Target: Jurnal Manajemen Bisnis Volume 7 Issue 1 (2025) Page 33-44
e-issn: 2715-9361
journal.universitasbumigora.ac.id/index.php/target

Behavioral Intention to Adopt Lazada Service: Unified Theory of Acceptance and Use of Technology

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Submitted 2nd June 2025; Revised 23rd June 2025; Accepted 25th June 2025;
Published 30th June 2025

Abstract

The growth of e-commerce in Indonesia has driven changes in consumer behavior regarding online shopping. Lazada, as one of the main platforms, faces challenges in increasing user intention to adopt its services. This study aims to analyze the influence of four main constructs in the Unified Theory of Acceptance and Use of Technology (UTAUT): performance expectancy, effort expectancy, social influence, and facilitating conditions, on behavioral intention in using Lazada services. The research method uses a quantitative approach by distributing questionnaires to 130 Lazada users in South Tangerang. Data analysis was carried out using Structural Equation Modeling (SEM) through SmartPLS. The results show that all UTAUT constructs significantly affect behavioral intention, with performance expectancy and facilitating conditions as the most dominant factors. Effort expectancy has an effect on new users, while social influence is stronger in young age groups who are active on social media. This study provides practical implications for e-commerce platform developers, especially Lazada, to improve performance expectancy, effort expectancy, social influence, and facilitating conditions to encourage user behavioral intention in adopting services, especially in the South Tangerang area. This finding also extends the literature on UTAUT-based digital technology adoption in the local Indonesian context.

Keywords: Behavioral Intention; Effort Expectancy; Facilitating Conditions; Performance Expectancy; Social Influence.

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DOI: 10.30812/target.v7i1.5114

How to cite:

D. Solihin, A. Ahyani, and S. Aprilliani, "Behavioral Intention to Adopt Lazada Service: Unified Theory of Acceptance and Use of Technology," *Target: Jurnal Manajemen Bisnis*, vol. 7, no. 1, pp. 33-44, Jun 2025.

I. Introduction

The rapid development of information and communication technology has driven the transformation of consumer behavior in various aspects of life, including in the way of shopping. E-commerce or electronic commerce has become one of the sectors that has experienced significant growth in the last decade, especially in developing countries such as Indonesia [1, 2]. Ease of internet access, increasing smartphone penetration, and changes in people's lifestyles have also driven a shift in consumer preferences from conventional purchases to online purchases [3, 4]. Lazada, as one of the leading e-commerce platforms in Southeast Asia, including Indonesia, is a real example of how digital platforms can accommodate the needs and expectations of modern consumers [5, 6]. By offering a wide range of products, promotional features, various payment methods, and an efficient delivery system, Lazada has attracted the attention of millions of users across the country [5, 6].

Table 1. Number of E-commerce Visitors 2022/2023

Period	Shopee/ Visits	Tokopedia/ Visits	Lazada/ Visits	Blibli/ Visits	Bukalapak/ Visits
Q1 2022	179.000.000	139.100.000	67.800.000	30.200.000	20.300.000
Q2 2022	173.600.000	129.700.000	73.700.000	33.900.000	20.300.001
Q3 2022	191.600.000	129.700.000	83.200.000	37.400.000	19.700.000
Q1 2023	171.300.000	128.100.000	91.200.000	28.600.000	20.000.000
Q2 2023	143.600.000	108.100.000	74.200.000	23.200.000	17.100.000
Q3 2023	159.000.000	114.900.000	72.100.000	24.500.000	17.100.000

Table 1 shows that the number of Lazada visitors from 2022 to 2023 is either inconsistent or stable. Another fact reveals that many customers complain about longer shipping times than other marketplaces and the long refund process if an order is canceled. These complaints were submitted in the seller's complaint report, and the seller was accused of deducting the seller's balance under the guise of a difference in shipping costs. It can be concluded that there has been a decline in Lazada customers' buying interest.

One of the theoretical approaches widely used to analyze the adoption of information technology is the Unified Theory of Acceptance and Use of Technology (UTAUT), which was developed by [7]. This theory integrates eight major theories in the study of technology adoption. It produces four main constructs, namely performance expectancy, effort expectancy, social influence, and facilitating conditions, which are considered capable of explaining around 70% of the variance in behavioral intentions to use technology [8, 9]. In many cases, users of digital technologies face the need to adopt and use certain technologies practically in a short time to face the new reality [9, 10]. Technology adoption has become a broad area of research based on several theoretical foundations, with the unified theory of acceptance and use of technology (UTAUT) being one of the most widely and commonly used theories in explaining the use and adoption of technology by individuals in organizational and consumer settings [10, 11].

One way to find out the factors that influence behavioral intention is by applying the UTAUT 2 model, which has seven variables that can be tested and is accompanied by moderator variables [1, 12]. The United Theory of Acceptance and Use of Technology (UTAUT) model analyzes four factors influencing the Lazada application's behavioral intention: performance expectancy, effort expectancy, social influence, and facilitating conditions. With this research, it will be known what factors influence people to use the Lazada application so that it can provide appropriate and useful input in developing the Lazada application in future development.

Several previous researchers have used the UTAUT model in user acceptance measurement research, including research that has been conducted [13–15], stated that the four variables in the UTAUT Model have a positive effect on Behavioral Intention. However, there are differences with the research results conducted [16, 17], which state that Facilitating Conditions have a positive effect, while other variables have a negative effect. Several studies have stated that Performance Expectancy and Facilitating Condition had a positive effect, while Effort Expectancy and Social Influence did not have a significant effect [18, 19]. Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions have a positive influence on Behavioral Intention [4, 20].

DOI: 10.30812/target.v7i1.5114

However, there is a gap in the literature regarding applying the extended UTAUT model in the context of e-commerce services, especially on the Lazada platform. Most studies focus on other platforms such as Shopee or Tokopedia [1, 21], while research on user behavioral intentions towards Lazada is still limited. This study aims to fill the gap by integrating the UTAUT model with Lazada services. Thus, this study not only expands the theoretical scope of UTAUT but also provides practical insights for e-commerce service providers in understanding and improving user adoption intentions. The results of this study are expected to be the basis for strategic recommendations for Lazada in designing a more effective approach that follows user motivations.

II. Method

In this study, the researcher used a quantitative research design. The type of research used is explanatory. The population in this study is unlimited. The population is all Lazada e-commerce users in South Tangerang. The sampling technique used in this study is non-probability sampling. The researcher used the G*Power statistical tool to determine the right sample size. The G*Power number indicates a minimum sample size of 130. The main data collection technique in this study is through a survey method to obtain individual opinions using a research instrument in the form of a questionnaire. Latent constructs are measured indirectly through measurement items using a survey consisting of a seven-point Likert scale with scores ranging from 1 ("Strongly Disagree") to 7 ("Strongly Agree"). Researchers use Google Forms to collect data. The partial least squares structural equation modeling (PLS-SEM) approach uses SmartPLS 3.0 to assess the measurement and structural models. Evaluation of the measurement model includes checking reliability, convergent validity, and discriminant validity. Reliability is determined using Cronbach's alpha, where values exceeding 0.7 indicate good reliability [22]. Convergent validity is considered acceptable when the factor loading for each construct item is above 0.7, the composite reliability exceeds 0.7, and the average variance extracted (AVE) is greater than 0.5 [22]. Discriminant validity is confirmed when the outward loading of each item is higher than the cross-loading on other constructs, and the square root of the AVE for each construct is greater than its correlation with other constructs [23]. The square root of AVE reflects the variance captured by the construct, ensuring that it explains more variance than items related to different constructs. Regarding the structural model, path coefficients and their significance levels were estimated using bootstrapping, and the R^2 value was used to represent the variance explained by the independent variables [23]. Figure 1 displays the conceptual framework in this research.

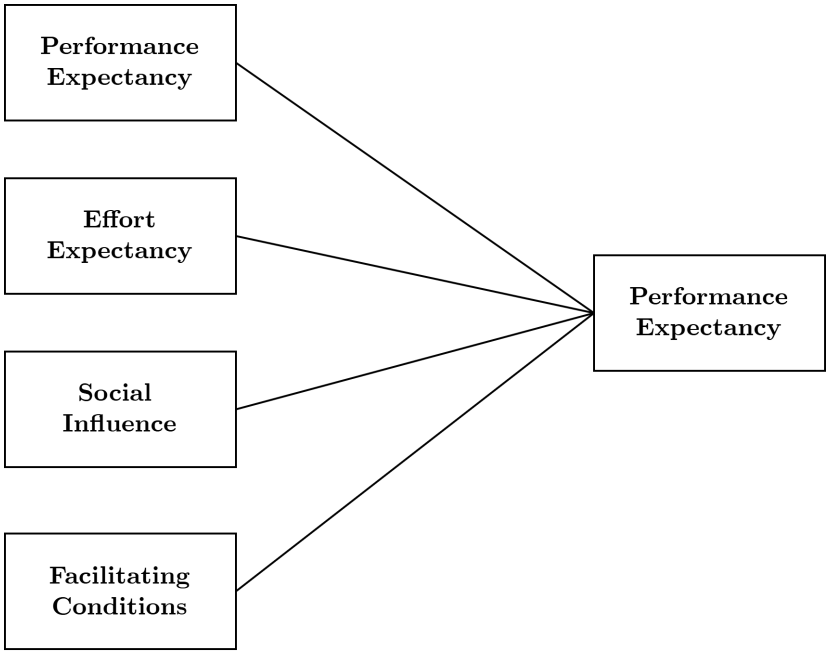

Figure 1. Conceptual Framework

DOI: 10.30812/target.v7i1.5114

III. Results and Discussion

1. Validity and Reliability Test

The initial stage in the analysis is carried out by evaluating the outer loading value, which describes the level of correlation between the latent variables and their constituent indicators. Based on the opinion [23], the outer loading value is considered good if it exceeds 0.70. The results of the validity test can be seen in Table 2 below.

Table 2. Convergent Validity Test Results

Variable	Indicator	Loading Factor	AVE	Information
PE	PE1	0.878	0.782	Valid
	PE2	0.899		Valid
	PE3	0.875		Valid
EE	EE1	0.857	0.758	Valid
	EE2	0.903		Valid
	EE3	0.852		Valid
SI	SI2	0.866	0.805	Valid
	SI3	0.942		Valid
	SI4	0.929		Valid
	SI5	0.956		Valid
	SI6	0.762		Valid
	SI7	0.914		Valid
FC	FC1	0.933	0.853	Valid
	FC2	0.946		Valid
	FC3	0.919		Valid
	FC4	0.896		Valid
BI	BI1	0.863	0.786	Valid
	BI2	0.920		Valid
	BI3	0.895		Valid
	BI4	0.866		Valid

The results of the modification of the convergent validity test in Table 2 above show that all indicators in this study have met convergent validity because they have a loading factor value > 0.70. After the validity test was conducted, the composite reliability and Cronbach's alpha tests were conducted. The results of the composite reliability test and Cronbach's alpha test can be seen in Table 3.

Table 3. Composite Reliability and Cronbach's Alpha Test Results

No	Variable	Cronbach's Alpha	Composite Reliability	Information
1	PE	0.861	0.915	Reliabel
2	EE	0.840	0.904	Reliabel
3	SI	0.950	0.961	Reliabel
4	FC	0.943	0.959	Reliabel
5	BI	0.909	0.936	Reliabel

Based on Table 3 above, it can be seen that the results of the composite reliability and Cronbach's alpha tests show satisfactory values, namely, all latent variables have been reliable because all latent variable values have composite reliability and Cronbach's alpha values ≥ 0.70. So it can be concluded that the questionnaire used as a research tool is reliable and consistent. Table 4 below presents the

DOI: 10.30812/target.v7i1.5114

results of the discriminant validity test based on the cross-loading values.

Table 4. Discriminant Validity Test Results (Cross Loadings)

	PE	EE	SI	FC	BI
PE1	0.878	0.453	0.410	0.470	0.576
PE2	0.899	0.464	0.359	0.444	0.570
PE3	0.875	0.465	0.476	0.518	0.598
EE1	0.449	0.857	0.359	0.460	0.527
EE2	0.495	0.903	0.399	0.478	0.585
EE3	0.416	0.852	0.439	0.457	0.581
SI1	0.482	0.398	0.866	0.508	0.590
SI2	0.444	0.416	0.942	0.479	0.603
SI3	0.402	0.435	0.929	0.435	0.599
SI4	0.432	0.424	0.956	0.463	0.606
SI5	0.341	0.367	0.762	0.494	0.515
SI6	0.423	0.429	0.914	0.456	0.560
SI7	0.485	0.468	0.491	0.933	0.591
FC1	0.523	0.480	0.465	0.946	0.590
FC2	0.544	0.496	0.510	0.919	0.590
FC3	0.444	0.529	0.478	0.896	0.581
FC4	0.524	0.500	0.601	0.479	0.863
BI1	0.636	0.600	0.516	0.579	0.920
BI2	0.612	0.601	0.618	0.626	0.895
BI3	0.555	0.595	0.559	0.563	0.866
BI4	0.878	0.453	0.410	0.470	0.576

Based on Table 4 above, the cross-loading value also shows good discriminant validity; therefore, the correlation value of the indicator to its construct is higher than the value with other constructs. As an illustration, the PE1 indicator in Performance Expectancy has a construct value of 0.878, which is greater than other constructs. Latent constructs predict indicators in their blocks better than indicators in other blocks. Thus, it can be concluded from the cross-loading results that there are no Discriminant Validity problems. Table 5 below presents the results of the discriminant validity test based on the Fornell-Lacker Criterion value.

Table 5. Discriminant Validity Test Results (Fornell-Lacker Criterion)

Variable	PE	EE	SI	FC	BI
PE	0.885				
EE	0.521	0.871			
SI	0.470	0.459	0.897		
FC	0.540	0.534	0.526	0.924	
BI	0.658	0.647	0.653	0.636	0.886

Table 5 shows that the square root of the average variance extracted $\sqrt{}$("AVE") for each construct is greater than the correlation between one construct and another construct in the model. Based on the table above, the AVE value shows that the constructs in the estimated model meet the discriminant validity criteria.

2. Determination Test (R-Squared)

The determination test (R-squared) aims to measure the contribution of independent variables in explaining the variation of dependent variables. The results of the R^2 test for endogenous variables can be seen in Table 6 below.

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Table 6. R^2 Value of Endogenous Variables

Variable	R Square	Information
BI	0.667	Currently

The influence model of independent latent variables (performance expectancy, effort expectancy, social influence, and facilitating condition) on Behavioral Intention provides an R-square value of 0.667, which is included in the medium category, which can be interpreted that the variability of the Behavioral Intention construct that can be explained by the variability of the performance expectancy, effort expectancy, social influence, and facilitating condition constructs is 66.7%. In comparison, other variables outside those studied explain 33.2%.

Table 7. Hypothesis Test Results

Hypothesis	Relationship of Variables	Path Coefficient	T Statistics	P Values	Decision
H1	PE → BI	0.278	3.839	0.000	Accepted
H2	EE → BI	0.269	3.904	0.000	Accepted
H3	SI → BI	0.293	4.646	0.000	Accepted
H4	FC → BI	0.188	2.576	0.010	Accepted

Table 7 shows that the construct or variable Performance Expectancy positively and significantly influences (OS = 0.278) on the construct or variable Behavioral Intention. The t-statistic value on the influence of this construct is 3.838 > 1.96, and the p-value is 0.000 < 0.05. So the first hypothesis, stating that Performance Expectancy positively and significantly influences Behavioral Intention, is accepted. The construct or variable Effort Expectancy positively and significantly influences (OS = 0.269) with the construct or variable Behavioral Intention. The t-statistic value on the influence of this construct is 3.904 > 1.96, and the p-value is 0.000 < 0.05. So the second hypothesis is accepted, stating that Effort Expectancy positively and significantly influences Behavioral Intention. The construct or variable Social Influence has a positive and significant influence (OS = 0.293) on the construct or variable Behavioral Intention. The t-statistic value on the influence of this construct is 4.646 > 1.96, and the p-value is 0.002 < 0.05. So the third hypothesis, stating that Social Influence positively and significantly influences Behavioral Intention, is accepted. The construct or variable Facilitating Condition has a positive and significant influence (OS = 0.188) on the construct or variable Behavioral Intention. The t-statistic value on the influence of this construct is 2.576 > 1.96, and the p-value is 0.010 < 0.05. So, the fourth hypothesis stating that facilitating conditions positively and significantly influence behavioral intention is accepted (see Figure 2).

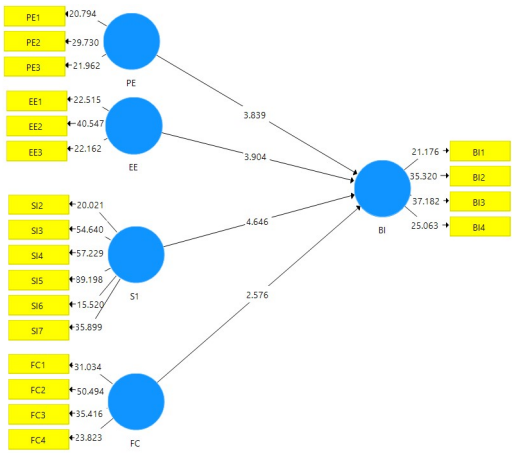

Figure 2. Bootstrapping Test Results

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The Influence of Performance Expectancy on Behavioral Intention

Based on the first hypothesis test (H1) in this study, it shows that Performance Expectancy has a positive and significant effect on Behavioral Intention. This is evidenced by the original sample value of 0.278, the t-statistic value of 3.839 > 1.96, and the p-value of 0.000 < 0.05. This means that the higher the Performance Expectancy, the greater the effect on increasing Behavioral Intention. Performance Expectancy in this study is interpreted as the extent to which someone believes that using the Lazada application will provide benefits. These benefits include ease of accessing various available features, such as product search, payment systems, and efficient delivery services, which ultimately help users increase productivity and convenience in online shopping. The more users feel that the Lazada application offers many conveniences and efficiencies, the greater their intention to continue using it [3, 21]. This study's results align with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2). This theory explains that behavioral intention is influenced by several factors, one of which is performance expectancy [24]. Performance expectancy is defined as the extent to which individuals believe that using a system will help improve their job performance [10]. The results of this study are in line with previous research which found that there is a significant influence between Performance Expectancy and Behavioral Intention [1, 15] which means that the higher the user's perception of the benefits of the Lazada application in increasing the efficiency and productivity of online shopping, the greater their intention to use the application continuously.

The Influence of Effort Expectancy on Behavioral Intention

Based on the second hypothesis test (H2), this study shows that effort expectancy positively and significantly affects behavioral intention in using the Lazada application. This is evidenced by the original sample value of 0.269, the t-statistic value of 3.904 > 1.96, and the p-value of 0.000 < 0.05. This means that the higher the effort expectancy, the greater the effect on increasing user intention to use Lazada services. In this study, effort expectancy is interpreted as the ease users feel in terms of energy, time, and effort when using the Lazada application. This convenience includes the perception that the Lazada application is easy to learn and use, so that it can increase user intention to continue using the platform. The higher the ease of use of the Lazada application, the greater its users' intention and frequency of use. This finding aligns with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2), where behavioral intention is influenced by several factors, including effort expectancy [10]. The results of this study are in line with previous research which stated that Effort Expectancy was also proven to have a significant positive effect on Behavioral Intention [9, 14, 25], This indicates that the ease of use and navigation of the Lazada application is an important factor in encouraging new users to adopt this service.

The Influence of Social Influence on Behavioral Intention

Based on the third hypothesis test (H3), this study shows that social influence positively and significantly affects behavioral intention when using the Lazada application. This is evidenced by the original sample value of 0.293, the t-statistic value of 4.646 > 1.96, and the p-value of 0.000 < 0.05. This means the higher the users' social influence, the greater their intention to use Lazada. Social Influence in this context refers to the extent to which individuals feel that people who are important to them, such as friends, family, or social media communities, believe that they should use the Lazada application [10]. When individuals see that people around them are giving positive reviews or actively using Lazada for their online shopping needs, this can influence their decision to use the same service [1]. Trust in other people's positive experiences, especially those shared through reviews, recommendations, or testimonials on social media, also strengthens behavioral intentions to adopt Lazada [3]. This finding aligns with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which states that Social Influence is one of the main determinants in forming Behavioral Intention [10]. The results of this study are also supported by previous findings, which show that social influence has a significant role in driving individual behavioral intentions to use digital services, including e-commerce applications such as Lazada [4, 12, 21]. Thus, recommendations and positive experiences from friends or online communities increase user trust and interest in Lazada.

DOI: 10.30812/target.v7i1.5114

The Influence of Facilitating Conditions on Behavioral Intention

The fourth hypothesis test (H4) in this study shows that facilitating conditions positively and significantly affect behavioral intention when using the Lazada application. This is evidenced by the original sample value of 0.188, the t-statistic value of 2.576 > 1.96, and the p-value of 0.010 < 0.05. This means that the higher the user's perception of the availability of adequate support and resources, the greater the influence on increasing their intention to use the Lazada application. In this context, facilitating conditions include the availability of devices such as smartphones, stable internet access, ease of application navigation and customer service support [26, 27]. When users feel they have sufficient technical facilities and resources to access and use Lazada optimally, they tend to have a stronger intention to continue using the application. Facilitating conditions are defined as the extent to which individuals believe that the technical and organizational infrastructure supports the use of the system [2, 20]. This result aligns with the UTAUT2 theory, which states that facilitating conditions can influence behavioral intention [10]. The results of this study are in line with previous research that Facilitating Conditions play an important role in strengthening Behavioral Intention by providing technical support, responsive customer service, and reliable payment and delivery infrastructure [3, 12] which means that the better the supporting conditions provided by Lazada, the greater the likelihood that users will have the intention to continue using the application in their online shopping activities.

IV. Conclusion

This study shows that all the main constructs in the UTAUT model, namely performance expectancy, effort expectancy, social influence, and facilitating conditions, have a positive and significant effect on behavioral intention in using the Lazada application. This finding indicates that Lazada users in South Tangerang tend to have a higher intention to use the application when they believe that it provides real benefits, is easy to use, has support from the social environment, and is supported by adequate infrastructure and resources. Specifically, performance expectancy and facilitating conditions are the two most dominant constructs influencing user intention. This shows that the perception of the benefits of using the application and the availability of adequate technical support and facilities are the main factors driving consumer decisions to continue using Lazada. Effort expectancy is more significant in new users who need easy navigation and use. At the same time, social influence is more prominent in young age groups who are active on social media and tend to be influenced by the opinions of people around them.

This study has several limitations that need to be noted. First, the constructs' scope is still limited to the four main variables in the UTAUT model without including other relevant external variables such as hedonic motivation, price value, or trust that have been proven to influence the intention to use e-commerce applications. Second, the sample number is relatively small, namely only 130 respondents from one geographical area, South Tangerang. Hence, the generalization of this study's results to other regions or demographics is limited. These limitations are caused by limited time, respondent access, and resources owned by the researcher during the data collection process.

Based on the findings of this study, Lazada management is advised to continue to improve the perception of the benefits of the application by presenting more innovative and relevant features for users. In addition, strengthening the facilitating conditions aspect, such as the availability of responsive customer service, a secure payment system, and an efficient logistics infrastructure, also needs to be optimized. Digital marketing strategies that target young age groups through social media can be utilized to increase social influence.

For further researchers, it is recommended to expand the scope of variables by adding constructs such as trust, perceived risk, or hedonic motivation that have been proven to contribute to the technology adoption model. In addition, increasing the number of samples and expanding the geographical coverage can increase the generalizability of the research results. Mixed methods with a qualitative approach can also be used to explore the motivations and perceptions of users subjectively, so that they can enrich the quantitative research results.

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DOI: 10.30812/target.v7i1.5114

Acknowledgment

Thanks to all parties involved in this research, especially research informants who have been willing to help in writing this article.

Declaration

All researchers contributed equally in designing, conducting, analyzing, and writing this research on the influence of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on Behavioral Intention in using Lazada. The authors affirm that no financial interests, sponsorships, or personal relationships could potentially influence the objectivity, accuracy, or credibility of the findings presented. Therefore, we declare that this research is free from any conflict of interest and has been conducted with full academic integrity and transparency.

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DOI: 10.30812/target.v7i1.5114