orientation of potential consumers.

Research Limitation: The study's sample is limited to consumers aged 11 to 24 years, where at that age, many people in Indonesia do not have good purchasing power. Future research should consider a more diverse sample. Additionally, the study only examines the full mediation of shopping orientation on the relationship between perceived utility and e-commerce shopping intention. Therefore, further research is recommended to examine whether shopping orientation is fully mediated in the relationship between perceived utility and e-commerce shopping intention.

1. INTRODUCTION

In recent years, Indonesian consumers who use e-commerce have increased by 17%, making Indonesia a potential hub for digital business (Agmeka & Santoso, 2019). Peña-García, Gil-Saura, Rodríguez-Orejuela, and Siqueira-Junior (2020) explain that e-commerce also positively impacts the economies of developing countries. The pandemic COVID-19 has further accelerated the use of e-commerce as a shopping destination, leading to a change in consumer behavior and the emergence of new shopping habits (Ma, 2021).

However, other studies explain that there are interesting characters in the people from developing country related to how they adopt the technology, one of which is the use of e-commerce. The study explains that people in developing countries tend to avoid processing transactions electronically, and are more comfortable with face-to-face transactions (Peña-García et al., 2020). Therefore, this condition encourages further investigation into the factors that can encourage someone to shop online particularly through the e-commerce platform.

Several previous researchers, particularly in Indonesia, have explained the factors that encourage people to adopt e-commerce. However, some of the studies focus on the theory of the Technology Acceptance Model, which suggests that consumers' intention to make purchases online is influenced perceived ease of use, perceived usefulness, perceived price, and previous online purchases (Fitri & Wulandari, 2020). Furthermore, this study also focuses on factors that influence customers' intention to use e-commerce, especially from the uses and gratifications (U&G) theory. Meanwhile, previous research by Ma (2021) explains that three things can affect a person's intention to make purchases online through an e-commerce platform, namely hedonic (perceived enjoyment), utilitarian (utility and self-presentation), and social gratification (social interaction, social Presence). In addition to the U&G theory approach, it knows a person's intentions in online shopping through e-commerce. This study aims to explore the perception of consumer shopping orientation in the shopping process through e-commerce as a mediation both hedonic to e-commerce shopping intention, utilitarian variable to e-commerce shopping intention, and social gratification to shopping intention.

The sections in this article are as follows, and the first section includes an introduction or research background. The second section is about literature review and hypothesis development. The third section describes the methodology, sections 4 and 5 explain the analysis of the processed data. Finally, section six discusses the conclusions and main findings that focus on the implementation theoretically and empirically as well as limitations of this research.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

This research focuses on the U&G theory framework. The literature review in this study begins with understanding of U&G theory and its relationship to the variables investigated in this study. The literature review related to U&G theory is an antecedent to a person's shopping intention to use e-commerce. Additionally, this section describes the shopping orientation variable, which is a mediation variable. Figure 1 describes the model of this study, which consists of seven variables, five of which are independent. The figure also depicts the mediating relationship between independent variables and their dependent variables that are investigated in this study.
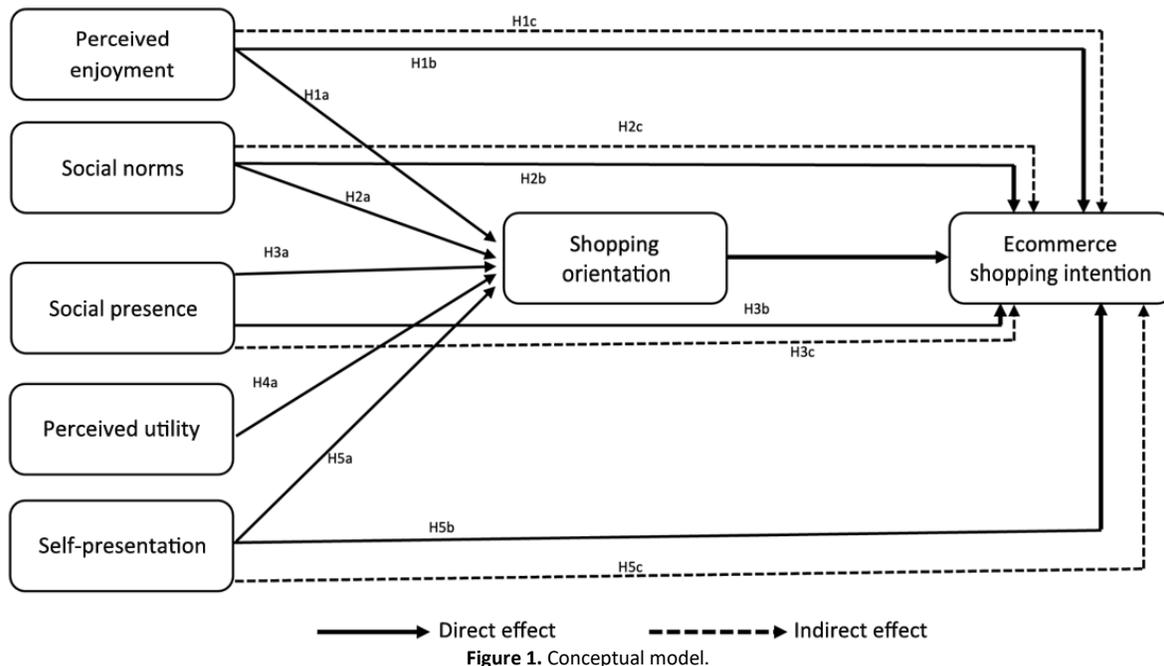

Figure 1. Conceptual model.

2.1. Uses and Gratification Theory (UGT)

The uses and Gratification theory is a communication theory that explains how active and rationally a person meets his socio-psychological needs (Emmanouilides & Hammond, 2000; Li, Yang, Zhang, & Zhang, 2019). Based on previous research, UGT has also been successful in explaining how a person accepts new media such as modern communication technologies like mobile phones (Leung & Wei, 2000; Li et al., 2019), the internet (Stafford, Stafford,

& Schkade, 2004), and Social Networking Sites (Lin, Hsu, Chen, & Fang, 2017). UGT helps identify what consumers are looking for and what they are getting. However, what consumers are looking for may differ depending on what the consumers have previously experienced (Li et al., 2019). Therefore, measuring what satisfies people cannot always be based on their expectations.

According to Miller (2015), there are two types of satisfaction: satisfaction sought and the satisfaction obtained. Satisfaction sought refers to a person's expectations of using technology, while satisfaction obtained refers to the actual fulfillment that they experience. The two types of satisfactions are related, where the satisfaction sought is based on previously obtained satisfaction (Miller, 2015). In addition, Ma (2021) proposed that three factors can explain customer shopping intentions, namely hedonic (perceived enjoyment), utilitarian (utility and self-presentation), and social gratification (social interaction and social Presence).

2.1.1. Perceived Enjoyment

Moon and Kim (2001) define enjoyment as the pleasure felt by individuals when doing something. It has been proven that perceived enjoyment is a factor that supports someone in accepting new technology. Perceived enjoyment is also called hedonic motivation, which can influence a person in adopting and using technology (Talukder, Chiong, Bao, & Hayat Malik, 2019; Venkatesh, Thong, & Xu, 2012a; Yang & Lin, 2019). Previous research suggests that the perception of pleasure when using technology encourages people to adopt and use technology (Gallego, Bueno, & Noyes, 2016).

In the context of consumers, perceived enjoyment is known as one of the determinants of people accepting and using technology, especially in graphics programs and the use of microcomputers (Childers, Carr, Peck, & Carson, 2001). Childers also explained that the hedonic factor or perceived enjoyment is also a character possessed by a person in shopping behavior. If someone has a sense of pleasure when shopping, that person tends to shop more. Another study on perceived enjoyment was conducted by Van Der Heijden (2004), where perceived enjoyment is an essential factor in predicting a person's behavior to use a system. Thus, the hypotheses H1a and H1b are purposed:

H1a: Perceived enjoyment has a positive influence on the shopping orientation.
H1b: Perceived enjoyment has a positive influence on the e-commerce shopping intention.

2.1.2. Social Norm

Social norms are defined as social pressures that individuals feel or obtain from their existing environment, including both pressure to do and pressure not to do something (Liñán, Rodríguez-Cohard, & Rueda-Cantuche, 2011; Lobb, Mazzocchi, & Traill, 2007). Social norms are also perceived as the attitudes and perceptions obtained from influential people around us (Baysal, Tezel, Yilmaz, Ulker, & Sahin, 1997). After all, social norms refer to important people around us such as family, friends, and influencers from the existing environment who usually influence or educate people around them (Asimakopoulos, Hernández, & Peña Miguel, 2019). In a sentimental context such as related to transactions, social norms have a positive relationship with individual behavior (Souitaris, Zerbinati, & Al-Laham, 2007). Turker and Selcuk (2009) explain that social norms can encourage a person's intention concerning something sentimental such as a transaction. Mou and Lin (2015) found that social norms can predict intentional behavior. Based on these findings, we propose the hypotheses H2a and H2b:

H2a: Social norms have a positive influence on the shopping orientation.
H2b: Social norms have a positive influence on the e-commerce shopping intention.

2.1.3. Social Presence

Social Presence refers to an individual's feelings when interacting physically or building personal connections with others when using technology Gan and Li (2018). Several previous studies have found that social Presence influences individual behavior in several contexts (Lin, Fan, & Chau, 2014; Mäntymäki & Riemer, 2014). Lin et al. (2014) explained that social Presence affects a person's intention to use SNS, which is an online platform that allows users to create a public profile and interact with other users. Furthermore, other studies have shown that social Presence is a dominant factor in motivating individuals to engage in intentional behavior using virtual social worlds (Mäntymäki & Riemer, 2014).

In the marketing literature, Lu, Fan, and Zhou (2016) found that social Presence affects the behavior of consumers' intentions towards purchases. Similarly, Beldad, De Jong, and Steehouder (2010) also found the same thing in online

shopping. Therefore, it is possible that this social Presence also positively influences e-commerce shopping intention. Based on these findings, we propose the hypotheses H3a and H3b:

H3a: Social Presence has a positive influence on the shopping orientation.
H3b: Social Presence has a positive influence on the e-commerce shopping intention.

2.1.4. Perceived Utility

Perceived utility refers to the behavior of consumer intentions that are goal-oriented, rational, and functional (Dhar & Wertenbroch, 2000). Viewed from a utilitarian perspective, individuals adopt new technologies or services if they feel they help achieve their goals (Ma, 2021). In hedonic gratification, perceived utility is one of the determinants of a person's intentional behavior (Gan & Li, 2018). This study defines perceived utility as one of the determinants of people's intention to shop online through e-commerce. Thus, hypothesis H4 is proposed:

H4: Perceived utility has a positive influence on the e-commerce shopping intention.

2.1.5. Self Presentation

Based on previous research, self-presentation is one indicator that can influence someone to adopt new things (Gan & Li, 2018). The self-presentation indicator in previous research has been examined various objects, including technological innovation (Kulviwat, Bruner, & Al-Shuridah, 2009) and viewed from the product side (Kim & Jun, 2020). Previous research by Zafar, Qiu, and Shahzad (2020) explains that self-presentation is a utilitarian gratification that individuals seek when they are impulsive in buying something. Based on the results of research by Zafar et al. (2020) and Gan and Li (2018), self-presentation is a utilitarian gratification that individuals look for when they do online shopping. Thus, the hypotheses H5a and H5b are purposed:

H5a: Self Presentation has a positive influence on the shopping orientation.
H5b: Self presentation has a positive influence on the e-commerce shopping intention.

2.2. Mediating Role of Shopping Orientation

Shopping orientation perception has been investigated in various previous marketing studies. Several previous marketing studies have explained that shopping orientation influences consumer behavioral intentions (Verhoef et al., 2019). For instance, Vijayasarathy and Jones (2001) argued that shopping orientation can motivate consumers when shopping online. Büttner and Göritz (2014) showed that task-focused consumers make decisions efficiently and focus on relevant products. In contrast, experience-focused consumer may be distracted by information that related to the product they are interested in. Additionally, research by Mathwick and Rigdon (2004) suggest that the experiential value of e-commerce encourages a person to perceive the existing interactivity and user engagement, both of which affect the use of technology.

Furthermore, some consumers can benefit from interacting with others (Wulf, Schneider, & Beckert, 2020). A social presence (Cyr, Kindra, & Dash, 2008) and opportunities for self-presentation (Wilcox, Kim, & Sen, 2009) also add value to the shopping experience. Thus in the context of e-commerce shopping intention, the following hypotheses are proposed:

H1c: Shopping orientation has a positive influence on the e-commerce shopping intention.
H2c: Shopping orientation mediates the relationship between perceived enjoyment and e-commerce shopping intention.
H3c Shopping orientation mediates the relationship between social norms and e-commerce shopping intention.
H4c: Shopping orientation mediates the relationship between social presence and e-commerce shopping intention.
H5c: Shopping orientation mediates the relationship between self-presentation and e-commerce shopping intention.

3. METHODOLOGY

3.1. Construct measurement and Data Collection

In this study, there are 7 variables: perceived enjoyment, social norms, social Presence, perceived utility, self-presentation, shopping orientation, and e-commerce shopping orientation. Each variable has several indicators that are the determinants in measuring the variable. The indicators used in this study were derived from various previous studies. The indicators on perceived enjoyment were adopted from Lin and Lu (2011) and Ma (2021). Furthermore, indicators of social norms were derived from previous research conducted by Rauschnabel, Rossmann, and Tom Dieck (2017), and Venkatesh, Thong, and Xu (2012b). The social presence variable was adapted from Lu et al. (2016).

The indicators for perceived utility and self-presentation variables were obtained from obtained from previous research conducted by Ma (2021). The shopping orientation indicator was obtained from previous research conducted by Büttner and Göritz (2014). Lastly, the e-commerce shopping intention variable indicator came from Ma (2021) and Sokolova and Kefi (2020). The questionnaire used in this study had 5 Likert scales for each indicator ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed to people who were familiar with e-commerce.

Table 1. Demographic information of respondents (n=260).

Measure	Items	Frequency	Percentage (%)
Gender	Male	75	29%
	Female	185	71%
Age	11-24	224	86%
	25-40	25	10%
	41-56	8	3%
	57-75	3	1%

Based on Table 1, it is known that the majority of respondents in this study are aged 11 to 24 years, accounting for 86%, which we call the millennial generation. Furthermore, sampling in this study was carried out in September 2021. At the time, Indonesia had an increasing number of COVID-19 cases, and social distancing policies were implemented. Therefore, the questionnaires in this study were distributed online via a Google form that the researcher had previously created.

3.2. Data Analysis and Results
This research uses SEM with Smart PLS data processing software. A structural Equation Model (SEM) is an analytical technique that allows testing a series of simultaneous relationships built between one or more independent variables with one or more dependent variables. Smart PLS is used to measure both the measurement and structure models. Two tests were carried out at the measurement model stage: the Validity and Reliability Test. Validity test, which consists of convergent validity and discriminant validity. As for the reliability test, it can be seen from composite reliability and Cronbach alpha. Next, testing the structural model is carried out to test the research hypotheses.

3.2.1. Measurement Model
In the measurement model, two things are observed: the first is the validity test, and the second is the reliability test. The validity test consists of two aspects: convergent validity and discriminant validity. Convergent validity can be evaluated using the loading factor and average variance extracted (AVE), while discriminant validity can be assessed using the Fornell Lacker Criterion and cross-loading. After testing validity, the analysis continues by evaluating composite reliability and Cronbach's alpha. Regarding the assessment criteria, the factor loading value must meet 0.70 (Hair, Risher, Sarstedt, & Ringle, 2018).
Meanwhile, the Average Extracted (AVE) must meet 0.050 (Hair et al., 2018). Furthermore, the Composite Reliability assessment will qualify if Cronbach's alpha is 0.70. The following table shows the Validity and Reliability results from the measurement model.
It is known from Table 2, and there is a loading factor that does not meet the requirements for a value of 0.70. Therefore, the indicator must be removed. The removed variable indicators were PE3, SP2, SP3, and SO5. Furthermore, all Composite Reliability (CR) and Cronbach's Alpha are known to have met the requirements. Therefore, it can be concluded that the results of the Convergent Validity Analysis are appropriate and reliable. Furthermore, the analysis continues with the Discriminant Variable Analysis consisting of Fornell-Larcker and Cross Loadings. Tables 3 and 4 show the results of the Discriminant Validity Analysis. From the two tables, it is evident that this study has discriminant validity.

Table 2. Loadings, reliability, and convergent validity.

Construct	Code of items	Factor loadings	CR (α)	AVE	Convergent validity
Perceived enjoyment	PE1	0.891	0.901 (0.947)	0.820	Yes
	PE2	0.920			
Social norms	SN1	0.809	0.881 (0.798)	0.711	Yes
	SN2	0.872			
	SN3	0.848			
Social presence	SP1	0.712	0.871 (0.814)	0.574	Yes
	SP4	0.753			
	SP5	0.808			
	SP6	0.765			
	SP7	0.747			
Perceived utility	PU1	0.744	0.874 (0.819)	0.581	Yes
	PU2	0.776			
	PU3	0.730			
	PU4	0.822			
	PU5	0.735			
Self presentation	PRE1	0.991	0.962 (0.947)	0.863	Yes
	PRE2	0.907			
	PRE3	0.949			
	PRE4	0.947			
Ecommerce shopping orientation	ESI1	0.773	0.881 (0.818)	0.650	Yes
	ESI2	0.865			
	ESI3	0.840			
	ESI4	0.780			
Shopping orientation	SO1	0.859	0.876 (0.811)	0.639	Yes
	SO2	0.775			
	SO4	0.827			
	SO6	0.753			

Table 3. Analysis of discriminant validity Fornell-Larcker.

Construct	ESI	PE	PU	PRE	SO	SN	SP
Ecommerce shopping orientation (ESO)	0.806						
Perceived enjoyment (PE)	0.616	0.906					
Perceived utility (PU)	0.659	0.548	0.762				
Self-presentation (PRE)	0.273	0.054	0.214	0.929			
Shopping orientation (SO)	0.726	0.580	0.655	0.386	0.800		
Social norms (SN)	0.375	0.221	0.236	0.482	0.374	0.843	
Self presence	0.618	0.573	0.697	0.109	0.603	0.148	0.758

3.2.2. Structural Model

The following analysis is an evaluation of the structural model. This evaluation includes tests or hypotheses developed previously to examine relationship. Some structural model evaluations are R Square, Path Coefficients, T-Statistics, Predictive Relevance, and Model Fit. R square indicates the percentage of the independent variable affecting the dependent variable, while the path coefficient is a way to determine whether the relationship between variables is positive or negative. The assessment of path coefficient (β) is based on the range of values 0 to 1 for a positive relationship, and 0 to -1 for a negative relationship.

Furthermore, the t-statistic is used to determine the significance level of a relationship. If the t-statistic value is more than 1.96, it means that it is significant, and if it is less than 1.96, it means that the relationship between the variables

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is insignificant. Significance can also be determined from the p-value, which is considered significant if $p < 0.05$, $p < 0.01$, or $p < 0.001$. The following figure shows the results of the measurement and structural models of the intelligent PLS data processing.

Furthermore, this study aims to explain the influence of the independent latent variable on the latent dependent variable. The following is the result of direct relationship that exists in this study.

Table 4. Analysis of discriminant validity cross loadings.

Indicators	Ecommerce shopping orientation	Perceived enjoyment	Perceived utility	Self presentation	Shopping orientation	Social norms	Social Presence
ESI1	0.733	0.496	0.506	0.127	0.533	0.281	0.521
ESI2	0.865	0.538	0.589	0.168	0.586	0.290	0.563
ESI3	0.840	0.504	0.517	0.188	0.603	0.248	0.486
ESI4	0.780	0.446	0.509	0.396	0.615	0.389	0.419
PE2	0.602	0.920	0.505	0.077	0.553	0.201	0.497
PRE1	0.270	0.088	0.252	0.911	0.383	0.490	0.129
PRE2	0.254	0.023	0.192	0.907	0.332	0.420	0.104
PRE3	0.247	0.051	0.178	0.949	0.362	0.444	0.088
PRE4	0.242	0.034	0.167	0.947	0.354	0.430	0.080
SN1	0.264	0.212	0.195	0.306	0.272	0.809	0.130
SN2	0.340	0.179	0.191	0.368	0.313	0.872	0.086
SN3	0.336	0.174	0.211	0.523	0.352	0.848	0.158
SO1	0.634	0.510	0.613	0.337	0.859	0.281	0.571
SO2	0.516	0.387	0.473	0.221	0.755	0.261	0.496
SO4	0.587	0.555	0.559	0.254	0.827	0.260	0.497
SO6	0.577	0.388	0.434	0.420	0.753	0.400	0.355
SP1	0.516	0.473	0.546	0.172	0.513	0.194	0.712
SP4	0.466	0.405	0.590	0.065	0.474	0.111	0.753
SP5	0.466	0.480	0.534	-0.045	0.435	0.044	0.808
SP6	0.442	0.425	0.450	-0.071	0.336	-0.002	0.765
SP7	0.433	0.378	0.499	0.251	0.491	0.183	0.747
PU1	0.506	0.534	0.744	-0.078	0.440	0.125	0.600
PU2	0.558	0.506	0.776	0.134	0.515	0.142	0.579
PU3	0.425	0.319	0.730	0.319	0.484	0.233	0.432
PU4	0.573	0.420	0.822	0.239	0.571	0.245	0.575
PU5	0.437	0.316	0.735	0.169	0.470	0.140	0.471
PE1	0.507	0.891	0.488	0.016	0.494	0.199	0.546

Table 5 shows the results of the direct effect analysis in this study. The findings indicate perceived enjoyment has a positively and significantly affected on both shopping orientation and e-commerce shopping intention (β=0.268, T=5.317, $p<0.001$ and (β=0.221, T=3.607, $p<0.001$). Thus, H1a and H1b were supported. Figure 1 also reveals social norms positively and significantly affect both shopping orientation and e-commerce shopping intention (β=0.100, T=2.024, $p<0.05$ and =0.133, T=2.769, $p<0.5$), thus, H2a and H2 were supported. Furthermore, the results demonstrate that social Presence positively and significantly affects both shopping orientation and e-commerce shopping intention (β=0.207, T=3.648, $p<0.001$ and =0.224, T=4.306, $p<0.001$), thus H3a and H3b were supported. The study also confirms that perceived utility has positive and significant effect on shopping orientation (β=0.289, T=3.989, $p<0.001$), thus, H4 was supported. Furthermore, self-presentation has a positive and significant effect on shopping orientation (β=0.239, T=4.968, $p<0.00$), thus H5a was supported. However, the results also indicate that self-presentation positively affects e-commerce shopping intention, but not significantly (β=0.016, T=0.306, $p>0.5$), thus, H5b was not supported. Lastly, based on Table 5, the findings indicate that shopping orientation has a positive and significant impact on e-commerce shopping intention, thus supporting H6.

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Table 5. Direct effect.

H	Path	β	T-value	P-value	Results
H1a	PE → SO	0.268	5.317	0.000	Supported
H1b	PE → ESI	0.221	3.607	0.000	Supported
H2a	SN → SO	0.100	2.024	0.044	Supported
H2b	SN → ESI	0.133	2.769	0.006	Supported
H3a	SP → SO	0.207	3.648	0.000	Supported
H3b	SP → ESI	0.224	4.306	0.000	Supported
H4	PU → SO	0.289	3.989	0.000	Supported
H5a	PRE → SO	0.239	4.968	0.000	Supported
H5b	PRE → ESI	0.016	0.306	0.760	Not supported
H6	SO → ESI	0.406	2.769	0.000	Supported

Table 6. Indirect effect.

H	Path	β	T-value	P-value	Results
H1c	PE → SO → ESI	0.109	4.425	0.000	Supported
H2c	SN → SO → ESI	0.041	1.845	0.066	Not supported
H3c	SP → SO → ESI	0.084	3.182	0.002	Supported
H5c	PRE → SO → ESI	0.097	4.136	0.000	Supported

The next step was to analyze the mediation results in the research model. In this study, several mediations are measured, namely shopping orientation on the relationship between perceived enjoyment, social norms, social Presence, and self-presentation. Table 6 reveals that the shopping orientation variable on perceived enjoyment has positively and significantly affected e-commerce shopping intention (β=0.109, T=4.425, p<0.001). In addition, the indirect effects of the social norms variable on e-commerce shopping intention are positive but not significant (β=0.041, T=1.845, p>0.05). The next indirect relationship is that social Presence has a positive and significant effect on e-commerce shopping intention as shopping orientation as a mediating variable. Finally, the perceived presentation has positively and significantly affected e-commerce shopping intention as a mediating variable is shopping orientation. Based on Table 5 and 6, it is known that the relationship between perceived enjoyment and social presence variables on e-commerce shopping orientation is partially mediated by shopping orientation. The relationship of social norms variables to e-commerce shopping enjoyment is not mediated by shopping orientation. In addition, the relationship of the self-presentation variable to e-commerce shopping intention is fully mediated by shopping orientation.

4. DISCUSSION

The next step was to analyze the mediation results in this research model. This study measured several mediations including shopping orientation on the relationship between perceived enjoyment, social norms, social Presence, and self-presentation. Table 6 reveals that the shopping orientation variable on perceived enjoyment has positively and significantly affected e-commerce shopping intention (β=0.109, T=4.425, p<0.001). In addition, the indirect effects of the social norms variable have positively affected e-commerce shopping intention, but not significantly (β=0.041, T=1.845, p>0.05). The next indirect relationship is that social Presence has positively and significantly affects e-commerce shopping intention as shopping orientation as a mediating variable. Finally, perceived presentation has positively and significantly affected e-commerce shopping intention as a mediating variable is shopping orientation. Based on Table 5 and Table 6, it is known that the relationship between perceived enjoyment and social presence variables on e-commerce shopping orientation is partially mediated by shopping orientation. The relationship of social norms variables to e-commerce shopping enjoyment is not mediated by shopping orientation. In addition, the relationship of the self-presentation variable to e-commerce shopping intention is fully mediated by shopping orientation.

The second finding pertains to the variable of social norms variable. Results from this study show that social norms have a positive and significant effect on shopping orientation and e-commerce shopping intention which is consistent with the previous research by Mou and Lin (2015). Specifically, an individual's susceptibility to social norms and external pressure influences their tendency to engage in e-commerce shopping. Furthermore, this study

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demonstrates that shopping orientation is not mediated by the relationship between social norms and e-commerce shopping intention. In other words, social norms do not directly increase e-commerce shopping orientation.

The third is about the social presence variable. Based on the data processing results, it is evident that social Presence has a positive and significant impact on both shopping orientation and e-commerce shopping intention. In other words, an individual's sense of social presence can increase their inclination to shop in e-commerce. In addition, the study also reveals that shopping orientation partially mediates the relationship between social Presence and shopping e-commerce intention. This indicates that the Presence or absence of shopping orientation does not affect the relationship between social Presence and e-commerce shopping intention.

Fourth, regarding the perceived utility variable, the data processing results from this study prove that perceived utility has a positive and significant influence on shopping orientation. These findings are consistent with the previous literature (Gan & Li, 2018). When an individual perceives a benefit in shopping using e-commerce, it increases that person's shopping orientation.

The fifth is self-presentation. This study demonstrates that a person's self-presentation positively and significantly affects shopping orientation, which is consistent with the findings of the previous research (Gan & Li, 2018; Zafar et al., 2020). However, it is also noted that self-presentation does not significantly affect e-commerce shopping intention. Furthermore, the shopping orientation variable is fully mediated by shopping orientation variable. Therefore, an individual with self-presentation will only increase e-commerce shopping intention if they have a shopping orientation.

The last is the shopping orientation variable. In this study, shopping orientation has also been shown to have a positive and significant effect on e-commerce shopping intention. In this case, it means that a person's shopping orientation increases that person's intention to shop at e-commerce platforms.

5. CONCLUSION AND IMPLICATION

This research has explained the factors that can affect a customer's intention to shop on an e-commerce platform. In addition, this study also provides a new model regarding the mediation of a person's shopping orientation in increasing the intention to do shopping in e-commerce through several factors, including perceived enjoyment, social norms, social Presence, perceived utility, and self-presentation. In general, e-commerce shopping intention is positively and significantly influenced by perceived enjoyment, social norms, social Presence, perceived utility, and shopping orientation. In addition, this study also explains that the relationship between self-presentation and e-commerce shopping intention is fully mediated by shopping orientation. Furthermore, shopping orientation is partially mediated by the relationship between perceived enjoyment and social Presence. Lastly, there is no mediated relationship between social norms and e-commerce shopping intention.

Moreover, this research has both theoretical and practical implications. The theoretical implication is that this research has increased understanding of customers' intention to shop through e-commerce by providing a new model regarding shopping orientation as a mediating variable for several factors that can increase e-commerce shopping intention. In addition, the study includes the previously unknown variable of perceived utility, which has a positive and significant effect on e-commerce shopping intention. As for practical implication, this research can assist e-commerce platforms in identifying and utilizing these factors to increase customer intention to shop on their platforms.

Apart from theoretical implications, this research also has practical implications. With the ongoing pandemic, particularly in Indonesia, a developing country, consumer behavior continues to have shifted towards online shopping. Therefore, the results of this study suggest that e-commerce shopping intention is influenced by several factors, including perceived enjoyment, social norms, social Presence, perceived utility, and shopping orientation. In this case, e-commerce platforms managers are advised to increase the perception of pleasure when shopping on e-commerce by providing a user-friendly interface. An increasingly user-friendly interface is expected to enhance the perceived enjoyment. In addition, managers can encourage consumer social norms by using personal approaches to potential consumers. Another implication is to increase the perceived utility by providing various information related to convenience effectively and efficiently on e-commerce platforms. Lastly, the study's results imply how managers can increase the shopping orientation of potential consumers.

6. LIMITATIONS AND FUTURE RESEARCH

Besides the various implications that can be drawn from the results of this study, this research also has limitations that can be explored in future research. The first limitation is related to the research sample. In this study, the sample obtained was consisted of individuals aged 11 to 24 years, where many individuals in Indonesia do not have a strong purchasing power at that age. Therefore, it is recommended to have a more mature sample in terms of decision-making and shopping ability in further research. The second limitation is a shopping orientation variable as a mediator of the relationship between perceived utility and e-commerce shopping intention. Therefore, further research is recommended to examine whether shopping orientation fully mediates the relationship between perceived utility and e-commerce shopping intention.

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