



*Corresponding author: Rafnelly Rafki,
Department Bisnis Digital, Faculty
Ekonomi dan Bisnis, Universitas
Perintis Indonesia, Padang,Indonesia

E-mail: rafnellymarlon@yahoo.com

RESEARCH ARTICLE

Factors Influencing Behavioral Propensity To Use Mobile Shopping Apps In Generation X: The Tam Approach*

Rafnelly Rafki^{1,*}, Nofriadi¹, Yolanda Oktarina¹, Nurhaida², Rinda Lestari¹,
Nova Mustika¹

¹Department of Digital Business, Faculty of Economics and Business, Universitas Perintis Indonesia, Padang, Indonesia

²Department of Management, Faculty of Economics, Universitas Muhammadiyah Sumatera Barat, Padang, Indonesia

Abstract: The purpose of this study was to study the factors that influence the intention of Generation X in using online shopping applications, with the TAM (Technology Acceptance Model) approach. This research is a survey research using questionnaires as a tool to collect data. Pre-testing is carried out at the beginning of the study, before distributing questionnaires to ensure that the instruments used are valid and understandable. The 50 respondents were Generation Xers aged 43 to 58, who used online shopping applications. The instrument is a questionnaire consisting of two parts, namely the independent variable and the dependent variable. The data were analyzed with SEM, and validity and reliability tests were conducted. What influences Generation X's intention to shop on online shopping apps is 1. perception of usefulness, 2. perception of ease of use, 3. perception of value and 4. perception of security. In addition, social factors such as subjective norms and reference groups. This research can help e-commerce companies improve services to Generation X consumers, by making it easier for them to use online shopping applications.

Keywords: Intention, Mobile Shopping Apps, Generation X, A TAM Approach, Factors Influencing the Intention

1. Introduction

The generation born from 1965 to 1980 is called Generation X, now must be able to adapt to technological advances, especially Mobile Shopping Apps. Several studies that support this generation X success in using online shopping applications have been done but not many have used the TAM (Technology Acceptance Model) approach.

Generation X is the generation that is currently between the ages of 43 to 58 years, in other words, this generation is a group born from 1965 to 1980 (Wadlewski 2022). The life of Generation X is at a time of completely new technological development. At this time, the use of mobile phones and laptops is a new thing that must be followed by this generation. In the 1980s when they were born, when there were economic difficulties, which affected their way of life (BÄlan et al. 2019; Chopdar and Balakrishnan 2020; Etezady et al. 2021). But this generation is known as independent, career-oriented, hardworking, flexible, technologically



proficient, logical, resourceful, and a good problem solver ((Knezevic, Falat, and Mestrovic 2020).

Meanwhile, currently, the Selluler Shopping Application is so great and intensively used. They must have a strong intention to be able to use this cellular shopping application (Alalwan et al. 2018a; Gupta and Arora 2020; Saprikis, Avlogiaris, and Katarachia 2021). Generation X is also a potential market, as they are a very influential group in the shopping industry. Now it is in productive age. The behavior of Generation X as consumers must change significantly which can accompany technological developments (Alhmoud and Rjoub 2020). Consumer needs in shopping convenience (Çobanoğlu, Tağrikulu, and Gül 2018). And the efficiency of time used causes the use of cellular shopping applications to become a popular choice for many consumers.

Likewise, with the industry competition in the field of e-commerce, one of the key factors to winning the competition is to use cellular shopping applications. In addition, cellular shopping applications also have the potential to increase sales, increase customer loyalty, and simplify the transaction process.

The success of a group to use mobile shopping applications depends on the intention to use them, such as a study examining factors influencing the intention of mobile banking use by bank customers in Jordan using a modified UTAUT2 framework by adding trust factors (Alalwan et al. 2018a; Gupta and Arora 2020; Saprikis et al. 2021). The results of the study show that the perceived usability and ease of use of mobile banking have a positive effect on intention (Saprikis et al. 2021).

Although a lot of research has been done on the intention of using mobile shopping applications, research that focuses on Generation X is still small. How Technology Acceptance Model (TAM): is used to identify two key factors that influence technology acceptance, namely perceptions of the usefulness of technology and perceptions of ease of use of technology. Therefore, this study used the TAM approach (Ilyas et al. 2020; Natarajan, Balasubramanian, and Kasilingam 2018; Venkatesh and Davis 2000).

The TAM framework was expanded to include social factors influencing the adoption of e-learning in universities in Jordan. The results of the study show that perceptions of usability, perceptions of ease of use, and attitudes towards technology positively affect the intention to use e-learning, and social factors such as subjective norms, social pressure, and social support also positively affect the intention of use (Venkatesh and Davis 2000).

To understand what factors influence the intention to use mobile shopping applications among Generation X, this research needs to be done. This research makes a significant contribution to our understanding of how generation X uses cellular shopping apps among generation X. This research makes a significant contribution to our understanding of how Generation X uses cellular shopping apps.

2. Research Method and Materials

The approach method used is the TAM (Technology Acceptance Model) approach. Where in the TAM theoretical framework, the main factors influencing the intention of technology users are considered perceived usefulness (perceived usefulness) and perceived ease of use (perceived ease of use), and trust is considered as a factor that can strengthen or weaken the influence of perceived usefulness and perceived ease of use on the intention to use technology.

There are several independent variables that influence the tendency to use cellular shopping applications by Generation X (perceived usefulness, perceived ease of use, perceived risk, perceived enjoyment, and trust) with dependent variables (intention to use mobile shopping apps) in the context of generation X. Thus, this theoretical framework describes the relationship between the independent variable and the dependent variable'

Scope Or Object



- a) Research method: is survey research that uses questionnaires as a data collection tool
- b) Sample: Generation X who uses cellular shopping applications in Indonesia and aged between 43 - 58 years as many as 50 respondents.
- c) Bound variable (Independent):

A variable that is influenced by independent variables (Sugiono 2018), in this case, is the tendency of behavior to use mobile shopping applications.

Independent variable (Dependent): a variable that affects or causes change. In this case, it is the intention to use online shopping applications.

- d) Instrument: is a questionnaire consisting of 2 parts, namely the independent variable and dependent variable. Where the independent variables consist of perceived usability, perceived ease of use, perceived security, perceived price, quality of information, and quality of service. While the dependent variable is the intention to use online shopping applications.
- e) Data analysis:

The questionnaire distributed for data collection contains research construction indicators consisting of PEOU, PU, ATU, and ACC.

Where:

Table 1. The questionnaire distributed for data collection

PEOU	A measure by which a person believes that technology can be easily understood and used
PU	A measure by which the use of technology will bring benefits to users
ATU	as a consumer assessment of the relative benefits that technology receives as a result when someone uses technology in a particular job or activity
ACC	In this study, perceptions of security and privacy have a significant influence on the intention to use mobile shopping apps in Generation X

The questionnaire used to measure the indicators can be described as follows:

The statements that must be filled in the questionnaire showing the PEOU indicator can be seen in Table 2 below,

Table 2. PEOU questionnaire statement

No.	Statement
1.	Easy for me to learn to use the system Cellular Shopping App
2.	I find it easy to get what I need from the Cellular Shopping Application System
3.	My interaction with the cellular shopping application system clear and understandable
4.	I feel the cellular shopping app system is flexible to interact.
5.	It was easy for me to become skilled in Using the Cellular Shopping Application System
6.	I find the cellular shopping application system easy Used.

The statements that must be filled in the questionnaire showing the PU indicator can be seen in the following Table 3,

Table3. PU Questionnaire statement

No.	Statement
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1.	The use of cellular shopping application systems can allows me to complete more shopping tasks fast
2.	The use of cellular shopping application systems can improve my performance
3.	The use of cellular shopping application systems can makes it easier for me to shop
4.	The use of cellular shopping application systems can Increase my productivity
5.	The use of cellular shopping application systems can increase my effectiveness.
6.	The cellular shopping application system is useful for do shopping tasks when busy.

The statements that must be filled in the questionnaire showing the ATU indicator can be seen in the following Table 4,

Table 4. ATU questionnaire statement

No.	Statement
1.	Using the cellular shopping application system is good idea
2.	Using the cellular shopping application system is A wise idea
3.	I like the idea of using a cellular shopping app system
4.	Using the cellular shopping application system will Fun
5.	Using the cellular shopping application system Bad idea
6.	Using the cellular shopping application system is stupid idea.
7.	I don't like the idea of using the system Cellular Shopping App
8.	Using the cellular shopping application system unpleasant.

The statements that must be filled in the questionnaire showing the ACC indicator can be seen in Table 5 below,

Table 5. ACC questionnaire statement

No.	Statement
1.	I always try to use the cellular shopping app system to make purchases of things that help me
2.	I always try to use the cellular shopping application system in shopping as much as possible
3.	Every time I shop, I take the time to access the cellular shopping application system
4.	I access the cellular shopping application system on average for at least 10 minutes every day
5.	Overall I am satisfied with the performance of the cellular shopping application system
6.	I conveyed my satisfaction with the cellular shopping application system to other members of the Generation X group.

Analysis of this questionnaire data uses *Likert* attitude scale variable measurements as in Table 6 below:

Table 6. *Likert* Scale Instrument Table

No.	Answer	Skor
1.	Very agreeable	5
2.	Agree	4
3.	Neutral	3
4.	Disagree	2
5.	Strongly disapproving	1

3. Results and Discussion

3.1. Usability Perception (PU)

As for the results of this study related to the perception of usefulness, it turns out that perception has a positive and significant influence on the intention or tendency of behavior to use cellular shopping applications in Generation X. These results are in line with recent research conducted (Cabeza-Ramírez et al. 2022), which shows that perception of usability is the most influential factor in increasing the intention/tendency of behavior to use cellular shopping applications in generation X.

It can be explained that the more useful an online shopping application is for users, the higher the likelihood that users will have the intention to use it. The perception of usability in online shopping applications includes ease of use, speed in making transactions, quality of products and services, and features provided by the application.

Similarly, several studies have found that perceived usability has a strong influence on the intention to use mobile shopping apps in Generation X (Saprikis et al. 2021; Wadlewski 2022). Therefore, it can be concluded that usability perception is an important factor in influencing the intention to use mobile shopping apps in Generation X

Perceived ease of use is an important factor influencing the intention to use mobile shopping apps in Generation X. The results of this study are consistent with the findings of several previous studies (Alalwan et al. 2018a), (Chen, Chen, and Tung 2018). According to (Alalwan et al. 2018b), ease of use is one of the most important factors in influencing the intention to use mobile shopping apps. Ease of use will make it easier for users to perform various tasks related to online shopping applications

3.2. Perception is easy to understand (PEOU)

The perception of ease of understanding use is an important factor influencing the intention to use online shopping applications in Generation X. The results of this study are consistent with the findings of several previous studies (Chen et al. 2018; Febrian and Ahluwalia 2021). According to (Alalwan et al. 2018a), ease of understanding its use is one of the most important factors in influencing the intention to use online shopping applications.

Ease of understanding use will make it easier for users to perform various tasks related to online shopping applications. Based on the findings of other studies, such as those conducted by (Chen et al. 2018), the perception of ease of understanding use also affects consumer attitudes and beliefs towards the use of online shopping applications. Further, they point out that ease of understanding use can improve the user experience and motivate them to continue using the app.

This shows that in today's digital era, user experience and ease of understanding of use are important factors in determining the success of online shopping applications. Therefore, online shopping app developers must ensure that their apps are easy to use and accommodate user needs well.

3.3. Value Perception (ATU)

Value perception has been identified as an important factor influencing the intention of using online shopping apps in Generation X. This value perception can be defined as a consumer's assessment of the relative benefits received from using an online shopping application compared to the cost and effort required to use it.

Recent research conducted by (Saprikis et al. 2021) shows that value perception has a positive and significant influence on the intention to use mobile shopping applications in Generation X. The results of this study are consistent with the findings of previous research conducted (Chopdar et al. 2018) which found that value perception has a significant influence on the intention to use mobile shopping applications.

In addition, another study conducted by (Kim, Kim, and Park 2017) shows that consumer trust in the quality of products sold through online shopping applications also affects value perception and usage intention. In other words, the more consumers believe that the product being sold is of high quality, the greater the perceived value and intent of using mobile shopping applications.

In the context of Generation X, another study conducted by (Abdelsalam et al. 2020) shows that value perception acts as a mediation between external factors such as service quality, promotion, and brand trust to use mobile shopping applications.

3.4. Safe Perception (ACC)

Security perception can be a factor that influences the intention of using online shopping applications in Generation X. This group of Generation X tends to be skeptical of technology, they consider the security aspects of using online shopping applications. The results showed that security perception had a significant effect on the intention to use online shopping applications in Generation X (Kamenidou, Stavrianea, and Bara 2020), (Knezevic et al. 2020).

It turns out that (Roth-Cohen, Rosenberg, and Lissitsa 2022) also found that information security and privacy are important factors that influence the intention to use online shopping applications in Generation X. Respondents in this study stated that they would be more likely to use Mobile Shopping Apps if you feel safe and trust that their personal information is well protected. In addition, (Wadlewski 2022) research shows that security perceptions also affect consumer confidence in mobile shopping apps.

In this context, mobile shopping app developers can improve the security of their applications by paying attention to the privacy and security of user information. In addition, efforts to increase Generation X's awareness and understanding of implemented security measures can help improve security perceptions and intent to use mobile shopping apps in Generation X.

4. Conclusion

Therefore, it can be concluded that:

- a) Perceived usability is an important factor in influencing the intention to use online shopping applications in Generation X.
- b) The perception of ease of understanding is supported significantly in influencing the intention to use online shopping applications in Generation X.
- c) Value perception is an important factor influencing the intention to use online shopping apps in Generation X.
- d) Perceived security has a significant effect on the intention to use online shopping applications.

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