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ANALYSIS OF EFFORT EXPECTANCY, SOCIAL INFLUENCE, PRICE VALUE, AND HEDONIC MOTIVATION ON BEHAVIORAL INTENTION OF AEROSTREET

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Abstract

This study aims to analyze the influence of effort expectancy, social influence, price value, and hedonic motivation on behavioral intention regarding the adoption of e-commerce technology among consumers of Aerostreet products. This study employs a quantitative approach using purposive sampling to survey 150 respondents in Indonesia who have previously purchased Aerostreet products via e-commerce. Data were collected via a six-point Likert scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that effort expectancy does not influence behavioral intention because the majority of consumers are now accustomed to using digital technology and e-commerce platforms, so ease of use is no longer the primary factor determining their intention to use them. The results regarding price value do not have a significant impact because consumers place greater value on a technology experience that offers satisfaction, exclusivity, and convenience; as a result, cost is no longer the primary factor in determining their intention to use e-commerce. Furthermore, hedonic motivation does not have a significant effect on behavioral intention because users focus more on functional benefits than on entertainment aspects. The finding that social influence has a positive and significant effect on behavioral intention confirms that social influences-such as recommendations from friends, family, influencers, and other users' reviews-can shape consumers' beliefs and positive perceptions of e-commerce platforms. In practical terms, Aerostreet needs to continue optimizing its social influence-based marketing strategy. Further research is recommended using a longitudinal research design to gain a deeper understanding of consumers' behavioral intentions regarding e-commerce use.

Keywords: Effort Expectancy, Social Influence, Price Value, Hedonic Motivation, Behavioral Intention

INTRODUCTION

E-commerce is a key component of the global digital economy, particularly in Indonesia, due to its role in supporting economic growth and facilitating online business transactions (Ayu & Jakaria, 2023). E-commerce has made a significant contribution to economic development through increased transaction values and growing public interest in online shopping (Nasution et al., 2020). Research also indicates that the value of e-commerce transactions has a positive impact on long-term economic growth. Furthermore, e-commerce drives innovation and technological advancement, which drastically boost economic growth (Weryani et al., 2024).



Source: Kontan (2025)

Figure 1.
E-commerce Transaction Value in Indonesia, 2019–2024

E-commerce transaction value in Indonesia has continued to grow year over year. However, a surge occurred in 2021, most likely driven by the COVID-19 pandemic, which caused consumers to shift their shopping behavior toward e-commerce transactions. However, in 2023, e-commerce transactions declined by 4.7%. In addition, this decline could be driven by several factors, such as economic recovery following the pandemic, changes in import policies, and increasingly fierce competition in this sector. Furthermore, the e-commerce sector is expected to have a bright future, as Indonesia's e-commerce transaction value in 2024 reached Rp 487.01 trillion, a 7.3% increase from the previous year (Kontan, 2025). Given the high volume of transactions in the e-commerce sector for fashion products, this has led to significant changes in consumer behavior in Indonesia as online retail channels have evolved. This trend has prompted various industries to leverage e-commerce as a marketing tool, including the fashion industry, which is one of the product categories with the highest rates of online purchases in Indonesia. A survey shows that the fashion product category (clothing and footwear) ranks first in Indonesians' online shopping preferences, accounting for approximately 70.13% (Jauhari, 2023).

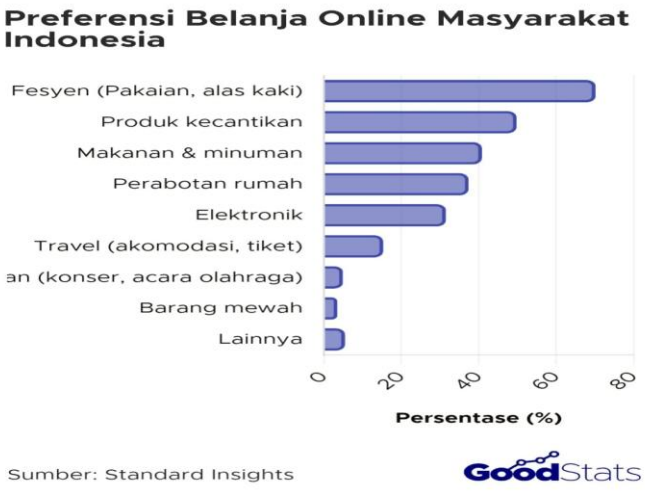


Figure 2.
Online Shopping Preferences of Indonesians
Source: Jauhari (2023)

The report shows that, overall, the best-selling category of goods purchased online is fashion products, which include everything from clothing to shoes. As a result, 70.13% of consumers chose the fashion category as the one they purchase most frequently online (Jauhari, 2023). The growing interest in local fashion brands in Indonesia indicates that consumers increasingly value the quality of local products, which can compete with international brands. A survey conducted by Wafa, (2025) and published by GoodStats highlights the five local fashion brands most favored by consumers in Indonesia.

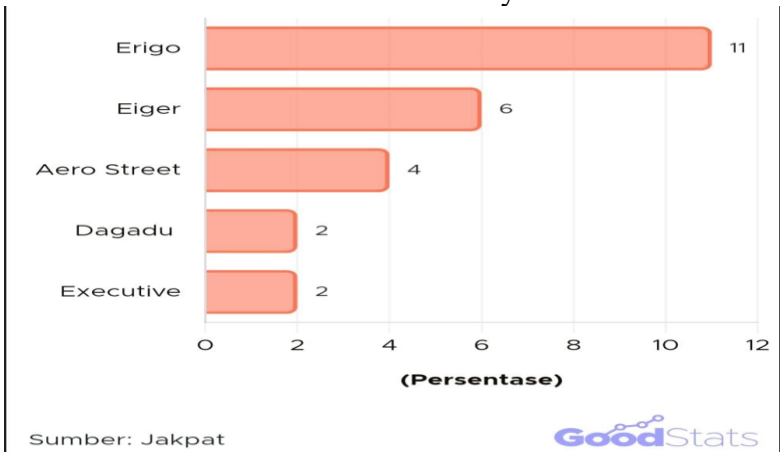


Figure 3.
Indonesian Respondents' Favorite Fashion Brands
Source: Wafa (2025)

Aerostreet ranked third with 4% of voters; the brand initially gained popularity thanks to a unique sales strategy, in which all shoes were sold for Rp 99,900. Since then, Aerostreet has become increasingly well-known; the brand offers not only shoes but also sandals, T-shirts, jackets, and even perfume, with thousands of items sold on marketplace platforms.

The findings indicate that Aerostreet is one of the local brands that enjoys a fairly high level of consumer acceptance and preference amid competition in the domestic fashion industry (Wafa, 2025).

However, despite the surge in e-commerce transactions during the COVID-19 pandemic-particularly in 2021-which drastically changed the shopping habits of Indonesians, it remains unclear how factors such as Effort Expectancy, Social Influence, Price-Value, and Hedonic Motivation influence their long-term preferences. This research is important because Indonesia is the largest e-commerce market in Southeast Asia, with transaction value reaching Rp 487.01 trillion in 2024. A deep understanding of consumer preferences will help business owners and marketing managers develop relevant strategies to maximize this growth. In recent years, Aerostreet has carved out a significant position in the Indonesian fashion market. Competition in the local footwear and apparel industry has become increasingly fierce, with the emergence of various brands such as Erigo, Compass, Eiger, and Ventela, which also target the youth segment. In this situation, understanding consumer behavior is key for Aerostreet to maintain customer loyalty and expand its market share. Thus, an analysis of Aerostreet's consumer behavior is not only crucial for the development of the brand's business strategy but also holds academic value in expanding the literature on consumer behavior in Indonesia's rapidly growing local fashion sector.

REVIEW OF LITERATURE

Unified Theory of Use and Acceptance of Technology 2 (UTAUT2)

This study employs the theory regarding customers' intentions to use new technology introduced by Venkatesh et al., (2003), namely the Unified Theory of Use and Acceptance of Technology (UTAUT). This model illustrates how four key factors, Performance Expectancy (PE), Effort Expectancy (EE), and Facilitating Conditions (FC) influence Behavioral Intention (BI). This model is the most widely used to measure technology acceptance and adoption across various applications, including online shopping (Venkatesh et al., 2003). Furthermore, this model integrates with previous theories, namely the Technology Acceptance Model (TAM) by Davis et al., (1989) and the Theory of Planned Behavior by (Ajzen, 1991). Thus, UTAUT can serve as a conceptual framework for examining consumers' purchase behavioral intentions toward the Aerostreet fashion brand in e-commerce.

UTAUT includes a number of indicator variables such as Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions. Subsequently, the UTAUT model was further developed into UTAUT 2 to better align with consumer behavior. The introduced indicator variables include Hedonic Motivation, Price Value, and Habit. The UTAUT 2 model has been widely utilized by researchers to understand how consumers adopt or reject existing technologies. UTAUT 2 is used to investigate the factors influencing consumers in Indonesia when using shopping apps (Khosasih, 2023).

In this study, to understand the factors influencing Indonesian consumers when purchasing fashion products, the application of UTAUT 2 is necessary. In line with recommendations from previous research, UTAUT 2 is highly suitable as a framework for assessing individual acceptance of new technologies. The UTAUT 2 model has also been applied to analyze consumer attributes when shopping via mobile apps. Currently, the use of the UTAUT 2 model to analyze the factors that drive a person to purchase fashion products

is still uncommon (Khosasih, 2023). Therefore, the UTAUT 2 model is highly appropriate for application in this study. This research can also be beneficial for Indonesian fashion companies to improve their e-commerce platforms to make them more appealing to consumers in Indonesia (Khosasih, 2023).

Behavioral Intention, Effort Expectancy, Social Influence, Price Value, and Hedonic Motivation

According to Ajzen, (1991), behavioral intention is defined as an individual's subjective probability of being willing to try and perform a specific behavior. Effort Expectancy is an individual assessment of the extent to which a person can easily use technology (Venkatesh et al., 2012). Social Influence can be defined as the extent to which a person is influenced by the opinions of those around them (such as friends or family) regarding the use of technology (Venkatesh et al., 2012). Price-Value measures the perceived benefits of using new technology compared to its cost (Venkatesh et al., 2012). According to Venkatesh et al., (2012), hedonic motivation refers to the happiness or satisfaction derived from using new technology.

Hypothesis Development

Effort Expectancy on Behavioral Intention

Effort Expectancy describes consumers' perceptions of the ease of using a particular technology. When consumers believe that technological devices whether desktop or mobile-based can be easily operated to meet their needs and preferences, their tendency to continue using them in the future increases. Within the UTAUT2 theoretical framework, Effort Expectancy is positioned as one of the determinants that theoretically influences behavioral intent in adopting new technology. A number of previous studies have also shown that the perception of ease of use plays a significant role in shaping consumer behavioral intentions regarding the utilization of various digital systems, including fashion e-commerce platforms, where ease of navigation and transaction processes are crucial factors in driving adoption and continued use by consumers (Arpaci et al., 2022).

The following research findings are supported by Dewinatalia & Sarinastiti, (2023); Mizal & Wijayangka, (2020); Chatsirichai et al., (2022); Cahyono et al., (2025); Dahri et al., (2023); Odelia & Ruslim, (2023); Solihin & Furyanah, (2025); and Nabilah et al., (2024), who found that Effort Expectancy has a positive and significant effect on Behavioral Intention. The following findings indicate that the easier a technology is to use, the higher the consumer interest in adopting that technology platform, in this case e-commerce. Based on this, the following hypothesis is proposed:

H1: Effort Expectancy influences Behavioral Intention.

Social Influence on Behavioral Intention

Social influence can be defined as the extent to which individuals believe that the people around them such as friends, family, or their social circle have significant credibility and influence over their decisions regarding the adoption of a new system. In other words, consumers' perceptions of reliability and positive views from others can encourage them to accept and adopt the technology (Venkatesh et al., 2003). In the context of consumer behavior in e-commerce, particularly in the fashion sector, Social Influence often manifests through recommendations, product reviews, or trends emerging on social media. Consumers tend to follow the behavior of others perceived to have high taste or credibility in fashion, so online fashion purchasing decisions are often based not only on personal needs but also on social

pressure to align with popular groups or trends. Additionally, trust in others' opinions regarding product quality, shopping experiences, and brand reputation further strengthens consumers' intent to choose a specific e-commerce platform. Thus, Social Influence plays a crucial role in shaping consumers' perceptions and purchasing decisions regarding fashion products on digital platforms (Kartikasari et al., 2021).

The following research findings are supported by Dewinatalia & Sarinastiti, (2023); Mizal & Wijayangka, (2020); Cahyono et al., (2025); Akinnuwesi et al., (2022); Meta et al., (2025); Piarna et al., (2020); Perdananti & Noviaristanti, (2025); Solihin & Furyanah, (2025); Syakinah et al., (2025); Nabilah et al., (2024); and Saputra & Purwanto, (2023), who found that social influence has a positive and significant effect on behavioral intention. This indicates that Social Influence encourages consumers to adopt technology in this case, e-commerce and use it in the long term. Based on this, the following hypothesis is proposed:

H2: Social Influence influences Behavioral Intention.

Price Value on Behavioral Intention

Price Value is a consumer's cognitive assessment that balances the benefits gained from technology against the costs incurred. In the context of e-commerce platforms in the fashion industry, the availability of discounts, promotions, and competitive pricing tends to attract cost-sensitive consumers. Perceptions of the value of these various offers also shape users' tendencies to adopt the platform. Within the UTAUT2 framework, Price Value reflects the trade-off between the cost burden of using technology and the expected benefits, including expenditures related to the purchase of products or services. Price is also a key determinant influencing the purchase decision, particularly in the context of online transactions, where cost savings are often the primary reason consumers choose to shop online via e-commerce (Padmavathy & Khadir, 2024).

The following research findings are supported by Cahyono et al., (2025); Odelia & Ruslim, (2023); and Meta et al., (2025), who found that price value has a positive and significant effect on behavioral intention. These findings indicate that consumers' primary motivation to purchase is influenced by their perception of favorable value for money (Cahyono et al., 2025). Thus, Price Value is still predicted to have a positive relationship with Behavioral Intention, as consumers are motivated to adopt technology by shopping through e-commerce services due to the value offered by the prices compared to other channels. Based on this, the following hypothesis is proposed:

H3: Price Value influences Behavioral Intention.

Hedonic Motivation on Behavioral Intention

Hedonic motivation is one of the predictors that influence behavioral intention (Meta et al., 2025). It refers to the level of pleasure or enjoyment an individual derives from using technology (Padmavathy & Khadir, 2024). Research by Meta et al., (2025) concluded that e-commerce platform consumers in this context, adopters of the technology are drawn to it because of the enjoyable and engaging shopping experience. The aesthetic appeal, interactive features, and diversity of content provided on these platforms reflect values related to consumers' hedonistic motivation. Consumers with a hedonistic orientation tend to purchase products that provide positive feelings and entertainment compared to situations where these aspects are not present (Padmavathy & Khadir, 2024).

The following research findings are supported by Meta et al., (2025); Prakarsa & Nursyanti, (2025); and Saputra & Purwanto, (2023), who found that Hedonic Motivation has

a positive and significant effect on Behavioral Intention. This indicates that consumers adopt a technology in this case e-commerce, because of an engaging and enjoyable shopping experience. Based on this, the following hypothesis is proposed:

H4: Hedonic Motivation influences Behavioral Intention.

Research Model

A research framework is a conceptual model that illustrates the relationships between various variables in a clear and organized manner. It shows how the concept under study is connected to observable and measurable variables. The following is the research framework used by the researcher:

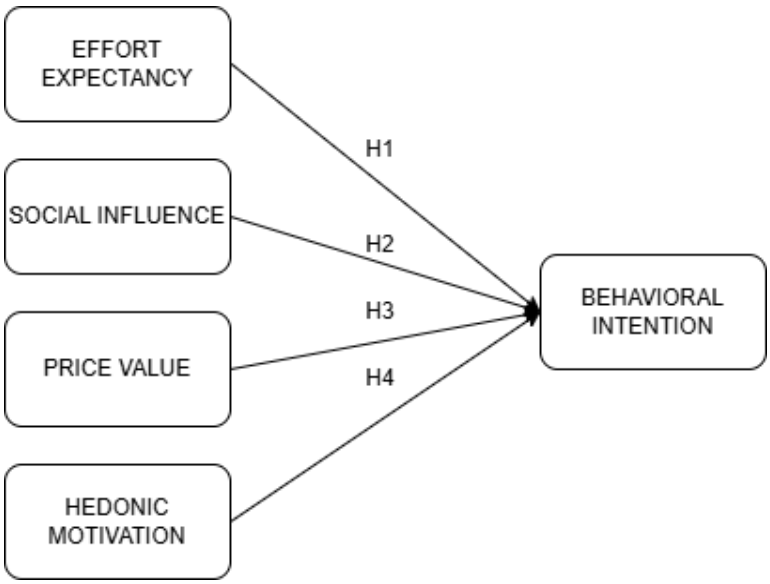


Figure 4.
Research Model
Source: Adapted from Malekpour et al. (2023)

RESEARCH METHOD

This study employed a quantitative research approach to examine the effects of Effort Expectancy, Social Influence, Price Value, and Hedonic Motivation on Behavioral Intention toward the adoption of e-commerce among Aerostreet consumers in Indonesia. Primary data were collected through an online questionnaire distributed via Google Forms. The use of online surveys was considered efficient in reaching respondents from various regions and ensuring accessibility for individuals with experience in using e-commerce platforms for shopping and transactions.

The questionnaire consisted of two sections. The first section contained screening questions designed to ensure that respondents met the study criteria, namely being at least 18 years old, residing in Indonesia, being familiar with Aerostreet products, and actively using e-commerce platforms. The second section measured the research constructs using a six-point Likert scale ranging from 1 (“strongly disagree”) to 6 (“strongly agree”). The use of an even-numbered scale was intended to minimize neutral responses and encourage respondents to express a clear position regarding each statement.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. PLS-SEM was selected because of its ability to analyze complex relationships among latent constructs and its suitability for predictive-oriented research models. Furthermore, this method is appropriate for studies involving relatively limited sample sizes and theoretical frameworks that are still under development. PLS-SEM integrates path analysis and factor analysis within a single framework, allowing simultaneous assessment of both measurement and structural models (Hair et al., 2021).

The evaluation of the measurement model focused on validity and reliability assessments. Convergent validity was examined through outer loading and Average Variance Extracted (AVE) values. Indicators were considered valid when their outer loading values exceeded 0.70, indicating a strong relationship with the intended construct. Additionally, an AVE value greater than 0.50 suggested that the construct explained more than half of the variance of its indicators, thereby confirming adequate convergent validity (Hair et al., 2021).

Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). These measures evaluate the internal consistency of indicators in representing their respective constructs. A threshold value of 0.70 was used as the primary criterion for acceptable reliability, although values between 0.50 and 0.70 were considered acceptable for exploratory research. Constructs meeting these criteria were deemed to possess satisfactory reliability and consistency (Hair et al., 2021).

Prior to testing the structural model, multicollinearity among predictor variables was assessed using the Variance Inflation Factor (VIF). This procedure ensures that independent variables do not exhibit excessively high correlations that may distort estimation results. Following the recommendation of Hair et al., (2021), VIF values below 5 indicate that multicollinearity is not a serious concern and that the estimated coefficients can be interpreted reliably.

The structural model was evaluated through the coefficient of determination (R^2) and predictive relevance (Q^2). The R^2 value indicates the proportion of variance in the endogenous construct explained by the exogenous variables. According to Hair et al., (2022), R^2 values of 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate, and weak explanatory power, respectively. A higher R^2 value reflects stronger predictive capability of the model. In addition, predictive relevance was assessed using the Q^2 statistic. A Q^2 value greater than zero indicates that the model has predictive relevance and is capable of accurately predicting data beyond the sample used for estimation, whereas values equal to or below zero suggest insufficient predictive capability (Hair et al., 2021).

Finally, hypothesis testing was conducted by examining path coefficients generated from the PLS-SEM analysis. The magnitude and direction of these coefficients indicate the strength of the relationships between latent constructs. To determine statistical significance, a bootstrapping procedure was applied. Hypotheses were considered supported when the p-value was less than 0.05 and the t-statistic exceeded 1.96 in a two-tailed test at the 5% significance level (Hair et al., 2021). Through this procedure, the study assessed the extent to which Effort Expectancy, Social Influence, Price Value, and Hedonic Motivation influence Behavioral Intention toward e-commerce adoption among Aerostreet consumers.

RESULTS AND DISCUSSION

In this study, the characteristics of the respondents examined include gender, age, occupation, and income level. The presentation of demographic data not only reflects the diversity of the respondents but also serves as a foundation for examining the relationship between the research variables and the respondents' empirical conditions. With a sample size of 150 respondents, the demographic data presented shows a relatively balanced composition, although some groups are more dominant.

Table 1.
Respondent Characteristics

Category	Subcategory	Frequency	Percentage
Gender	Man	63	42%
	Women	87	58%
Total		**150**	**100%**
Age	18–22 years old	78	52%
	23-27 years old	43	29%
	28-32 years old	22	15%
	>32 years old	7	5%
Total		**150**	**100%**
Jobs	Private-Sector Employee	34	23%
	Self-Employed/Freelancer	16	11%
	Students	83	55%
	Civil Servants/National Police/Indonesian Armed Forces	9	6%
	Others	8	5%
Total		**150**	**100%**
Revenue	1.000.000 - 2.000.000	62	41%
	2.000.001 - 3.000.000	23	15%
	3.000.001 - 4.000.000	19	13%
	4.000.001 - 5.000.000	18	12%
	>5.000.000	28	19%
Total		**150**	**100%**

Source: Data processed (2026)

The results of the analysis show that of the total 150 respondents, 63 were male (42%) and 87 were female (58%). Table 2 indicates that the majority of respondents in this study were in the 18-22 age group, totaling 78 people (52%). Next, the 23-27 age group comprised 43 people (29%). There were 22 respondents (15%) aged 28-32, while the smallest group consisted of those over 32 years old, totaling 7 people (5%). Furthermore, the most common occupation among respondents was student, with 83 people (55%). Next, 34 respondents (23%) were private-sector employees, followed by 16 self-employed individuals or

freelancers (11%). The category of civil servants/police/military personnel comprised 9 people (6%), while the smallest group came from the "other" category, totaling 8 people (5%). Additionally, the majority of respondents in this study had an income of Rp1,000,000-Rp2,000,000, with 62 people (41%) of the total respondents. Furthermore, 28 people (19%) earned more than Rp5,000,000, 23 people (15%) earned approximately Rp2,000,001-Rp3,000,000, and 19 people (13%) earn between Rp3,000,001 and Rp4,000,000. Finally, 18 people (12%) earn between Rp4,000,001 and Rp5,000,000 in this study.

Descriptive Analysis of Research Variables

Table 2.
Descriptive Statistics Results

Interval	Category
1.00 – 1.83	Strongly Disagree (SD)
1.84 – 2.66	Disagree (D)
2.67 – 3.49	Slightly Disagree (SD)
3.50 – 4.33	Fairly Agree (FA)
4.34 – 5.16	Agree (A)
5.17 – 6.00	Strongly Agree (SA)

Behavioral Intention

Table 3.
Description of Respondents' Answers to the Behavioral Intention Questionnaire Items

Code	Frequency	Total Respondents	Item	Mean	Criteria
BI1	693	150	I plan to use e-commerce platforms to shop for Aerostreet fashion products online over the next six months.	4.620	Agree
BI2	701	150	I plan to purchase Aerostreet fashion products through e-commerce channels whenever I have the chance.	4.673	Agree
BI3	699	150	I'm going to try using e-commerce platforms to shop for Aerostreet fashion products online as part of my daily routine.	4.660	Agree
BI4	731	150	I think I'll use e-commerce platforms	4.873	Agree

			to shop for Aerostreet fashion products online in the future.		
Average				**4.706**	**Agree**

Source: SmartPLS 3 Data Analysis, 2026

Based on the results of the descriptive analysis in Table 3, the Behavioral Intention variable had an overall mean score of 4.706, which falls into the "Agree" category. These results indicate that respondents generally have a strong intention to continue using e-commerce when purchasing Aerostreet products. The highest average score was recorded for statement BI4, which reads, "I think I will use e-commerce channels to shop for Aerostreet fashion products online in the future," with a mean score of 4.873. This finding reflects the respondents' future intention to use e-commerce channels as a means of shopping. Overall, all Behavioral Intention indicators show relatively consistent average scores, ranging from 4.620 to 4.873. Thus, it can be concluded that respondents' Behavioral Intention regarding the use of e-commerce for Aerostreet products is relatively high. Respondents not only expressed behavioral intentions to use, purchase, and try shopping for products on e-commerce platforms, but also demonstrated a tendency to use e-commerce platforms in their future shopping activities. These findings reinforce the role of Behavioral Intention as a key indicator in understanding consumer behavioral intentions in the context of using e-commerce to shop for Aerostreet products.

Effort Expectancy

Table 4.
Description of Respondents' Answers to the Effort Expectancy Questionnaire Item

Code	Frequency	Total Respondens	Item	Mean	Criteria
EE1	766	150	Shopping for Aerostreet products for my everyday fashion needs online is easy for me.	5.107	Agree
EE2	741	150	Ordering Aerostreet products for my everyday fashion needs through e-commerce is easy for me.	4.940	Agree
EE3	755	150	Using e-commerce platforms saves me time when selecting and paying for Aerostreet fashion products	5.033	Agree
EE4	763	150	Shopping for Aerostreet fashion products through e-commerce channels has become easy for me.	5.087	Agree
Average				**5.041**	**Agree**

Source: SmartPLS 3 Data Analysis, 2026

Based on the findings of the data analysis in Table 4, the overall average for the Effort Expectancy variable is 5.041, falling into the "Agree" category. This indicates that respondents found their e-commerce shopping experience to be highly convenient. The highest average score was for the indicator "It is easy for me to search for Aerostreet products for my everyday fashion needs through e-commerce" (EE1), with a mean of 5.107. The following findings indicate that the e-commerce platform successfully provides an overall seamless shopping experience. The high score on this indicator suggests that most respondents had a positive experience when using e-commerce to shop for Aerostreet products. When viewed as a whole, the average score for each Effort Expectancy indicator ranges from 4.940 to 5.107, indicating consistency in respondents' assessments of the alignment between perceived ease and actual experience.

Social Influence

Table 5.
Description of Respondents' Answers to the Social Influence Questionnaire Items

Code	Frequency	Total Respondents	Item	Mean	Criteria
SI1	653	150	A family member suggested that I use an e-commerce platform to shop for Aerostreet fashion items.	4.353	Agree
SI2	711	150	Most of my friends think that using e-commerce platforms to shop for Aerostreet fashion products is a great idea.	4.740	Agree
SI3	706	150	Someone important to me recommended using an e-commerce platform to shop online for Aerostreet fashion products.	4.707	Agree
SI4	707	150	Someone who uses e-commerce platforms to shop for Aerostreet fashion online looks more modern.	4.713	Agree
Average				**4.628**	**Agree**

Source: SmartPLS 3 Data Analysis, 2026

Based on the results of the descriptive analysis in Table 5, the Social Influence variable received an overall average score of 4.628, which falls into the "Agree" category. These results indicate that, in general, respondents believe that their use of e-commerce to purchase Aerostreet products is influenced by friends, family, or their social environment. The highest average score was found for statement SI2: "Most of my friends think that using e-commerce platforms to shop for Aerostreet fashion products is a good idea," with a mean score of 4.740. The high score on this indicator suggests that respondents feel influenced by most of their friends in understanding product information through their own shopping experiences. When viewed as a whole, the average score for each Social Influence indicator ranges from 4.353 to 4.740, indicating consistency in respondents' perceptions of social influence in e-commerce usage. Thus, it can be concluded that the respondents' level of social influence regarding the use of e-commerce to purchase Aerostreet products is relatively high. This positive perception of social influence indicates that the shopping experience provides relevant value to the respondents, thereby potentially supporting the formation of behavioral intentions regarding future e-commerce use.

Price Value

Table 6.
Description of Respondents' Answers to the Price Value Questionnaire Item

Code	Frequency	Total Respondents	Item	Mean	Criteria
PV1	756	150	The prices of Aerostreet fashion products on e-commerce platforms are quite affordable.	5.040	Agree
PV2	740	150	Aerostreet's fashion products on e-commerce platforms offer good value for the money.	4.933	Agree
PV3	744	150	At current prices, Aerostreet fashion products on e-commerce sites offer good value for your money.	4.960	Agree
PV4	748	150	The prices of Aerostreet fashion products on e-commerce platforms provide a wider range of price points.	4.987	Agree
Average				**4.980**	**Agree**

Source: SmartPLS 3 Data Analysis, 2026

Based on Table 6, the average score for the Price Value variable was 4.980, which falls into the "Agree" category. Of the four statements that make up this variable, statement (PV1)-"The prices of Aerostreet fashion products on e-commerce platforms are quite affordable"-recorded the highest average score of 5.040 and falls into the "Agree" category. This finding reflects that respondents feel the prices of Aerostreet products offered on various e-commerce platforms are quite affordable. When viewed as a whole, the average score for each Price Value indicator ranges from 4.933 to 5.040, indicating consistency in respondents' views regarding the benefits of using e-commerce. Thus, it can be concluded that the respondents' price-value ratio regarding the use of e-commerce to purchase Aerostreet products is relatively good.

Hedonic Motivation

Table 7. Description of Respondents' Answers to the Hedonic Motivation Questionnaire Items

Code	Frequency	Total Respondents	Item	Mean	Criteria
HM1	738	150	Ordering Aerostreet fashion products through e-commerce channels is fun.	4.920	Agree
HM2	693	150	Ordering Aerostreet fashion products through e-commerce channels is a lot of fun.	4.620	Agree
HM3	711	150	I find the process of shopping for Aerostreet fashion products online through e-commerce platforms to be very enjoyable.	4.740	Agree
HM4	741	150	Shopping for Aerostreet fashion products online through e-commerce platforms is fun because it helps you save money.	4.940	Agree
Average				**4.805**	**Agree**

Source: SmartPLS 3 Data Analysis, 2026

Based on the results of the descriptive analysis in Table 7, the Hedonic Motivation variable received an overall average score of 4.805, which falls into the "Agree" category. These results indicate that respondents generally have a strong intention to use e-commerce when purchasing Aerostreet products. Next, the highest mean score was recorded for statement (HM4), namely, "Shopping for Aerostreet fashion products online via e-commerce

platforms is enjoyable because it saves money," with a mean score of 4.940. This finding reflects the respondents' enjoyment of purchasing Aerostreet products through e-commerce platforms because it allows them to save money compared to not using such platforms. When viewed as a whole, all Hedonic Motivation indicators have relatively consistent average values, ranging from 4.620 to 4.940. These findings reinforce the role of Hedonic Motivation as a key indicator in understanding consumers' behavioral intentions regarding the purchase of Aerostreet products through e-commerce.

Research Results

Measurement Model or Outer Model

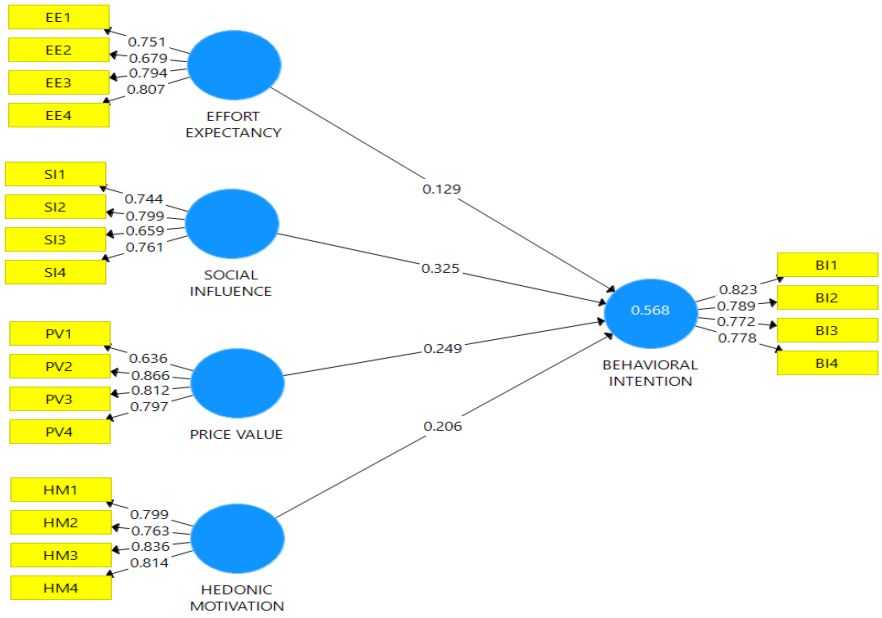


Figure 4.
Research Model (Outer Model)
Source: SmartPLS 3 Data Analysis, 2026

Table 8.
Results of the Convergent Validity Evaluation Using Outer Loading

Variabel	Item	Outer Loading	Description
Behavioral Intention	BI1	0.823	Valid
	BI2	0.789	Valid
	BI3	0.772	Valid
	BI4	0.778	Valid
Effort Expectancy	EE1	0.751	Valid
	EE2	0.679	Valid
	EE3	0.794	Valid
	EE4	0.807	Valid
Hedonic Motivation	HM1	0.799	Valid
	HM2	0.763	Valid
	HM3	0.836	Valid

	HM4	0.814	Valid
Price Value	PV1	0.636	Valid
	PV2	0.866	Valid
	PV3	0.812	Valid
	PV4	0.797	Valid
Social Influence	SI1	0.744	Valid
	SI2	0.799	Valid
	SI3	0.659	Valid
	SI4	0.761	Valid

Source: SmartPLS 3 Data Analysis, 2026

Based on the outer loading test results presented in Table 8, all indicators within the constructs of Behavioral Intention, Effort Expectancy, Social Influence, Price Value, and Hedonic Motivation have outer loadings above 0.50. These findings indicate that each indicator strongly represents the latent construct being measured. Furthermore, no indicator had a value below the recommended threshold, so all indicators were deemed to meet the validity criteria and are suitable for retention in the measurement model. This also indicates that each indicator demonstrates a good level of consistency in measuring the same construct.

Table 9.
Construct Reliability Values

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average Variance Extracted (AVE)**
Behavioral Intention	0.800	0.802	0.869	0.625
Effort Expectancy	0.756	0.769	0.844	0.577
Hedonic Motivation	0.817	0.820	0.879	0.646
Price Value	0.785	0.803	0.862	0.613
Social Influence	0.731	0.744	0.830	0.551

Source: SmartPLS 3 Data Analysis, 2026

Based on the test results presented in Table 9, it can be seen that all variables met the criteria for reliability and convergent validity. All constructs showed Cronbach's Alpha values above 0.70, indicating that each construct has an adequate level of internal consistency. In addition, the composite reliability (rho_c) values for all variables were also above the recommended minimum threshold of 0.70. The highest composite reliability score was found for the Hedonic Motivation variable, at 0.879, indicating that this variable has a very high level of reliability. Furthermore, all constructs in this study showed AVE values above 0.50. Specifically, the Behavioral Intention construct has an AVE of 0.625, Effort Expectancy of 0.577, Hedonic Motivation of 0.646, Price Value of 0.613, and Social Influence of 0.551. These values indicate that each construct is able to explain more than 50% of the variance in its respective indicators.

Structural Model or Inner Model

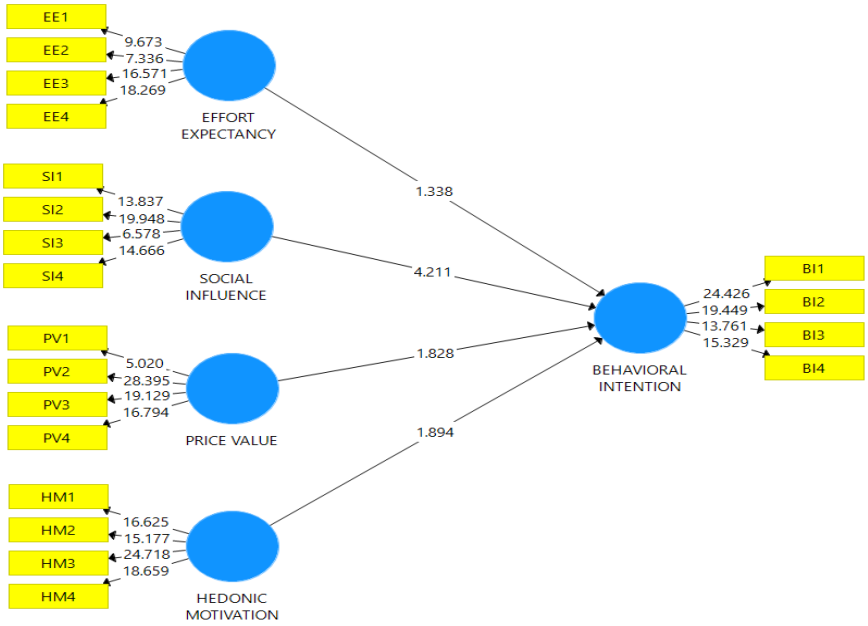


Figure 5.
Research Model (Inner Model)
Source: SmartPLS 3 Data Analysis, 2026

Collinearity Test

Based on the VIF test results, all indicators within the constructs of Behavioral Intention (BI), Effort Expectancy (EE), Hedonic Motivation (HM), Price Value (PV), and Social Influence (SI) had VIF values ranging from 1.265 to 2.060. The highest VIF value was observed for the PV2 indicator at 2.060, while the lowest value was found for the PV1 indicator at 1.265. The overall value remains below the maximum limit of 5.0, so it can be concluded that the research model does not suffer from multicollinearity among the indicators.

Coefficient Determination/R-Square Test

Table 10.
R-Square Result

	R-Square	R-Square adjusted
Behavioral Intention	0.568	0.556

Source: SmartPLS 3 Data Analysis, 2026

Based on Table 10, the R-Square Test shows that the Behavioral Intention construct has an R-Square value of 0.568 and an adjusted R-Square of 0.556. This indicates that 56.8% of the variance in Behavioral Intention is explained by the independent variables in this study, while the remaining 43.2% is explained by other variables outside the research model. Furthermore, after adjusting for the number of predictor variables in the model, the percentage becomes 55.6% (adjusted R-Square). This value falls into the moderate-to-strong category, so it can be concluded that the model has good explanatory power for Behavioral Intention.

Predictive Relevance-Q-Square

According to Hair et al., (2021), a structural model is considered to have good predictive validity if the Q-square value for the endogenous construct is greater than zero ($Q^2 > 0$). Conversely, if the Q-Square value is equal to or less than zero, the model is considered to lack adequate predictive power. Therefore, the Q-Square value is one of the key indicators for evaluating the predictive quality of the structural model that has been developed. Based on the results obtained, the Behavioral Intention variable has a Q-square value of 0.340. This indicates that the structural model has good predictive power in explaining users' behavioral intentions regarding the adoption of e-commerce technology for Aerostreet products.

Path Coefficient Test

Table 11.
Testing the Effect of Path Coefficients on the Relationships Between Variables

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statictics (|O/STDEV|)	P Values	Conclusion
EE -> BI	0.129	0.139	0.103	1.258	0.209	**H1 Rejected**
SI -> BI	0.325	0.330	0.082	3.958	0.000	**H2 Accepted**
PV -> BI	0.249	0.245	0.143	1.741	0.082	**H3 Rejected**
HM -> BI	0.206	0.203	0.107	1.921	0.055	**H4 Rejected**

Source: SmartPLS 3 Data Analysis, 2026

The results of the hypothesis testing show that the relationship between the variables Effort Expectancy and Behavioral Intention has a coefficient of 0.129, a t-statistic of 1.258, and a p-value of 0.209. Since the p-value is greater than 0.05, it can be concluded that Effort Expectancy does not have a significant effect on Behavioral Intention. This indicates the extent to which the system (e-commerce) is user-friendly, but it has not yet been able to directly increase the intention to use e-commerce platforms when shopping for Aerostreet products. Furthermore, the results of the hypothesis testing show that Social Influence and Behavioral Intention have a coefficient of 0.325, with a t-statistic of 3.958 and a p-value of 0.000. These results indicate a positive and significant effect, meaning that an individual's level of trust in the views and influence of those around them-such as friends, family, and their social environment-plays a role in shaping their decision to use an e-commerce system when shopping for Aerostreet products.

Based on the results of the hypothesis test examining the relationship between the variables Price Value and Behavioral Intention, the coefficient was 0.249, the t-statistic was 1.741, and the p-value was 0.082. Since the p-value is above 0.05, it can be concluded that Price Value does not have a significant effect on Behavioral Intention. This indicates that a person's consideration of the costs incurred versus the benefits gained from the technology has not yet been able to directly increase their behavioral intention to use e-commerce platforms when shopping for Aerostreet products. Furthermore, the results of the hypothesis test between the variables Hedonic Motivation and Behavioral Intention showed a coefficient of 0.206, a t-statistic of 1.921, and a p-value of 0.055. Since the p-value is above 0.05, this indicates that Hedonic Motivation does not have a significant effect on Behavioral Intention. This indicates that the level of enjoyment or satisfaction individuals experience

when using a technology has not yet been able to directly increase their behavioral intention to use e-commerce platforms when shopping for Aerostreet products.

The Influence of Effort Expectancy on Behavioral Intention

Based on the results presented in Table 11, it is evident that the Effort Expectancy variable does not have a significant effect on consumers' Behavioral Intention regarding the use of e-commerce platforms in the Aerostreet fashion product segment. with a t-statistic of 1.258, which is still below the critical value of 1.96. In addition, the p-value was 0.209, which exceeds the significance level of 0.05. These results indicate that the relationship between Effort Expectancy and Behavioral Intention is not statistically significant. Therefore, H1 is rejected. These findings indicate that while e-commerce platforms are perceived as easy to use, this factor has not yet become a strong enough driver of consumers' behavioral intentions. This phenomenon aligns with the concept proposed by Venkatesh et al., (2003) in the UTAUT model, which explains that the influence of Effort Expectancy tends to be strong in the early stages of technology use, when users are adapting to the system. However, as users gain more experience, this influence weakens because they have become accustomed to the system's features and mechanisms.

These findings are consistent with previous research showing that the majority of consumers today are already accustomed to using digital technology and e-commerce platforms, so ease of use is no longer the primary factor determining their intention to use them. Consumers prioritize the tangible benefits they gain over mere operational ease of the system (Meta et al., 2025; Perdananti & Noviaristanti, 2025; Piarna et al., 2020; Syakinah et al., 2025). Therefore, companies can focus on developing features that enhance customer engagement-such as product recommendations tailored to preferences, informative review features, and fast and effective customer service integration-rather than focusing solely on the system's ease of use.

The Influence of Social Influence on Behavioral Intention

Table 11 shows that Social Influence has a strong effect and has positive implications for Behavioral Intention in the context of technology adoption-specifically, the use of e-commerce to purchase Aerostreet products. Using PLS-SEM, the analysis revealed a t-statistic of 3.958 and a p-value of 0.000, Therefore, H2 is accepted. These results indicate that an individual's level of trust in the views and influence of those around them-such as friends, family, and their social circle-is a factor that plays a role in shaping the decision to use an online shopping system. These findings are supported by Solihin & Furyanah, (2025), who show that with a t-statistic of 4.815 and a p-value of 0.000, this variable is one of the strongest factors influencing Generation Z's intention to use Tokopedia. They also explain that Generation Z's decision to use Tokopedia is heavily influenced by their social environment, such as friends, family, communities, and social media influencers. Generation Z tends to seek social validation before deciding to use a digital platform.

A recent study by Perdananti & Noviaristanti, (2025) indicates that social environments-such as family, friends, and close associates-play an important role in influencing users' intentions to use the Eiger mobile shopping app. Furthermore, a study conducted by Syakinah et al., (2025) explains that recommendations, support, and the influence of friends, family, and the surrounding environment can increase users' confidence in using e-commerce. Millennials tend to be active in social interactions and the use of digital media, so the opinions and experiences of others become a key consideration in making

online transaction decisions. Thus, social factors play a key role in shaping the intention to adopt technology when using e-commerce platforms to shop for Aerostreet products.

The Influence of Price Value on Behavioral Intention

Based on the test results shown in Table 11, it can be seen that the Price Value variable does not have a significant effect on consumers' behavioral intention regarding the use of e-commerce platforms in the Aerostreet fashion segment. With a t-statistic of 1.741, which is below the critical value of 1.96. Furthermore, the p-value obtained was 0.082, which is greater than the significance level of 0.05; thus, the result is not statistically significant, and H3 is rejected. The lack of a significant effect indicates that consumers' consideration of the costs incurred versus the benefits gained from using e-commerce platforms has not yet been able to directly increase their behavioral intention to purchase Aerostreet products. These results are consistent with the study by Perdananti & Noviaristanti (2025), which reported a t-statistic of 0.869 and a p-value of 0.192, indicating that users' perceptions of the balance between the benefits and costs of using the app have not yet significantly increased their intention to use the app. Furthermore, these findings are supported by Piarna et al., (2020), who found that millennials do not consider only the price or the affordability of internet access when shopping online. Based on these research findings, companies need to provide other forms of added value-such as convenience, interaction, and a better user experience-rather than focusing solely on price.

The Influence of Hedonic Motivation on Behavioral Intention

Based on the test results presented in Table 11, it can be seen that Hedonic Motivation does not have a significant effect on consumers' Behavioral Intention regarding the use of e-commerce platforms in the Aerostreet fashion segment, with a t-statistic of 1.921, which is still below the critical value of 1.96. Furthermore, the p-value obtained was 0.055, which is greater than the significance level of 0.05, indicating that the relationship between the variables Hedonic Motivation and Behavioral Intention is not statistically significant. Therefore, H4 is rejected. The lack of a significant effect indicates that the level of enjoyment or pleasure individuals experience when using a technology has not yet been able to directly increase consumers' behavioral intention to use e-commerce platforms when shopping for Aerostreet products. These findings are consistent with research by Piarna et al., (2020), which explains that millennial consumers are not merely seeking pleasure or entertainment when shopping online. They prioritize exclusive experiences, satisfaction, and deeper value over the mere enjoyment of using technology. Another finding by Perdananti & Noviaristanti, (2025) indicates that users focus more on functional benefits than on entertainment aspects. Therefore, the entertainment element in the use of online shopping platforms is not strong enough to influence users' intention to use this technology.

CONCLUSION

This study concludes that social influence has a positive and significant effect on behavioral intention toward the use of e-commerce for purchasing Aerostreet products, indicating that consumers' intentions are strongly shaped by recommendations, opinions, reviews, and trends originating from friends, family, social circles, and social media. Positive evaluations and trust conveyed by others encourage consumers to accept and adopt e-commerce technology. Based on these findings, Aerostreet is advised to strengthen community-based marketing strategies through social media engagement, influencer and

affiliate marketing, and user-generated content to build trust, social proof, and stronger word-of-mouth effects that can enhance consumers' intention to use and purchase products through e-commerce. Nevertheless, this study has several limitations, including its focus on Aerostreet consumers, which restricts the generalizability of the findings to other brands, product categories, or offline purchasing contexts; the dominance of respondents aged 18-27 years and students, which may influence the results due to their relatively high digital literacy; the use of an online survey with closed-ended questions that relies on respondents' subjective perceptions and limits deeper exploration of their motivations; the exclusion of other potentially relevant variables such as performance expectancy, facilitating conditions, habit, perceived risk, perceived trust, service quality, time pressure, in-store enjoyment, and moderating factors including age, gender, and experience; and the application of a cross-sectional design, which cannot capture changes in consumer perceptions and behavioral intentions over time.

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