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Intention to Sell on E-Marketplace: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value

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Abstract

The rapid growth of electronic marketplaces in Indonesia, coupled with government encouragement for businesses, necessitates a thorough understanding of sellers' adoption factors. This study investigates the influences on e-marketplace application adoption among active Indonesian sellers, incorporating gender, age, and experience as moderating variables. Employing SMARTPLS4 and PLS SEM analysis, the research identifies significant impacts of effort expectancy, performance expectancy, and price value on e-marketplace selling behavior. Contrarily, facilitating conditions and social influence show no effect. Age moderation significantly influences effort expectancy and price value, emphasizing the importance of tailored strategies for different age groups. Gender and experience, however, do not significantly moderate the results. Sellers' expectations emphasize the need for stakeholders to ensure fairness in online transactions, urging the government to establish appropriate e-marketplace regulations, aligning with sellers' needs for a thriving digital marketplace ecosystem.

Keywords: behaviour intention, e-marketplace, effort expectancy, facilitating conditions, performance expectancy, price value, social influence, UTAUT2

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1. Introduction

In January 2023, there were 212.9 million individuals in Indonesia actively using the internet, which is equivalent to 77% of Indonesia's total population (276.4 million), as shown in Figure 1. Of these, around 178.9 million Indonesians have made online transactions, either for the purchase of goods or services, with an average expenditure of around US$313 per month (*Digital 2023: Indonesia — DataReportal – Global Digital Insights*, 2023).

The substantial growth of internet usage in Indonesia has resulted in a significant rise in online business activities. The internet has the potential to not just transform how business is carried out but also to stimulate the creation of entirely new companies (Afuah & Tucci, 2001). Additionally, the existence of the e-commerce sector sometimes fosters the growth of internet-based retail (Al-maaitah et al., 2021).

There are many types of e-commerce, one of which is an e-marketplace. An e-marketplace refers to a digital platform overseen by a third party, serving as a venue where buyers and suppliers convene to exchange information concerning prices, as well as offers for various products and services, to collaborate, and to negotiate and conduct business transactions (Adiyanto & Febrianto, 2020; Archer & Gebauer, 2002). Examples of e-commerce portals that have an e-marketplace model in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada, Orami, Blibli, Zalora, Ralali, etc.

During the early stages of the COVID-19 outbreak in 2020, government-enforced regulations constrained people's outdoor activities. As per a report jointly published by Google, Temasek, and Bain & Company in October 2020, individuals significantly increased their usage of online trading platforms. The average duration spent initially stood at 3.7 hours daily, surged to 4.7 hours daily during the lockdown period, and maintained a level of 4.2 hours daily post-lockdown (*Bisnis E-Commerce Semakin Gurih*, 2021). According to the Ministry of Communications and Informatics, there was a 400 percent surge in online shop transactions during the COVID-19 pandemic and this trend is expected to

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continue when entering the new normal. E-marketplace platforms will also face competition from large retailers to minimarkets that have started offering online and delivery services (Universitas Gadjah Mada, 2020).

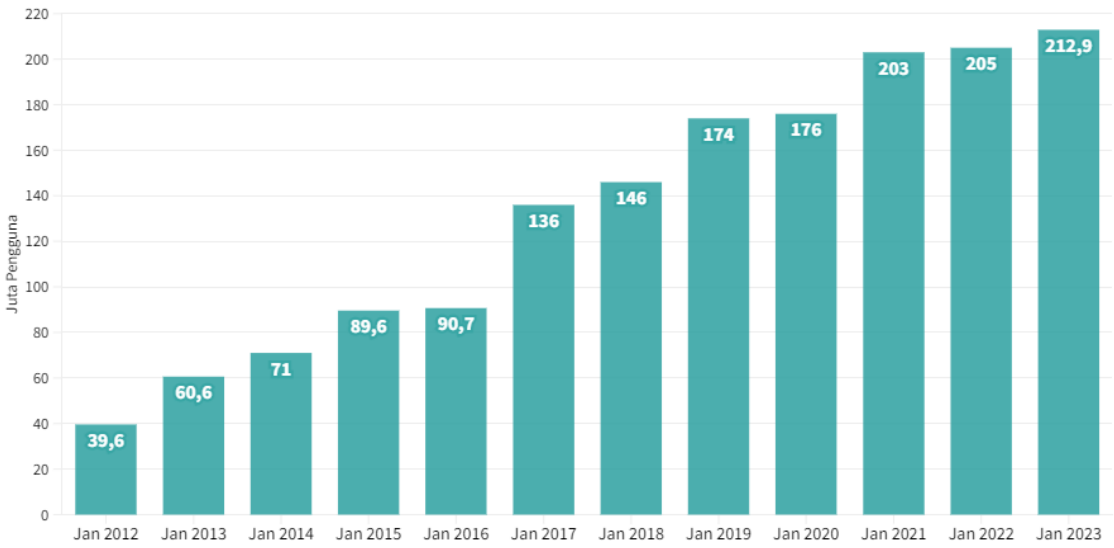

Figure 1. Growth of Internet Users in Indonesia

Source: We Are Social

The significant growth in Indonesia's electronic commerce value by 78% is attributed to the widespread internet network expansion coupled with the country's large population. This growth rate stands as the highest in the world (Kemkominfo, 2019). Badan Pusat Statistik (2022) reported that 34.10% of businesses conducted e-commerce activities by 15 September 2022. The percentage increased compared to 31 December 2021 which was 32.23%. Badan Pusat Statistik (Statistics Indonesia) also noted that 2.87 million online businesses were spread across all provinces. Businesses that previously only focused on offline sales are now starting to look at online sales due to the government's policy of limiting activities outside the home.

Many studies have studied buyer loyalty but few have studied seller loyalty, even though buyers and sellers have some fundamental differences. Firstly, sellers aim to achieve long-term profitability by selling a maximum quantity of products at minimal transaction costs. Conversely, buyers aim to meet their needs by making purchases with minimal expenditure and transaction costs (Z. Sun & Finnie, 2004). Secondly, buyers and sellers go to distinct websites that are built for specific objectives, such as selling and buying things. Their primary activity as purchasers is to locate the appropriate product and complete the checkout process. (H. Sun, 2010).

The decision to sell online is also influenced by several things such as how to register, the amount of administrative costs, the ease of using the application (Santoso & Napitupulu, 2018), ease of uploading products, shipping services provided, customer service for sellers (Kumar et al., 2021). The easier an e-marketplace application is to use, the happier the seller is to use it.

Tangibles, reliability, responsiveness, and empathy, electronic service quality and security factors have a favorable impact on the decision to utilize e-marketplace (Ciptowening et al., 2021). The level of support and safety provided impacts the seller's choice to utilize the service.

This research seeks to answer the factors that concern sellers to increase their intention to sell on the e-marketplace. The UTAUT technique was used for this study because of its capacity to address behavioural objectives regarding technology adoption more effectively (Venkatesh et al., 2003). This UTAUT2 method is expected to answer the behavioural intention of sellers in selling in the e-marketplace. In previous studies, many focused on local areas or certain groups of sellers/markets, no research has been conducted by taking samples from all over Indonesia. This research seeks to offer a complete overview of sellers in the Indonesian e-marketplace.

2. Literature Review

The UTAUT, a significant theoretical framework in information technology user acceptance research, holds substantial importance. Venkatesh et al., 2003 to combine the strengths of eight significant technology acceptance theories: TAM, TRA, TPB, MM, MPCU, C-TAM-TPB, IDT, and SCT are a few examples.

UTAUT progressed to UTAUT2, an enhanced version encompassing three new elements: Price Value, Hedonic Motivation, and Habit. This updated model acknowledges that personal traits like gender, age, and experience may moderate the impacts of these factors on intentions to use technology (A. Chang, 2012). UTAUT2 is more appropriate for use of technology at the direct user level (Venkatesh et al., 2012).

2.1. Performance Expectancy (PE)

PE denotes a person's belief that using the system will assist them advance in their work or activities (Venkatesh et al., 2012). In some framework models, performance expectancy-related variables are strong predictors of users' behavioural intentions in using technology (A. Chang, 2012).

2.2. Effort Expectancy (EE)

The level of comfort with which people use technology is referred to as "effort expectancy." (Venkatesh et al., 2012). Research by C. M. Chang et al. (2019) discovered that effort expectancy is a strong variable in determining the use of online hotel booking systems in China.

2.3. Social Influence (SI)

SI measures the degree to which customers believe that important people in their lives, such as friends and family, believe they should embrace specific technology (Venkatesh et al., 2012). Mahyuni et al. (2020) said that close friends, influencers, visitor reviews, and information on the internet influence a person's intention to visit an ecopark.

2.4. Facilitating Conditions (FC)

Consumer perceptions of the support and resources accessible for promoting a particular behavior are known as facilitating conditions (Venkatesh et al., 2012). Nordhoff et al. (2020) found that favorable factors are important predictors of performance expectancy in his research on the intention to utilize autonomous automobiles in Europe.

2.5. Price Value (PV)

The price value of consumer technology may have a substantial impact on its utilization (A. Chang, 2012; Venkatesh et al., 2012). The more a person's admiration for a technological product, the higher its price value.

2.6. Behavioural Intention (BI)

Behavioral intention refers to the actions of loyal users who recommend a brand to others due to the outstanding service they have received from the company (Widyanto et al., 2020).

2.7. Age

Age can affect a person's perception, attitude and readiness to adopt technology. Some studies show that younger generations tend to have higher technology adoption rates than older generations. This may be due to factors such as technology skill level, previous experience, and technology usage habits. Older users require more assistance than younger ones (Budiarto, 2017).

2.8. Gender

Gender can also influence technology adoption and use. Several studies show that there are differences in technology preferences, perceptions and usage between men and women. According to study, men have a higher level of technology adoption and use complex functions more frequently, whereas women focus more on the benefit and usability of technology (Budiarto, 2017).

2.9. Experience

Users' intentions to accept and use new technologies might be influenced by previous user experience. Budiarto (2017) conveyed that experience moderates the behavioural intention to use mobile applications.

2.10. Electronic Commerce (e-commerce)

The action of trading, purchasing, and selling goods and services over the internet is known as e-commerce. E-commerce is the practise of automating and moving conventional commercial procedures and activities to virtual platforms in order to dramatically boost corporate efficiency and simplify daily chores. Websites, marketinh through social media, SEM, marketing via email, or content marketing are all used to achieve this change (Išoraitė & Miniotienė, 2018; Noviana & Darma, 2020).

2.11. Electronic Marketplace (e-marketplace)

An e-marketplace is a specific category of e-commerce platform that serves as a connecting bridge between sellers, individuals or businesses offering products or services, and buyers, individuals seeking products or services to purchase (Santoso & Napitupulu, 2018). E-marketplaces bring together many buyers and sellers in one central marketplace that allows them to buy and sell to each other at dynamic prices and by reducing transaction costs (Grieger, 2003). Additionally, they enable the seamless entry of smaller sellers into the market, fostering a more inclusive and diverse business environment (Luca, 2017; Purwanto & Ismail, 2020).

Overall, e-marketplaces provide convenience and flexibility in conducting online buying and selling transactions, by providing a platform that connects sellers and buyers in one place.

3. Methods

3.1. Impact of Performance Expectancy on Behavioural Intention

PE is a powerful variable in determining behavioural intentions (A. Chang, 2012). The recognition of the favorable and substantial influence of PE on the intention to use e-marketplaces has been revealed (Misra et al., 2020; Mizal & Wijayangka, 2020; Subawa & Mimaki, 2019). Lesmana et al., (2021) and Wijaya & Handriyantini (2020) found that performance expectancy did not exert a favorable or substantial effect on behavior intention to sell in the e-marketplace.

Sellers can consider whether selling on an e-marketplace can improve their performance, such as increased sales, wider market reach, ease of interacting with customers, and efficiency in the sales process. Based on this, the hypothesis that follows can be formulated:

H1 : The higher the performance expectancy, the higher the seller's behavioural intention to sell on e-marketplace.

3.2. Effect of Effort Expectancy on Behavioural Intention

Purwanto and Nurahman (2020) discovered that EE had a favorable and substantial effect on BI in their study in Kotawaringin Timur. According to Dewanta et al. (2023) and Misra et al. (2022), EE has a favorable and substantial effect on BI. Fadli et al. (2019) and Lesmana et al. (2021) discovered, however, that effort expectancy had little impact on behavioral intention in MSMEs.

Sellers may consider the level of efforts needed to adapt to and utilize the e-marketplace platform, such as ease of use of the interface, complexity in uploading products, or the time required to manage their online store. Based on this, the hypothesis that follows can be developed:

H2 : The higher the effort expectancy, *the higher the seller's behavioural intention to sell on e-marketplace.*

3.3. Effect of Social Influence on Behavioural Intention

Permana & Parasari (2019) discovered that the influence of people around MSMEs positively and significantly influences the decision to sell on e-marketplace as also found by Dwisuardinata & Darma (2022) that social influence is very influential on purchase intention to buy alcoholic beverages (arak bali) in Bali. Meanwhile, Lesmana et al. (2021) and Subawa et al., (2020) discovered that social influence was no impact on MSMEs' willingness to accept the e-marketplace.

The influence of people around or other sellers who have succeeded in the e-marketplace can influence the seller's decision to join and sell on the platform. Based on this, the hypothesis that follows can be developed:

H3 : The higher the social influence around the *seller, the higher the seller's behavioural intention to sell on e-marketplace.*

3.4. The Effect of Facilitating Conditions on Behavioural Intention

Piarna & Fathurohman (2020 and Saraswasti & Aruan (2021) discovered that FC had a strong favorable and substantial impact on the adoption of e-commerce use. Seller happiness is also influenced by the presence of community marketing, which can assist sellers in the community in finding answers to difficulties they are experiencing. (Triningsih et al., 2023). Subawa et al. (2020 and Widyanto et al. (2020) found that facility support does not positively and significantly affect the desire of MSMEs in accepting the e-marketplace.

Facilitating conditions are sellers' perceptions of the resources and support provided by e-marketplace service providers for sellers in selling on their platforms. Based on this, the hypothesis that follows can be developed:

H4 : The higher the facilitating conditions, the higher the seller's *behavioural intention to sell on e-marketplace.*

3.5. Effect of Price Value on Behavioural Intention

Subawa et al. (2020) stated that price value greatly influences the decision of MSMEs in Denpasar, Badung, and Gianyar to sell on e-marketplaces as also found by Saraswasti & Aruan (2021). Meanwhile, Piarna & Fathurohman (2020) stated that price value does not affect millennial consumers' decisions to buy MSME products in Subang City.

Price value refers to sellers' perceptions of the extent to which the costs they incur to sell in the e-marketplace are proportional to the perceived benefits and value. Based on this, the hypothesis that follows can be developed:

H5 : The higher the price value, the higher the seller's behavioural intention to sell on e-marketplace.

3.6. The Effect of Age Moderates the Relationship between Behavioural Intention and Performance Expectancy, Social Influence, Effort Expectancy, Facilitating Conditions, and Price Value

Venkatesh et al. (2003) stated that as one becomes older, it becomes more difficult to embrace new technology, hence the simplicity of use of a technology is particularly important on those who are older.

Expectations of convenience show a stronger influence on behavioural intentions as well as technology use among older users, compared to younger users (Budiarto, 2017; Wang et al., 2009). In online hotel reservation systems, older people are more concerned about cost than younger ones (C. M. Chang et al., 2019). Young age encourages a person to be able to explore more technology than older ones. Based on this, the hypothesis that follows can be developed:

H6 : Age acts as a factor that influences the connection between performance expectancy and sellers' behavioural intention to sell on e-marketplace platforms.

H7 : Age acts as a factor that affects the connection between effort expectancy and sellers' behavioural intention to sell on e-marketplace platforms.

H8 : Age acts as a factor that affects the connection between social influence and sellers' behavioural intention to sell on e-marketplace platforms.

H9 : Age acts as a factor that affects the connection between facilitating conditions and sellers' behavioural intention to sell on e-marketplace platforms.

H10 : Age acts as a factor that affects the connection between price value and sellers' behavioural intention to sell on e-marketplace platforms.

3.7. The Effect of Gender Moderates the Relationship of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value to Behavioural Intention

When gender was used to moderate behavioural intention to make hotel reservations online, it was found that performance expectations were higher in men than women (C. M. Chang et al., 2019). On the adoption of the use of mobile-based applications, it was found that performance expectations were higher in men than women (Budiarto, 2017; Suki & Suki, 2017).

Barokah et al. (2020) said that the female gender group with the age of late adolescence tends to be more loyal to using online shopping sites. C. M. Chang et al. (2019) also said that women are willing to make online hotel reservations when help is available. Facilitating conditions and social influence also have a good effect on behavioural intention to utilize mobile applications with a stronger influence on female users (Budiarto, 2017). Based on this, the hypothesis that follows can be developed:

H11 : Gender acts as a factor that affects the connection between effort expectancy and sellers' behavioural intention to sell on e-marketplace platforms

H12 : Gender acts as a factor that affects the connection between effort expectancy and sellers' behavioural intention to sell on e-marketplace platforms.

H13 : Gender acts as a factor that affects the connection between social influence and sellers' behavioural intention to sell on e-marketplace platforms.

H14 : Gender acts as a factor that affects the connection between facilitating conditions and sellers' behavioural intention to sell on e-marketplace platforms.

H15 : Gender acts as a factor that affects the connection between price value and sellers' behavioural intention to sell on e-marketplace platforms.

3.8. The Effect of Experience Moderating the Relationship between Effort Expectancy, Social Influence, Facilitating Conditions, Price Value on Behavioural Intention

More experienced people tend to be more receptive to more complex applications than inexperienced ones (Budiarto, 2017; C. M. Chang et al., 2019; Fuksa, 2013). Then experienced users, social influence does not affect a person's desire to make hotel reservations online (C. M. Chang et al., 2019).

Facility support from other people or principals is very necessary at the beginning of using technology, but along with frequent use of a technology, this facility support is felt to be less and less necessary (Budiarto, 2017; Venkatesh et al., 2003).

Price value is very influential on a person in using a technology. If the money spent by a person is considered feasible to be able to use the technology, then he will not hesitate to spend the money, otherwise if it is not feasible then the person will think again. Based on this, the hypothesis that follows can be developed:

H16 : Experience acts as a moderator in the connection between effort expectancy and sellers' behavioural intention to sell on e-marketplace platforms.

H17 : Experience acts as a moderator in the connection between social influence and sellers' behavioural intention to sell on e-marketplace platforms.

H18 : Experience acts as a moderator in the connection between facilitating conditions and sellers' behavioural intention to sell on e-marketplace platforms.

H19 : Experience acts as a moderator in the connection between price value and sellers' behavioural intention to sell on e-marketplace platforms.

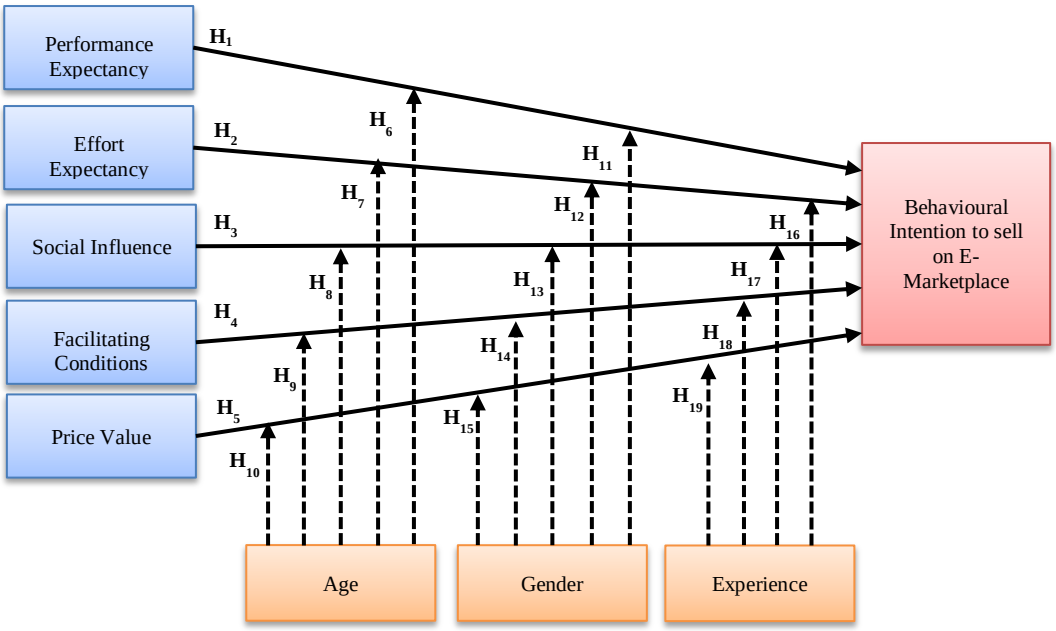

Figure 2. Conceptual Model

Source: Author's conceptual model

This research is quantitative research by distributing questionnaires to e-marketplace sellers in Indonesia, especially those who are members of e-marketplace seller communities such as Kampus Shopee, Keluarga Tokopedia, LazadaClub, Komunitas Bukalapak, Tiktok Hood.

In this study, 191 questionnaires were collected from respondents. However, 25 respondents did not match the necessary requirements, yielding 166 valid questionnaires for further processing and analysis. The queries are structured as closed-ended inquiries, employing a Likert scale from 1 to 10 for responses, where 1 signifies strong disagreement and 10 indicates strong agreement. The following criteria were used to choose respondents for this study:

a. Sellers in Indonesia
b. Sell at least on one e-marketplace in Indonesia

Table 1. Questionnaire Items and References

No.	Variable	Questionnaire Items	References	Remark
1	Performance Expectancy	Selling on an e-marketplace makes it easier for me to market my products (PE1). Selling on e-marketplaces can improve my standard of living/economic conditions (PE2) Selling on an e-marketplace makes it easier for me to reach buyers (PE3) Selling on e-marketplaces is more profitable than selling offline (PE4) Selling on e-marketplaces can increase sales turnover (PE5)	Nordhoff et al. (2020); Venkatesh et al. (2003)	
2	Effort Expectancy	Selling on an e-marketplace is easy (EE1) The e-marketplace application is easy to use and understand (EE2) Very easy to master the features contained in the e-marketplace application (EE3)	Nordhoff et al. (2020); Venkatesh et al. (2003)	

No.	Variable	Questionnaire Items	References	Remark
3	Social Influence	People who are important to me suggested selling on e-marketplaces (SI1) People around me (friends, relatives, and family) suggested that I should sell on an e-marketplace (SI2). People around me who have sold on e-marketplaces have achieved success (SI3). I would recommend others to sell on e-marketplace (SI4)	Nordhoff et al. (2020); Venkatesh et al. (2003)	
4	Facilitating Conditions	I have the necessary resources (mobile phone, internet, bank account, knowledge) to sell on e-marketplaces (FC1). The customer service provided was helpful when I needed assistance (FC2). The seller community helps me to improve my ability to sell on the marketplace (FC3) The e-marketplace application can be used with other applications that can support sales in the e-marketplace (FC4)	Nordhoff et al. (2020); Venkatesh et al. (2003); Triningsih et al. (2023)	
		The government provides support by providing necessary training on how to sell on e-marketplaces (FC5).		Ommited (LF<0.7)
5	Price Value	E-marketplace administration fees are cheap (PV1) The e-marketplace administration fee is in accordance with the facilities obtained (PV2) The current e-marketplace administration fee is in accordance with the benefits/advantages obtained (PV3) The cost of discounted shipping services (free xtra shipping, subsidised shipping, free shipping max) is cheap (PV4) The cost of advertising on the e-marketplace currently corresponds to the increase in turnover that I get (PV5)	Venkatesh et al. (2012)	
6	Behavioural Intention	I want to sell on an e-marketplace (BI1) I want to learn and understand the new features offered by e-marketplacen (BI2) I will use e-marketplace as the first choice in selling products (BI3) I will follow the rules and regulations made by the e-marketplace to support sales (BI4). I would recommend others to sell on e-marketplace (BI5)	Nordhoff et al. (2020); Venkatesh et al. (2003)	
7	Experience	Using social media (Instagram, Facebook, Twitter, Pinterest) (EXP1)	Nordhoff et al. (2020)	Ommited (LF<0.7)
		Using short message applications (Whatsapp, Telegram) (EXP2).		Ommited (LF<0.7)
		Using email (EXP3)		Ommited (LF<0.7)
		Ever sold online on IG, WA or similar (EXP4)		Ommited (LF<0.7)

No.	Variable	Questionnaire Items	References	Remark
		Using the promotion feature on e-markeplace (EXP5) Using the statistics feature of my shop/business/business analytics on the e-marketplace (EXP6) Using the advertising feature in the e-marketplace (EXP7)		

Source: Author's conceptual model

4. Result and Discussions

4.1. Respondent Characteristics

The information pertaining to the respondents' characteristics is presented in Table 2, allowing us to draw the following conclusions :

a. The number of male and female respondents is fairly even with 47.59% and 52.41% respectively. The largest age ranges of e-marketplace sellers are 35-44 years old (51.20%) and 25-34 years old (34.34%). This is a reasonable number as these age ranges fall mostly into the millennial generation and some of generation Z which is the majority of Indonesia's current population.

b. The education level of most e-marketplace sellers is College and Bachelor Degree (62.05%) which also indicates that most sellers have received higher education and have sufficient knowledge compared to the average Indonesian population of 10.15% (Badan Pusat Statistik, 2022b).

c. The length of time selling on the e-marketplace is largest in the range of 4-6 years (40.36%) which indicates that respondents have a long experience selling on the e-marketplace.

d. The respondents are mostly located in Bali Island and Java Island. These two islands have access to adequate facilities to support e-marketplace sales because they have a good internet network and also an adequate logistics system.

Table 2. Descriptive statistics

Variable		Frequency	Percentage
Gender	Male	79	47.59%
	Female	87	52.41%
	Total	166	100.00%
Age	18 – 24 years	10	6.02%
	25 – 34 years	57	34.34%
	35 – 44 years	85	51.20%
	45 – 54 years	13	7.83%
	≥ 55 years	1	0.60%
	Total	166	100.00%
Education	Elementary School	1	0.60%
	Junior High School	0	0.00%
	High School	43	25.90%
	College / Bachelor Degree	103	62.05%
	Master's Degree	18	10.84%
	Doctoral Degree	1	0.60%
	Total	166	99.40%

Variable		Frequency	Percentage
Length of time in business	< 1 year	11	6.63%
	1 - 3 years	57	34.34%
	4 - 6 years	67	40.36%
	7 - 9 years	20	12.05%
	≥ 10 years	11	6.63%
	Total	166	100.00%
Number of e-Marketplaces	1 e-Marketplace	34	20.48%
	2 e-Marketplace	34	20.48%
	3 e-Marketplace	36	21.69%
	4 e-Marketplace	27	16.27%
	5 e-Marketplace	22	13.25%
	≥ 6 e-Marketplace	13	7.83%
	Total	166	100.00%
Region	Bali	78	46.99%
	DIY	5	3.01%
	DKI Jakarta	5	3.01%
	Jambi	1	0.60%
	West Java	17	10.24%
	Central Java	8	4.82%
	East Java	29	17.47%
	West Kalimantan	3	1.81%
	South Kalimantan	1	0.60%
	East Kalimantan	4	2.41%
	Riau	1	0.60%
	South Sulawesi	10	6.02%
	West Sumatra	1	0.60%
	South Sumatra	2	1.20%
	North Sumatra	1	0.60%
	Total	166	100.00%

Source: The table has been created using data gathered and analyzed by the author.

4.2. Measurement Model Evaluation (Outer Model)

We conducted an evaluation of the research model's reliability and validity to ensure strong internal consistency. As shown in Table 3, we found that both the Composite reliability values (Rho_A > 0.70 and Rho_C ≥ 0.70) and Cronbach's alpha value (≥ 0.70) meet the required standards. To assess convergent validity, we examined the AVE value, aiming for it to be greater than 0.5. In Table 3, we observed that indicators with loading factors between 0.40 and 0.70 were removed, while variables with an AVE value of ≥ 0.5 for each indicator with a loading factor ≥ 0.70 were retained. Consequently, the research model's validity and reliability tests satisfy the established criteria Hair Jr. et al. (2021) and Sarstedt et al. (2017).

A discriminant validity assessment is conducted to ensure that the variables in the study are distinguishable from each other. To achieve this, we can use both the HTMT (Heterotrait-Monotrait ratio) ratio, the Fornell-Larcker criterion. As depicted in Table 4, we observe that each variable's root AVE value exceeds its associations with other constructs. Furthermore, Table 5 shows that the HTMT values are less than 0.90. Consequently, as previously mentioned, it can be concluded that the discriminant validity of the variables is satisfactory (Henseler et al. (2015) and Sarstedt et al. (2017)

Table 3. Loading factor, construct validity and reliability

Variable	Indicator	Factor Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	BI1	0.801	0.845	0.846	0.890	0.618
	BI2	0.812				
	BI3	0.803				
	BI4	0.760				
	BI5	0.752				
PE	PE1	0.868	0.913	0.917	0.936	0.745
	PE2	0.894				
	PE3	0.873				
	PE4	0.764				
	PE5	0.909				
EE	EE1	0.762	0.842	0.868	0.905	0.763
	EE2	0.916				
	EE3	0.932				
SI	SI1	0.833	0.827	0.842	0.883	0.654
	SI2	0.812				
	SI3	0.800				
	SI4	0.790				
FC	FC1	0.812	0.774	0.789	0.855	0.597
	FC2	0.712				
	FC3	0.732				
	FC4	0.828				
PV	PV1	0.742	0.893	0.932	0.919	0.697
	PV2	0.914				
	PV3	0.898				
	PV4	0.780				
	PV5	0.826				
EXP	EXP5	0.891	0.765	0.844	0.858	0.669
	EXP6	0.746				
	EXP7	0.811				

Note: BI: Behavioral Intention, PE: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, PV: Price Value, EXP: Experience

Source: The table has been created using data gathered and analyzed by the author.

Table 4. Discriminant Validity (Fornell-Larcker criterion)

	BI	EE	EXP	FC	PE	PV	SI
BI	0.786						
EE	0.572	0.873					
EXP	0.312	0.227	0.818				
FC	0.630	0.648	0.306	0.773			
PE	0.717	0.487	0.411	0.653	0.863		
PV	0.322	0.325	0.018	0.323	0.244	0.835	
SI	0.640	0.552	0.226	0.659	0.634	0.365	0.809

Note: BI: Behavioral Intention, PE: Performance Expectancy, EE: EffortlExpectancy, SI: SociallInfluence, FC: Facilitating Conditions, PV: Price Value, EXP: Experience

Source: The table has been created using data gathered and analyzed by the author.

Table 5. Discriminant Validity (HTMT ratio)

	BI	EE	EXP	FC	PE	PV	SI
BI							
EE	0.670						
EXP	0.358	0.285					
FC	0.772	0.799	0.389				
PE	0.815	0.563	0.469	0.781			
PV	0.346	0.330	0.136	0.372	0.249		
SI	0.734	0.646	0.256	0.816	0.707	0.392	

Note: BI: Behavioral Intention, PE: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, PV: Price Value, EXP: Experience

Source: The table has been created using data gathered and analyzed by the author.

4.3. Structural Model Evaluation (Inner Model)

The evaluation of the structural model involves the calculation of the path coefficient (β) and the determination coefficient (R^2).

4.3.1. Coefficient of Determination (R^2)

An R2 value is a measure of prediction accuracy, and a higher R^2 value indicates better accuracy. It falls in the range of 0 to 1. According to Hair Jr. et al. in 2021, R^2 values of 0.75, 0.50, and 0.25 represent substantial, moderate, and minor effects, respectively. In Table 6, the R^2 value for the behavioural intention to sell on an online marketplace is 0.667, implying that performance expectation, effort expectancy, social influence, enabling characteristics, and price value together explain 66.7% of the variation in the intention to sell on an online marketplace. Factors not considered in this study explain 33.3% of the variation in the dependent variable. Based on Hair Jr. et al. (2021) then this research model has a moderate influence because the value is $0.5 < R^2 < 0.75$.

Table 6. Coefficient of Determination (R^2)

	R-square	Adjusted R-square
BI	0.667	0.616

Source: The table has been created using data gathered and analyzed by the author.

4.3.2. Path Coefficient (β)

In this study, we employed the bootstrapping method with 5000 replacements to conduct the path coefficient test. The results of the bootstrapping test are illustrated in Figure 3, and Table 7 presents the findings concerning the path coefficient values and corresponding p values.

4.4. Hypothesis Test

4.4.1. The Effect of Performance Expectancy to Behavioural Intention (H1)

SmartPLS analysis revealed a positive and significant relationship between performance expectancy and behavioural intention (path coefficient = 0.427, t-value = 2.019 > 1.65, p-value = 0.022 < 0.05), confirming the first hypothesis.

4.4.2. The Effect of Effort Expectancy to Behavioural Intention (H2)

The SmartPLS analysis revealed a positive and statistically significant correlation between EE and BI (with a path coefficient of 0.250, a t-value of 1.771, which is greater than 1.65, and a p-value of 0.038, which is less than 0.05). This outcome confirms the validity of the second hypothesis.

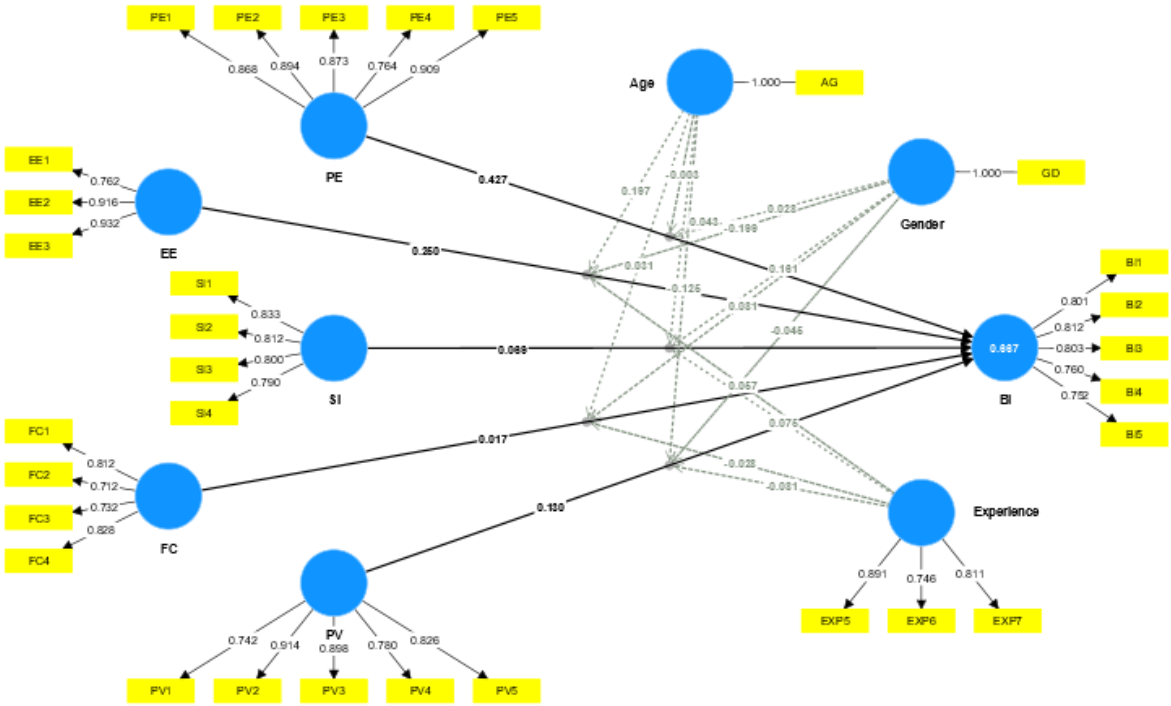

Figure 3. PLS Algorithm Result

Table 7. Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Results
PE -> BI	0.427	0.412	0.211	2.019	0.022	Supported
EE -> BI	0.250	0.205	0.141	1.771	0.038	Supported
SI -> BI	0.069	0.071	0.153	0.449	0.327	Not Supported
FC -> BI	0.017	0.071	0.153	0.111	0.456	Not Supported
PV -> BI	0.130	0.128	0.073	1.774	0.038	Supported
AG x PE -> BI	-0.003	-0.024	0.135	0.020	0.492	Not Supported
AG x EE -> BI	0.197	0.178	0.106	1.859	0.032	Supported
AG x SI -> BI	0.043	0.012	0.121	0.353	0.362	Not Supported
AG x FC -> BI	0.031	0.080	0.116	0.266	0.395	Not Supported
AG x PV -> BI	-0.125	-0.110	0.062	2.010	0.022	Supported
GD x PE -> BI	0.028	0.049	0.215	0.131	0.448	Not Supported
GD x EE -> BI	-0.199	-0.155	0.168	1.182	0.119	Not Supported
GD x SI -> BI	0.161	0.180	0.208	0.775	0.219	Not Supported
GD x FC -> BI	0.081	0.018	0.202	0.404	0.343	Not Supported
GD x PV -> BI	-0.045	-0.048	0.108	0.417	0.338	Not Supported
EXP x EE -> BI	0.057	0.044	0.090	0.638	0.262	Not Supported
EXP x SI -> BI	0.075	0.060	0.085	0.886	0.188	Not Supported
EXP x FC -> BI	-0.028	0.000	0.102	0.270	0.393	Not Supported
EXP x PV -> BI	-0.081	-0.079	0.074	1.096	0.136	Not Supported

Note: BI: Behavioral Intention, PE: Performance Expectancy, EE: Effort Expectancy, SI: Social Influence, FC: Facilitating Conditions, PV: Price Value, EXP: Experience, GD: Gender, AG: Age

Source: This table is based on author's analysis of collected data

4.4.3. The Effect of Social Influence to Behavioural Intention (H3)

As per the SmartPLS analysis, there was a positive but minimal connection between SI and BI (indicated by a path coefficient of 0.069, a t-value of 0.449, which is less than 1.65, and a p-value of 0.327, which is greater than 0.05). This outcome contradicts the third hypothesis.

4.4.4. The Effect of Facilitating Conditions to Behavioural Intention (H4)

The results from the SmartPLS analysis led to the rejection of the fourth hypothesis. This is because the analysis revealed a positive but insignificant relationship between EF and BI, as evidenced by the path coefficient of 0.017, a t-value of 1.111 (which is less than 1.65), and a p-value of 0.465 (which is greater than 0.05).

4.4.5. The Effect of Price Value to Behavioural Intention (H5)

The SmartPLS analysis confirmed the fifth hypothesis. It demonstrated a positive and statistically significant relationship between PV and BI, as indicated by the path coefficient of 0.130, a t-value of 1.774 (which is greater than 1.65), and a p-value of 0.038 (which is less than 0.05).

4.4.6. The Effect of Age Moderating Performance Expectancy to Behavioural Intention (H6)

The SmartPLS analysis indicated that age did not have a significant moderating effect on the relationship between BI and PE. This was supported by a path coefficient of -0.003, a t-value of 0.020 (which is less than 1.65), and a p-value of 0.492 (which is greater than 0.05). As a result, this finding contradicts the sixth hypothesis.

4.4.7. The Effect of Age Moderating Effort Expectancy to Behavioural Intention (H7)

The SmartPLS analysis revealed that age had a significant moderating effect on the relationship between EE and BI. This is indicated by a path coefficient of 0.197, a t-value of 1.774 (which is higher than 1.65), and a p-value of 0.032 (which is less than 0.05). This data provides support for the sixth hypothesis, which posits that as individuals age, effort expectation has a greater impact on their behavioral intention.

4.4.8. The Effect of Age Moderating Social Influence to Behavioural Intention (H8)

According to the SmartPLS analysis, the connection between BI and SI appears to be somewhat influenced by age. This is reflected in the path coefficient of 0.043, the t-value of 0.353 (which is less than 1.65), and the p-value of 0.362 (which is greater than 0.05). This finding contradicts the eighth hypothesis, suggesting that the impact of social influence on behavioral intention does not undergo significant changes with age.

4.4.9. The Effect of Age Moderating Facilitating Conditions to Behavioural Intention (H9)

As per the results of the SmartPLS analysis, it was found that age had a slight moderating impact on the relationship between enabling variables and BI, as indicated by a path coefficient of 0.031, a t-value of 0.266 (which is less than 1.65), and a p-value of 0.395 (which is greater than 0.05). This outcome contradicts the ninth hypothesis, suggesting that the effect of age on the influence of enabling circumstances on behavioral intention is not clearly discernible.

4.4.10. The Effect of Age Moderating Price Value to Behavioural Intention (H10)

According to the SmartPLS analysis, age, with a path coefficient of -0.125, a t-value of 2.010 (which is greater than 1.65), and a p-value of 0.022 (which is less than 0.05), significantly alters the relationship between PV and BI. This study provides support for the eleventh hypothesis, indicating that the impact of economic value on BI decreases significantly as individuals grow older.

4.4.11. The Effect of Gender Moderating Performance Expectancy to Behavioural Intention (H11)

According to the findings from the SmartPLS study, it seems that gender has had a modest moderating effect on the relationship between BI and PE. This is evidenced by a p-value of 0.448 (which is greater than 0.05), a t-value of 0.131 (which is less than 1.65), and a path coefficient of 0.028. This study contradicts the eleventh hypothesis, suggesting that gender differences do not influence how behavioral intention affects performance expectations.

4.4.12. The Effect of Gender Moderating Effort Expectancy to Behavioural Intention (H12)

According to the SmartPLS study, it appears that gender has had a modest moderating effect on the relationship between BI and effort expectation. This is indicated by the following results: a p-value of 0.119 (which is higher than 0.05), a path coefficient of -0.199, and a t-value of 1.182 (which is less than 1.65). This study contradicts the twelfth hypothesis,

suggesting that gender differences do not significantly change the way in which effort expectation influences behavioral intention.

4.4.13. The Effect of Gender Moderating Social Influence to Behavioural Intention (H13)

The SmartPLS analysis revealed that gender did not have a significant moderating effect on the relationship between SI and BI. This was evident through the path coefficient of -0.161, a t-value of 0.775 (which is less than 1.65), and a p-value of 0.219 (which is greater than 0.05). These results indicate that gender differences do not substantially alter the influence of social influence on behavioral intention, which contradicts the thirteenth hypothesis.

4.4.14. The Effect of Gender Moderating Facilitating Conditions to Behavioural Intention (H14)

The SmartPLS analysis showed that gender did not have a significant moderating effect on the relationship between enabling factors and BI. This was indicated by a path coefficient of 0.081, a t-value of 0.404 (which is less than 1.65), and a p-value of 0.343 (which is greater than 0.05). These results suggest that gender differences do not significantly change the impact of enabling circumstances on BI, which contradicts the fourteenth hypothesis.

4.4.15. The Effect of Gender Moderating Price Value to Behavioural Intention (H15)

According to the SmartPLS study, gender has a minimal moderating effect on the relationship between price value and behavioral intention. This is supported by the path coefficient of -0.045, the t-value of 0.417 (which is less than 1.65), and the p-value of 0.338 (which is greater than 0.05). This result contradicts the sixteenth hypothesis, suggesting that gender differences do not significantly alter the way price value affects BI.

4.4.16. The Effect of Experience Moderating Effort Expectancy to Behavioural Intention (H16)

Based on the SmartPLS research, it was found that experience had a minimal moderating effect on the relationship between EE and BI. This contradicts the sixteenth hypothesis and is supported by the path coefficient of 0.057, the t-value of 0.638 (which is less than 1.65), and the p-value of 0.262 (which is greater than 0.05).

4.4.17. The Effect of Experience Moderating Social Influence to Behavioural Intention (H17)

According to the SmartPLS research, it was found that experience had a minimal moderating effect on the relationship between SI and BI. This contradicts the sixteenth hypothesis and is supported by the path coefficient of 0.075, the t-value of 0.886 (which is less than 1.65), and the p-value of 0.188 (which is greater than 0.05)

4.4.18. The Effect of Experience Moderating Facilitating Conditions to Behavioural Intention (H18)

According to the SmartPLS research, it was found that experience had a minimal moderating effect on the relationship between enabling variables and BI. This contradicts the eighteenth hypothesis and is supported by the path coefficient of -0.028, the t-value of 0.270 (which is less than 1.65), and the p-value of 0.393 (which is greater than 0.05).

4.4.19. The Effect of Experience Moderating Price Value to Behavioural Intention (H19)

According to the SmartPLS study, it was found that experience had a modest moderating effect on the relationship between price value and behavioral intention. This suggests that the sixteenth hypothesis was not confirmed. This finding is supported by the path coefficient of -0.081, the t-value of 1.096 (which is less than 1.65), and the p-value of 0.136 (which is greater than 0.05).

The results of the study indicate that sellers on e-marketplaces are primarily motivated by the aim to generate income, particularly considering the significant influence of performance expectation on the intention to sell on an online marketplace. These results are in accordance with research by A. Chang (2012) who said that performance expectancy is the strongest predictive variable on behavioural intention to accept technology. Armansyah (2021), Christiono et al. (2018), and Rizi et al. (2023) Moreover, it's important to emphasize that performance expectation has a strong and positive influence on behavioral intention. This underscores the importance of this factor in motivating sellers on e-marketplaces to actively seek financial benefits.

The research places significant importance on the usability of e-marketplace applications. The positive and substantial impact of the effort expectation variable on the behavioral intention to sell in online marketplaces makes this evident. It suggests that a user-friendly and easy-to-use e-marketplace platform is likely to attract a larger number of sellers. This result is in accordance with research by Arif et al. (2018), Armansyah (2021), Christiono et al. (2018), Esawe (2022), and Rudhumbu (2022) but contrary to research by Munikrishnan et al. (2022) and Rizi et al. (2023)

The study revealed that the intention to sell on an online marketplace was moderately affected by social influence. This could be attributed to the fact that many individuals have achieved financial success through selling on e-marketplaces, especially considering the widespread recognition and usage of e-marketplaces in Indonesia since the launch of platforms like Tokopedia in 2009 and Bukalapak in 2010. Digital 2023: Indonesia — DataReportal – Global Digital Insights (2023) also shows that 62.6% of internet users in Indonesia have shopped online every week, a result that is consistent with research by Abu-Taieh et al. (2022), Armansyah (2021), Mansoori et al. (2018), Munikrishnan et al. (2022), Owusu Kwateng et al. (2019), and Rizi et al. (2023), but contrary to Arif et al. (2018) and Rudhumbu (2022).

The study also found that enabling conditions did not significantly impact the behavioral intention to sell on an online marketplace. Customer service provided by the company is considered less able to help the seller's problems, which is reflected in the smallest loading factor value on this variable. Sellers often feel that the answers provided by customer service seem "template" and do not answer the problems faced by sellers. Furthermore, currently the internet and social media are growing very rapidly which causes many people to share their experiences on the internet, one of which is senior sellers. Information from these senior sellers (mentors) is more often considered relevant to the seller's problem than customer service by the company. This result is consistent with research by Armansyah (2021), Esawe (2022), Isaias et al. (2017), and Owusu Kwateng et al. (2019), but contradicts research by Arif et al. (2018), Rudhumbu (2022), and Sobti (2019).

Price value positively and significantly affects behavioural intention. The higher the price value or appreciation of price, the higher one's behavioural intention to sell on the e-marketplace. Sellers feel that the costs (administrative costs, service fees, and other costs) for selling in the e-marketplace charged by the e-marketplace provider company are comparable to the facilities and services they get and in the end everything supports their sales in the e-marketplace. This result is in accordance with research by Armansyah (2021) and Owusu Kwateng et al. (2019), but contradicts the study by Rudhumbu (2022).

Age moderation did not have a significant impact on the relationship between performance expectation, social influence, and enabling variables and their influence on behavioral intention. However, the effects on effort expectations and price value were more pronounced. Specifically, the study found that age significantly influences the perceived importance of simplicity when it comes to utilizing an e-marketplace, particularly in the context of effort expectation. This could indicate that older people may have a lower tolerance level for technological complexity.

As individuals age, it was found that the connection between market value and behavioral intention, the relationship between age and price value became weaker, meaning that younger people have a higher appreciation of the costs incurred than older people. Older people consider the costs incurred to be quite high. This can be caused because older people who have been selling in the e-marketplace have experienced the era of all free when selling in the e-marketplace so that in the current era that is charged they consider this heavy. This result is in accordance with research by Budiarto (2017), Singh et al. (2022), Sutisna & Tricahyono (2023), and Zhao et al. (2018), but contrary to the results of research by Sobti (2019).

In the gender moderation analysis, it was observed that men placed higher importance on effort expectation and price value, while women did not significantly prioritize performance expectancy, social influence, and enabling factors. These results imply that there is no significant gender-based distinction in the expectations of male and female sellers regarding their intention to sell on an online marketplace. This aligns with previous research conducted by Dewi et al. (2020), Fazal et al. (2022), Munikrishnan et al. (2022), Singh et al. (2022), Sobti (2019), and Sutisna & Tricahyono (2023) but contradicts research by Molinillo et al. (2021).

In moderating experience, it was found, although not significant, that more experienced people prioritise effort expectancy and social influence. Then for less experienced people, they prioritise facilitating conditions and price value. The insignificance of experience moderation in this study can also be due to the fact that most respondents are Gen Y (millennials) and Gen Z who have been exposed to technological advances. The generation's acceptance of technology is better than previous generations. This result is different from the research of (Venkatesh et al., 2012) This finding contrasts with studies that explore how Baby Boomers, Gen X, and Gen Y embrace technology and their initial perceptions compared to their views six months later. As exemplified by EE3 (which indicates that it is very easy to master the features of the e-marketplace application) and has the highest loading factor on the effort expectancy variable, it suggests that the present e-marketplace application is highly user-friendly. This, in turn, creates the impression that selling in the e-marketplace is straightforward for everyone. This result is in accordance with research Abushanab & Pearson (2007), Ariff et al. (2014), and Munikrishnan et al. (2022) but contradicts research by Abu-Taieh et al. (2022 and Palau-Saumell et al. (2019).

5. Conclusions

According to the research, vendors should prioritize performance expectation, followed by effort expectancy, and then pricing value as the three key factors influencing their decisions in that order. This indicates that sellers really expect selling in the e-marketplace to provide financial benefits. It can be seen that with the PE2 indicator, namely selling in the e-marketplace can improve my standard of living / economic conditions get the highest value. Furthermore, the ease of use of the e-marketplace application must also continue to be considered by the e-marketplace provider company which is reflected in the EE3 indicator, namely the application features in the e-marketplace are easy to use. Price value is also an important and new reflection for this research. Sellers consider that although the costs incurred to sell in the e-marketplace are quite high, sellers feel that the costs are in accordance with the facilities obtained from the e-marketplace provider company, as seen in indicator PV2, namely the e-marketplace administration fee in accordance with the facilities obtained which get the highest value, while indicator PV1, namely the e-marketplace administration fee is cheap, gets the lowest value on the price value variable. Companies should always pay attention to the facilities and benefits obtained by sellers in accordance with the costs incurred.

Social influence, although not significant in this study, obtained a very high value on the S1 indicator which indicates that the influence of people considered important to a seller greatly influences his decision to sell on the e-marketplace. Likewise, facilitating conditions obtained the highest value for the FC4 indicator which indicates the compatibility of the e-marketplace application with other applications that support sales, such as image editing applications, video editing, creating content, is very important for sellers and must continue to be improved.

It is expected that e-marketplace provider businesses could leverage the findings of the study to develop more effective business strategies. They can design features or programmes that are more in line with the needs of sellers, such as improvements in ease of use, appreciation of better price value by increasing benefits for sellers, and also seller performance can continue to be considered by providing education to sellers. Education that is perceived to be very suitable is education provided by more experienced fellow sellers who generally have the same experience as sellers compared to education provided by company employees.

This research also found that the development of the seller community can continue to be considered because sellers are more helped by the community than the customer service provided by the e-marketplace itself.

The government is expected to make regulations that are mutually beneficial between companies, sellers, and buyers. The increase in the cost of selling on the e-marketplace should be accompanied by an increase in the benefits obtained by sellers. The government can take the role as a regulator that regulates this.

Related to the government's programme "UMKM Go Digital", the government can create a community or business group that can support each other in selling on e-marketplaces. The existence of business groups can encourage business actors in general and sellers in particular to actively sell on e-marketplaces. The government can also increase events that bring together producers with e-marketplace sellers.

The findings from this study can serve as a foundational framework for future research into the adoption and utilization of technology in the field of e-commerce. By delving deeper into consumer preferences and the intricacies of the e-marketplace industry, further studies may enhance our understanding. Additionally, since different regions often exhibit unique characteristics influenced by the local knowledge and available resources, using a more extensive and well-balanced sample that aligns with the distribution of e-marketplace sellers across Indonesia can offer a more comprehensive perspective on the factors that drive sellers to engage in e-commerce platforms.

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