THE INFLUENCE OF EASE OF USE, E-SERVICE QUALITY AND PERCEIVED USEFULNESS AS AN INTERVENING VARIABLE AN INTENTION TO REUSE ZALORA ONLINE FASHION APPLICATION

Delya Pratiwi
delyapratiwi07@gmail.com
Department of Management, Faculty of Economics, Universitas Negeri Padang

Rahmiati
rahmiati@fe.unp.ac.id
Department of Management, Faculty of Economics, Universitas Negeri Padang

Abror
Abror094@gmail.com
Department of Management, Faculty of Economics, Universitas Negeri Padang

Abstract

This study aims to analyze (1) the effect of ease of use on perceived usefulness on Zalora users. (2) The effect of e-service quality on perceived usefulness on Zalora users. (3) The effect of ease of use on intention to reuse on Zalora users. (4) The effect of e-service quality on intention to reuse of Zalora users. (5) The effect of perceived usefulness on intention to reuse on Zalora users. The population on this study is Zalora users who had shopped more than once. The total sample of this research was 224 people by using online questionnaire. Data processing was carried out through SmartPLS software. The result of research show that (1) Ease of use has a negative and insignificant effect on perceived usefulness on Zalora users. (2) E-service quality has a positive and significant effect on perceived usefulness on Zalora users. (3) Ease of use has a positive and significant effect on intention to reuse on Zalora users. (4) E-service quality has a positive and significant effect on intention to reuse on Zalora users. (5) Perceived usefulness has a positive and significant effect on intention to reuse on Zalora users. For the future study it is better to explore more about variable that can influence intention to reuse

Keywords: Ease of Use, E-Service Quality, Perceived Usefulness, Intention to Reuse.

Introduction

At this time the development of internet technology can be said to be experiencing rapid growth, especially in the utilization of resources that cannot be separated in the world of business and trade. Online shop is a website that is used to sell products via the internet. The existence of an online store makes it easier for people to make buying and selling transactions. Therefore, by using an online store system for shopping, all needs can be obtained simply by setting up an up to date device and an internet connection so that everyone can shop without having to come to the store directly.

In Indonesia, the establishment of online shops through internet media has emerged and is even known to the wider community. The various conveniences of shopping and the variety of types of products and services provided make Indonesian people turn online shops into "shopping places" outside of shopping centers. Based on data from the Indonesian E-commerce Association, the products that are often purchased online are Fashion products at 78%, Mobile 46%, Consumer electronics 43%, Books and magazines 39%, and Groceries 24% (*Blogs IPrice.*, n.d.). Of the many products sold in online stores, fashion products are indeed the most sought after by consumers. And it is undeniable, almost all habits of the Indonesian people are consumable, so the demand and purchase of online fashion products is currently growing rapidly. One of the e-commerce fashions that is growing rapidly and according to consumer needs is Zalora.

Zalora is an Indonesian brand fashion with insight into global fashion seasons that was founded in Asia in 2012, and started to expand in Singapore, Indonesia, Malaysia, Brunei, Philippines, Hong Kong, and Taiwan. Zalora is part of the Global Fashion Group and the largest online fashion class for emerging markets. Zalora's local website provides a collection of the best international and local quality brands for all categories of clothing, shoes, accessories, & beauty categories for men & women.

Factors that influence the intention to reuse are perceived usefulness, perceived convenience, security, service quality and feature availability (Ahmad & Pambudi, 2013). Reuse intention is a system can reflect or reinforce the positive that customers tend to be loyal or not (Hoehle et al., 2012). In addition, intention to reuse can be said to be an interest in purchasing or re-using the possibility that users have the intensity to repurchase or reuse a product or service (Saqib, 2019). Intention to reuse can be interpreted as a personal intention or desire to reuse a product or service because of the impressive experience gained through the previous product or service.

When consumers find it easy to interact when shopping online and easily find product information and payments online on the website, consumers will choose to online shop. The ease of use of the application is a factor that can affect someone intending to reuse the application. Yusoff et al. (2009) also said that when an application is found to be easier to use, consumers will reuse the application. Ease of use greatly influences consumers in intending to reuse the application. Research conducted by Dewi et al. (2017) show that intention to reuse is directly influenced by ease of use and service quality at online service providers which is determined by perceived usefulness. In terms of ease of use, Zalora is not fully maximized. The ease of use of the application is a factor that can affect someone intending to reuse the application, some users of the Zalora application find problems when they use the Zalora application such as information that is not up to date and system errors.

Ease of use, e-service quality, and perceived usefulness are important points that need to be considered by providers of goods or services because the intention to reuse the application depends on what is felt by consumers. Research conducted by Zeithaml et al. (2002) show that gathering information is related to the service quality provided through websites from five main aspects: information availability, content, ease of use, privacy/security, graphic style, and implementation/reliability. The quality of electronic services provided by Zalora customer service to users is a consideration for customers to intend to reuse the Zalora application which makes the perspective of using Zalora increase in accordance with the services obtained by customers. In terms of e-service quality, Zalora has not been fully maximized. There are still many customer complaints related to the problem of delays in responding to customers chats. Thus, customers feel that the service that is expected to be fast and active is not in accordance with what is felt by the user. In this case, E-Service Quality has an influence on costumers' intentions to reuse the Zalora application.

The perceived usefulness of the customer is an important aspect that can reflect the intention to reuse. According to Chawla & Joshi (2019), perceived usefulness is the belief that the use of technology will improve user performance. The perceived usefulness of an e-commerce can be increased when the e-commerce website is able to facilitate an online shopping activity from its users. With the creation of perceived usefulness, it can be said that the intention to reuse will also tend to increase towards a product or service that has been used. There are many complaints from Zalora customers regarding the benefits where customers feel disappointed because in the Zalora application, some customers say that customers feel the lack of efficiency from the work system of Zalora application tools such as difficult product searches which make customers confused in seeing and determining the product to be selected. The perceived usefulness of the website usually depends on the efficiency of technology characteristics such as personal services provided by service providers to consumers (H. Kim & Song, 2010).

Literature Review

Intention to Reuse

Intention to reuse is an individual's repeated intention which is determined by user satisfaction (Bhattacherjee, 2001). According to the research of Hellier et al. (2003) defined reuse intention as a person's judgment regarding reusing designated services from the same system, considering the situation and circumstances. Web or application usage activities are usually carried out by consumers because of the intention to use products that have been consumed because consumers have felt something of the added value provided by the application.

According to Saqib (2019) intention to reuse is the purchase or reuse interest that the user is likely to have the intensity to repurchase or reuse a product or service. The success of a technology developed to improve services that will be connected in the acceptance of its users. An indication that the use of technology is successful if the number of users increases and continues to be used regularly (Humbani & Wiese, 2019). Therefore, individual interest in using technology is an important factor for companies.

The indicators of intention to reuse in this study adopted from previous research conducted by Shuhidan et al. (2017) and Bhattacherjee (2001) are:

1. Transactional intention
2. Referential intention
3. Explorative intention

Ease of Use

According to Davis (1989), Ease of use is the extent to which individuals think that using technology will be effective and efficient which is based on the extent to which users expect a new system to eliminate difficulties. Ease of use can be defined as the extent to which users believe that a technology can free them from their ordinary work (Nugroho et al., 2017). Then, if they use technology it will reduce and eliminate the workload, which will cause the image to be easy to use (Kabir et al., (2017).

Lee & Wan (2010), Venkatesh & Davis (2000) explained several indicators of perceived ease of use, including:

1. Information technology is easy to learn
2. Proficiency in the use of information technology
3. Information technology is very easy to operate

E-service quality

According to Rinjani (2019), Electronic service quality is a customer evaluation of the advantages and quality of electronic delivery services in the virtual world market. Electronic service quality can be expressed as "the degree to which a website facilitates the shopping, purchasing, and delivery of products and services" (Zeithaml et al., 2002).

According to Ladhari (2010), there are six indicators of e-service quality, namely:

1. Reliability, which is based on the ability of e-tailers to carry out the promised services appropriately and accurately
2. Responsiveness, which is based on the speed of response and willingness e-tailer to help consumers
3. Privacy/security, which is based on the protection of personal and financial
4. Information quality/benefit, which is based on the suitability of information with consumer needs and goals
5. Usability, which is based on the effort required by the customer to gain access to available information
6. Web design, based on the aesthetic features, content, and structure of the online catalog

Perceived Usefulness

Perceived usefulness is a belief that the use of information technology and information systems can improve user performance and work performance and provide benefits to these users (Venkatesh et al., 2003). Sekundera (2006) believes that usability is the extent to which people believe in using a system where its performance can be improved. According to Chawla & Joshi (2019), perceived usefulness is the belief that using the system will improve user performance and reduce harm.

According to Oentario et al. (2017), the perception of perceived usefulness has several indicators, namely:

1. Speeding up work (working faster)
2. Work performance
3. Increasing productivity
4. Effectiveness
5. Facilitating work
6. Useful Website quality

Research Model and Hypotheses

Research conducted by Tyas & Darma (2017), describes the results, namely the perceived ease of use has a positive effect on perceived usefulness in the use of STI. Similar results were also obtained in research conducted by Chi (2018) which said that perceived ease of use (PEU) positively affects perceived usefulness (PU) of clothing m-commerce. Therefore, the hypothesis is:

H1 : There is an effect of Ease of Use on Perceived Usefulness on Zalora consumers

In the research conducted by Gorla & Somers (2014) on the influence of IT outsourcing on the success of Information Systems, the results show that e-service quality has a positive impact on perceived usefulness. Similar things were also found in the research of Ahmad et al. (2020) who found that the quality of electronic services positively affects perceived usefulness. Thus, the study found that the e-service quality had a significant positive effect on perceived usefulness. Based on this explanation, the second hypothesis can be obtained that is:

H2 : There is an influence of E-Service Quality on Perceived Usefulness on Zalora consumers

Saqib (2019) found that Perceived Ease of Use had a positive and significant influence on Intention to Reuse. Based on research conducted by Fernandez et al. (2020) also shows the same result, namely Perceived ease of use has a positive and significant effect on Intention to reuse. Therefore, the hypothesis is:

H3 : There is an effect of Ease of Use on Intention to Reuse on Zalora consumers

E-Service Quality that is good and in accordance with what is desired by consumers proves that the company is customer-oriented. The company will try to understand the desires of its consumers by increasing the standard of the quality of the electronic service. This can be seen from the research conducted by Waluya et al. (2019) which describes the results that e-service quality has a positive effect on intention to reuse at Traveloka, Tiket.com, and Booking.com. Zahara et al. (2021) found that the e-service quality had a significant effect on the intention to use online transportation services. From the statement above the third hypothesis is:

H4 : There is an influence of E-Service Quality on Intention to Reuse on Zalora consumers

Perceived usefulness affects user behavior whether the user will reuse the application or vice versa, this can affect the intention to reuse. Research conducted Kim & Nam (2019) describes the results that Perceived Usefulness has a positive effect on the intention to reuse. Saqib (2019) get the results that Perceived Usefulness has a positive and significant influence on the intention to reuse. For the last hypothesis is:

H5 : There is an influence of Perceived Usefulness on Intention to Reuse on Zalora consumers

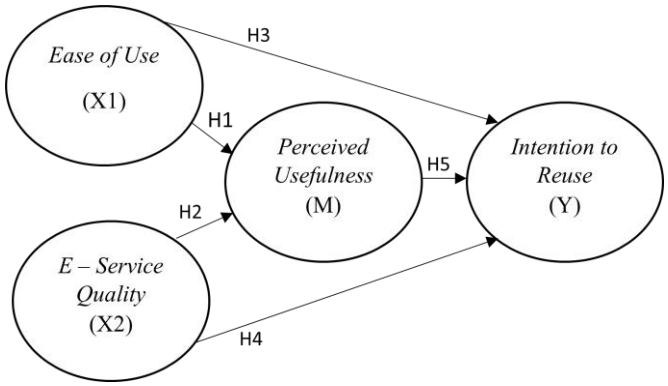

Figure 1. Research Model

Methods

This type of research is verificative research. The research data is sourced from primary data which collected directly by the researcher. The research data were collected through questionnaires which were distributed randomly online with google forms. Data analysis using PLS and classified on the measurement model and structural model testing. In the measurement model using validity testing which in this study uses two ways of measuring validity, namely convergent validity and discriminant validity. After testing the validity, a reliability test will be carried out as seen from Cronbach's alpha and composite reliability values, as well as the structural model by testing r square, q square and goodness of fit to see the influence and direction of the relationship between variables and assess the significance between variables.

Result and Discussion

In the measurement model test (outer model) the validity and reliability of the instrument are tested measurement. The validity test is carried out to show the extent to which the measuring instrument is able to measure what it wants to measure, the validity test has the aim of measuring the quality of the instrument used and shows the validity of an instrument and how well a concept can be defined by a measure (Hair et al., 2010). The validity test is measured by convergent validity where the value of the loading factor is received must be greater than 0.7 and the average variance extracted (AVE) value must be greater than 0.5. The validity test of this research has met the minimum score for the construct validity test. The result for outer loading can be seen in Table 1.

Table 1. Outer Loadings

	Ease of Use (X1)	E-Service Quality (X2)	Perceived Usefulness (M)	Intention to Reuse (Y)
X1.1	0.886			
X1.2	0.888			
X1.3	0.853			
X1.4	0.903			
X1.5	0.867			
X2.1		0.780		
X2.2		0.769		
X2.4		0.808		
X2.5		0.782		
X2.6		0.769		
X2.7		0.798		
X2.8		0.800		
X2.9		0.862		
X2.10		0.775		
X2.11		0.839		
X2.12		0.832		
X2.13		0.792		
X2.14		0.779		
M.1			0.756	
M.2			0.878	
M.3			0.907	
M.4			0.926	
M.5			0.900	
M.6			0.831	
Y.1				0.913
Y.2				0.913
Y.3				0.916

Source: Primary Data 2021

Based on Table 1, all indicators have a value above 0.7 and the perceived usefulness indicator 1 which has the smallest value, the outer loading value of all indicators of large variables is 0.7, then the convergent validity of all indicators is said to be valid.

Table 2. Output AVE

	Average Variance Extracted (AVE)
E - Service Quality (X2)	0.639
Ease of Use (X1)	0.773
Intention to Reuse (Y)	0.835
Perceived Usefulness (M)	0.754

Source: Primary Data 2021

Based on Table 2, it is found that the AVE value of all variables is above 0.5, then the convergent validity is said to be valid.

Table 3. Cross Loadings

	Ease of Use (X1)	E- Service Quality (X2)	Perceived Usefulness (M)	Intention to Reuse (Y)
X1.1	0.647	0.886	0.558	0.437
X1.2	0.657	0.888	0.609	0.450
X1.3	0.684	0.853	0.591	0.466
X1.4	0.699	0.903	0.651	0.527
X1.5	0.670	0.867	0.612	0.584
X2.1	0.780	0.730	0.641	0.618
X2.2	0.769	0.705	0.670	0.600
X2.4	0.808	0.602	0.593	0.611
X2.5	0.782	0.556	0.507	0.453
X2.6	0.769	0.539	0.508	0.436
X2.7	0.798	0.587	0.478	0.463
X2.8	0.800	0.595	0.511	0.442
X2.9	0.862	0.707	0.657	0.580
X2.10	0.775	0.568	0.580	0.430
X2.11	0.839	0.584	0.646	0.542
X2.12	0.832	0.581	0.626	0.555
X2.13	0.792	0.611	0.672	0.574
X2.14	0.779	0.528	0.631	0.631
M.1	0.740	0.584	0.623	0.756
M.2	0.511	0.481	0.541	0.878
M.3	0.583	0.512	0.563	0.907
M.4	0.566	0.465	0.534	0.926
M.5	0.597	0.462	0.549	0.900
M.6	0.456	0.382	0.519	0.831
Y.1	0.665	0.648	0.913	0.578
Y.2	0.659	0.571	0.913	0.629
Y.3	0.735	0.667	0.916	0.568

Source: Primary Data 2021

Table 3 shows the score (correlation) of the variable to the indicator is higher than the score (correlation) of the variable to other indicators. It can be concluded that all indicators tested in the study were declared to have discriminant validity. That can be concluded that all indicators are valid.

Table 4. Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
E - Service Quality (X2)	0.953	0.958
Ease of Use (X1)	0.927	0.945
Intention to Reuse (Y)	0.901	0.938
Perceived Usefulness (M)	0.934	0.948

Source: Primary Data 2021

Based on Table 4. shows that the variable has good reliability or is able to measure its construct. A variable is said to be quite reliable if it has a Cronbach alpha value > 0.6 and composite reliability is > 0.7 (Sugiyono, 2018).

Table 5. R Square

	R Square
Intention to Reuse	0.626
Perceived Usefulness	0.464

Source: Primary Data 2021

Based on Table 5 shows that the r square value of the intention to reuse variable is 0.626, this value states that the intention to use variable can be explained by the ease of use, e-service quality, and perceived usefulness variables of 62.6% while the remaining 46.4% is explained by other variables not included in this study.

Table 6. Q Square

	Q Square
Intention to reuse (Y)	0.515
Perceived usefulness (M)	0.329
Ease of use (X1)	
E-service Quality (X2)	

Source: Primary Data 2021

Based on Table 6, it can be seen that the value of q square for the intention to reuse and perceived usefulness variables is greater than 0, namely 0.515 and 0.329. This means that the model has a good relevant predictive.

Table 7. Goodness of Fit (GoF)

	Saturated Model	Estimated Model
Chi-Square	1.397.930	1.397.930
d_ULS	2.461	2.461
d_G	1.183	1.183
NFI	0.778	0.778
SRMR	0.081	0.081

Source: Primary Data 2021

Based on Table 7, the Standardized Root Mean Square Residual (SRMR) is below 0.10, namely 0.081 this reflects that the model has a good fit between the correlations. The Normal Fit Index (NFI) produces a value between 0 and 1. The value that closer to 1 is the better / the more appropriate the model is formed, then in this model the NFI is 0.778 which means it is close to 1.

Table 8. Path Coefficient

	Original Sample (O)	T Statistics	P Values
E - Service Quality (X2) -> Intention to Reuse (Y)	0.406	4.442	0.000
E - Service Quality (X2) -> Perceived Usefulness (M)	0.592	9.678	0.000
Ease of Use (X1) -> Intention to Reuse (Y)	0.248	2.996	0.003
Ease of Use (X1) -> Perceived Usefulness (M)	0.112	1.764	0.078
Perceived Usefulness (M) -> Intention to Reuse (Y)	0.232	3.890	0.000

Source: Primary Data 2021

Based on Table 8 seen from the results of statistical analysis using PLS, it is concluded that:

1. Ease of use has a significant positive effect on perceived usefulness (H1)
   Based on Table 8, ease of use has a negative and insignificant effect on perceived usefulness because the values obtained from testing the hypotheses contained in Table 8 show the t statistics value of 1.764 or > 1.96, the P value of 0.078 or > 0.05 and the original sample value of 0.112. The results of the study identified that the first hypothesis was rejected, namely ease of use had a negative and insignificant effect on perceived usefulness.
2. E-service quality has a significant positive effect on perceived usefulness (H2)
   Based on Table 8, e-service quality variable obtained a t statics value of 9,678 with asignificance value or p value of 0.000 smaller than 0.05 (0.000 <0.05) and an original sample value of 0.592, it is concluded that the second hypothesis is accepted, namely e service quality has a positive and significant effect on perceived usefulness.
3. Ease of use has a significant positive effect on intention to reuse (H3)
   Based on Table 8 the ease of use variable obtained a t statics value of 2,996 or > 1.96 with a p value of 0.003 smaller than 0.05 (0.003 < 0.05) and an original sample value of 0.248, this test states that the third hypothesis is accepted, namely the ease of use has a positive and significant effect on the intention to reuse.
4. E-service quality has a significant positive effect on intention to reuse (H4)
   Based on Table 8, the variable e-service quality obtains avalue t statics of 4.442 with a p value of 0.000 less than 0.05 (0.000 < 0.05) and a the original sample is 0.406, it is concluded that the fourth hypothesis is accepted, namely e-service quality has a significant positive effect on the intention to reuse.
5. Perceived usefulness has a significant positive effect on intention to reuse (H5)
   Table 8 shows that the perceived usefulness variable obtained a t statics value of 3,890 with a p value of 0.000 smaller than 0.05 (0.000 < 0.05), and the original sample value of 0.232, it can be concluded that the fifth hypothesis is accepted, namely perceived usefulness has a significant positive effect on intention to reuse.

Table 9. Indirect Effect

	T Statistics	P Values
E - Service Quality -> Perceived Usefulness -> Intention to Reuse	2.963	0.003
Ease of Use -> Perceived Usefulness -> Intention to Reuse	1.552	0.121

Source: Primary Data 2021

Based on Table 9 it can be seen that the variable ease of use through the mediating variable perceived usefulness towards the variable intention to reuse has a P Value of 0.121 or above 0.05 which means the mediating variable or perceived usefulness has no significant effect, as well as the e-service quality variable through the mediating variable perceived usefulness towards the variable intention to reuse has a P Value of 0.003 or below 0.05, which means that the mediating variable or perceived usefulness has a significant effect.

So, perceived usefulness cannot mediate between ease of use and intention to reuse, so perceived usefulness can only mediate between e-service quality and intention to reuse.

Discussion

This study aims to examine the effect of the variables of ease of use, e-service quality, and perceived usefulness on the intention to reuse the Zalora online fashion application users. After analyzing the data using the PLS-SEM analysis technique, the results of statistical processing are obtained to test the research hypotheses, as follows:

1. Ease of use has a significant positive effect on perceived usefulness
   The results showed that the ease of use variable was negative and insignificant to the perceived usefulness variable for users of the Zalora online fashion application. The results of this study are not the same as previous research conducted by Rahi & Abd. Ghani (2019), In this study stated that ease of use had a positive effect on perceived usefulness.
   In addition, these results are also not relevant to the research conducted by Tyas & Darma (2017) describes the results, namely the perceived ease of use has a positive effect on perceived usefulness in the use of STI. User perceptions about the ease of using the Zalora online fashion application are supported by user attitudes about the usability of the application. This can be influenced by the needs of information technology users and the implementation period. Therefore, when individuals use the Zalora online fashion application continuously, the individual will assume that the Zalora online fashion application that has been used is easy to use because the user already knows the usefulness of the application. Therefore, the role of a good ease of use can be applied so that it can be a user's memory that if the ease of use is very good then the user can also get the benefits and usability felt by the user. So, it can be concluded that if the ease of use provided by the company is good, then the level of usefulness perceived by customers will increase.
2. E-service quality has a significant positive effect on perceived usefulness
   The results of the study indicate that the variable states that "e-service quality has a positive and significant effect on perceived usefulness". That means the better the service received, the higher the level of usefulness felt by the customer for the application. The results of this study support previous research conducted by Ahmad et al. (2020), in this study states that e-service quality directly and positively affects perceived usefulness. As well as high quality services should always be provided to users to result in increased user productivity.

The quality of electronic services allows more flexible access to consumer needs, because it can be done anywhere, and the response time is relatively fast, so that consumers will conduct transactions more effectively and efficiently. If consumers have a good experience in online transactions and believe in the benefits they experience in online transactions in online fashion applications, consumers will tend to believe in the perceived benefits when using online fashion applications.

3. Ease of use has a significant positive effect on intention to reuse
   The results showed that the ease of use variable had a significant positive effect on the intention to reuse. The results of this study are in accordance with the facts stated by Fernandez et al. (2020) who found that ease of use was a consequence of the intention to reuse an online application. Ease of use of the application is a factor that can affect someone intending to use the application. Ease of use greatly affects consumers in intending to reuse applications or sites. The results of this study support previous research conducted by (Saqib, 2019). In this study stated that the ease of use directly and positively affects the intention to reuse. Matters related to ease of use will significantly affect re-use intention positively to Zalora customers. Therefore, the stronger the ease of use aspect provided by Zalora to customers, the higher the ease of use felt by Zalora customers. That means the better the level of ease of use of the customer, the higher the intention to reuse the application by the customer.
   When an application is found to be easier to use, consumers will accept to use the application. This makes it possible to build long-term customer relationships by offering ease of use of applications that can influence consumers to use online fashion application (Yusoff et al., 2009).
4. E-service quality has a significant positive effect on intention to reuse
   The results showed that the e-service quality variable had a significant positive effect on the intention to reuse. This is supported by the results of research conducted by Waluya et al. (2019), which states that when customers feel the service quality of an online store, they will feel comfortable and confident when shopping at the store so that it makes customers intend to reuse a system or application. E-service quality that is good and in accordance with what is desired by consumers proves that the company is customer-oriented. The company will try to understand the wishes of its consumers by increasing the standard of the quality of the electronic service. This can be seen from the research conducted by Hussein et al. (2020) which describes the results that e-service quality has a positive effect on the intention to reuse the application.
   The results of this study support previous research conducted by Zahara et al. (2021). The study found that a satisfactory quality of electronic service will encourage consumers to intend to reuse the application and the web which in turn will foster a sense of loyalty to the application and the web. Therefore, e-service quality is significantly positively related to the intention to reuse. This means that the higher the level of quality of electronic services provided by the company to customers, the higher the customer's intention to reuse the Zalora online fashion application.
5. Perceived usefulness has a significant positive effect on intention to reuse
   The results showed that the perceived usefulness variable was able to positively and significantly influence the intention to reuse. This is in accordance with the results of research conducted by Kim & Nam (2019) states that perceived usefulness affects user behavior in reusing an application. In addition, previous research that supports the results of this study is one of the studies conducted by Saqib (2019) which shows that perceived usefulness has a positive and significant effect on intention to reuse. That means that the higher the level of usability that a person receives, the intention to reuse

an application or web will increase. As one of the most popular e-commerce sites in Indonesia, it is important for Zalora to always provide added value and maximum benefits to its customers. This is certainly influenced by several aspects such as ease of use and also the quality of electronic services (e-service quality) in order to build more value from the perceived usefulness which will have an impact on customers' continuous use for the long term.

The results of this study support previous research conducted by Narotama (2017) which shows that perceived usefulness has a positive and significant effect on intention to reuse. That means the higher the level of usability that a person receives, the more customers will continue to intend to use an application. By using online shopping applications, consumers will get benefits such as ease of use that is more effective and efficient in making purchases. Therefore, there is a very close relationship between perceived usefulness and intention to reuse.

6. Effect of Ease of Use on Intention to Reuse through Perceived Usefulness as a mediating variable

   The results of testing the indirect effect of intention to reuse in the indirect effect section show that perceived usefulness cannot mediate between the variables of ease of use and intention to reuse. The results of this study found that perceived usefulness was not proven as a mediating variable in the effect of ease of use on the intention to reuse the Zalora online fashion application. It can be seen that perceived usefulness cannot strengthen ease of use on the intention to reuse the Zalora online fashion application.

   This result is inversely proportional to the research conducted by Dewi et al. (2017) which states that perceived usefulness can mediate between ease of use and intention to reuse. The ease of use aspect becomes a benchmark for a consumer to assess whether the perceived usefulness will make work more effective and efficient so that the intention to reuse an online fashion application will be created.

7. Effect of E-Service Quality on Intention to Reuse through Perceived Usefulness as a mediating variable

   The results of testing the indirect effect of e-service quality in the indirect effect section show that the indirect effect of e-service quality on the intention to reuse is mediated by perceived usefulness, it can be concluded that e-service quality can affect the intention to reuse through perceived usefulness. In research conducted Rahi et al. (2021) that the results of this study indicate that the perceived usefulness variable is a connecting variable between the e-service quality variable and the intention to reuse variable, which means that the better the quality of electronic services perceived by a consumer, the greater the benefits felt by consumers for online applications so that it will increase their intention in reusing an application.

   These results are supported by previous research conducted by Ashfaq et al. (2020) which states that there is a relationship between e-service quality mediated by perceived usefulness and intention to reuse chatbot applications. In research conducted by (Ramadhana, 2019) that the results of this study indicate that the perceived usefulness variable is a connecting variable between the e-service quality variable and the intention to reuse variable, which means that the better the quality of electronic services for an online application, the higher the perceived usefulness of the user to the online fashion application and the greater so that will increase the value of consumer reuse of online fashion applications. Based on the explanation above, it can be concluded that e-service quality has a strong relationship with perceived usefulness, the higher the quality of electronic services provided by Zalora, the higher the perceived usefulness of users and users will intend to continue using the Zalora online fashion application.

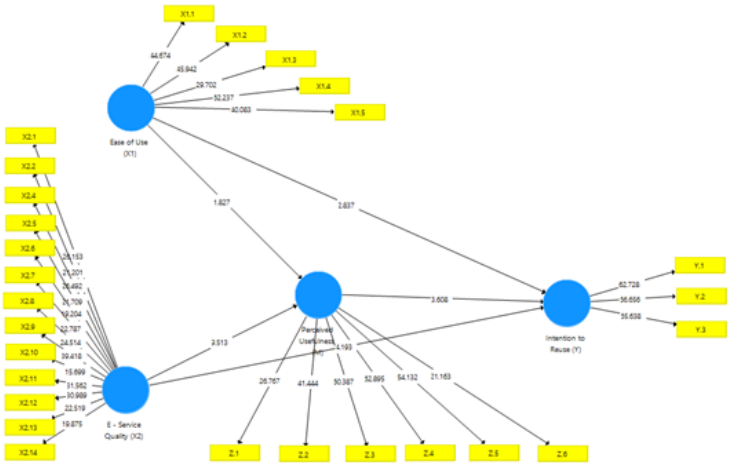

Figure 2. Final PLS Model Output

Conclusion

This study aims to analyze the effect of Ease of Use, E-Service Quality and Perceived Usefulness as mediating variables on the Intention to Reuse of Zalora online fashion application users. To analyze the relationship between these variables, this study uses Partial Least Square (PLS). Based on the analysis and discussion in the previous section, it can be concluded as follows:

Intention to reuse has many aspects that influence it, some of which are ease of use, e-service quality and perceived usefulness. Ease of use has no direct effect on perceived usefulness, this is evidenced through the analysis of primary data obtained from Zalora customers and analyzed by researchers through the PLS application. However, ease of use itself can positively and significantly influence the customer's intention to reuse Zalora's online fashion application. However, perceived usefulness is not able to mediate between ease of use and intention to reuse. Thus it can be concluded that ease of use can only affect the intention to reuse the Zalora application. The role of ease of use is very much needed for Zalora's marketing strategy in order to provide maximum perceived benefits and usability for each of its customers. Because if the ease of use of an online application increases, the intention to reuse Zalora customers will also increase.

Furthermore, the quality of electronic services or e-service quality also has an important role in providing perceived usefulness to customers of the Zalora online fashion application, where e-service quality can affect perceived usefulness and indirectly affect the intention to reuse through perceived usefulness. With the ease of use and good quality of electronic services from the Zalora online fashion application, users can feel more value than the perceived usefulness when using the Zalora online fashion application. so that if the user has obtained good ease of use of the application, good quality electronic services and perceived usefulness effectively and efficiently can facilitate the work of the user, Automatically can directly create customer intentions in reusing Zalora online fashion applications.

Suggestion

Based on the results of the research and the conclusions above, the authors provide the following suggestions:Zalora must improve the ease of use and e-service quality in order to increase the perceived usefulness of Zalora's online fashion application customers. In terms of ease of use, Zalora must always update the system or tools more effectively and efficiently than before so that users can more easily use the Zalora online fashion application. Likewise with the e-service quality, because e-service quality has a greater role in increasing the intention to reuse the Zalora online fashion application. Especially Zalora must be more responsive to complaints given to

customers, Zalora must also reduce the time for two things that make Zalora's e-service quality considered slow. In addition, Zalora must also maximize the information contained in the Zalora application so that customers can easily get the latest and important information easily from Zalora. Zalora must also maintain the value of perceived usefulness in shopping with Zalora because perceived usefulness directly affect the intention to reuse and mediate e-service quality on intentions to reuse Zalora online fashion application users. Further research can develop this research by examining other factors that can affect the intention to reuse. Future researchers can also use other methods in examining the intention to reuse, for example through in-depth interviews with customers so that the information obtained can be more varied than the answers already available.

References

Ahmad, & Pambudi, B. S. (2013). Pengaruh Persepsi Manfaat, Persepsi Kemudahan, Keamanan Dan Ketersediaan Fitur Terhadapminat Ulang Nasabah Bank Dalam Menggunakan Internet Banking (Studi Pada Program Layanan Internet Banking Bri). *Journal of Chemical Information and Modeling*, *53*(9), 1689–1699.

Ahmad, S., Bhatti, S. H., & Hwang, Y. (2020). E-service quality and actual use of e-banking: Explanation through the Technology Acceptance Model. *Information Development*, *36*(4), 503–519. https://doi.org/10.1177/0266666919871611

Ashfaq, M., Yun, J., Yu, S., & Loureiro, S. M. C. (2020). I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. *Telematics and Informatics*, *54*(July), 101473. https://doi.org/10.1016/j.tele.2020.101473

Bhattacherjee, A. (2001). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*, *32*(2), 201–214. https://doi.org/10.1016/S0167-9236(01)00111-7

Blogs iPrice. (n.d.). https://iprice.co.id/

Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India – An empirical study. *International Journal of Bank Marketing*, *37*(7), 1590–1618. https://doi.org/10.1108/IJBM-09-2018-0256

Chi, T. (2018). Understanding Chinese consumer adoption of apparel mobile commerce: An extended TAM approach. *Journal of Retailing and Consumer Services*, *44*(April), 274–284. https://doi.org/10.1016/j.jretconser.2018.07.019

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, *13*(3), 319–339. https://doi.org/10.2307/249008

Dewi, A. P., Yasa, N. N. K., & Setiawan, P. Y. (2017). Integrasi TAM dan ECM dalam menjelaskan niat membeli kembali produk fashion secara online di Kota Denpasar. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana 6*, *6*, 2475–2502.

Fernández, O., Kang, S., Laily Noor Ikhsanto, jurusan teknik mesin, & Aceh, kue tradisional khas. (2020). *New Trend in New Normal, Factors Influencing Continuance Intention to Use Video Conferencing*. *2017*(1), 1–9.

Gorla, N., & Somers, T. M. (2014). The impact of IT outsourcing on information systems success. *Information and Management*, *51*(3), 320–335. https://doi.org/10.1016/j.im.2013.12.002

Hair, J. F., Black, W., Babbin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* ((7th ed)). United States : Pearson.

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, *37*(11/12), 1762–1800. https://doi.org/10.1108/03090560310495456

Hoehle, H., Scornavacca, E., & Huff, S. (2012). Three decades of research on consumer adoption and utilization of electronic banking channels: A literature analysis. *Decision Support Systems*, *54*(1), 122–132. https://doi.org/10.1016/j.dss.2012.04.010

Humbani, M., & Wiese, M. (2019). An integrated framework for the adoption and continuance intention to use mobile payment apps. *International Journal of Bank Marketing*, *37*(2), 646–664. https://doi.org/10.1108/IJBM-03-2018-0072

Hussein, M. H., Ow, S. H., Ibrahim, I., & Mahmoud, M. A. (2020). Measuring instructors continued intention to reuse Google Classroom in Iraq: a mixed-method study during COVID-19. *Interactive Technology and Smart Education*. https://doi.org/10.1108/ITSE-06-2020-0095

Kabir, M. A., Saidin, S. Z., & Ahmi, A. (2017). Analysis of factors that influence electronic payment adoption. *Journal of Engineering and Applied Sciences*, *12*(Specialissue3), 6560–6568. https://doi.org/10.3923/jeasci.2017.6560.6568

Kim, H., & Song, J. (2010). The quality of word-of-mouth in the online shopping mall. *Journal of Research in Interactive Marketing*, *4*(4), 376–390. https://doi.org/10.1108/17505931011092844

Kim, J., & Nam, C. (2019). *Analyzing continuance intention of recommendation algorithms*.

Ladhari, R. (2010). Developing e-service quality scales: A literature review. *Journal of Retailing and Consumer Services*, *17*(6), 464–477. https://doi.org/10.1016/j.jretconser.2010.06.003

Lee, C. B. P., & Wan, G. (2010). Including Subjective Norm and Technology Trust in the Technology Acceptance Model: A Case of E-Ticketing in China. *Data Base for Advances in Information Systems*, *41*(4), 40–51. https://doi.org/10.1145/1899639.1899642

Narotama, U. (2017). *Faktor penentu kualitas layanan dan minta untuk melanjutkan penggunaan sistem pelaporan online*. *13*.

Nugroho, A. H., Bakar, A., & Ali, A. (2017). Analysis of Technology Acceptance Model: Case Study of Traveloka Arthatama. *Journal of Business Management and Accounting*, *1*(1), 27–34.

Oentario, Y., Harianto, A., & Irawati, J. (2017). Pengaruh Usefulness, Ease of Use, Risk Terhadap Intentionto Buy Onlinepatisserie Melalui Consumer Attitude Berbasis Media Sosial Di Surabaya. *Jurnal Manajemen Pemasaran*, *11*(1), 26–31. https://doi.org/10.9744/pemasaran.11.1.26-31

Rahi, S., & Abd. Ghani, M. (2019). Integration of expectation confirmation theory and self-determination theory in internet banking continuance intention. *Journal of Science and Technology Policy Management*, *10*(3), 533–550. https://doi.org/10.1108/JSTPM-06-2018-0057

Rahi, S., Khan, M. M., & Alghizzawi, M. (2021). Extension of technology continuance theory (TCT) with task technology fit (TTF) in the context of Internet banking user continuance intention. *International Journal of Quality and Reliability Management*, *38*(4), 986–1004. https://doi.org/10.1108/IJQRM-03-2020-0074

Ramadhana, D. P. (2019). Pengaruh E-Trust Dan E-Service Quality Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Variabel Intervening. *Director*, *15*(April), 2017–2019.

Rinjani, D. (2019). *Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan (Studi pada Pengguna PT . Kereta Api Indonesia (Persero) Medan-Tanjung Balai)*.

Saqib, A. R. (Universitas B. (2019). Pengaruh Perceived Usefulness, Perceived Ease Of Use, Structural Assurance, dan Social Influence Terhadap Intention To Reuse Dimediasi Oleh Trust (Studi Pada Pengguna Aplikasi Ovo Di Kediri Town Squar). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, *7*(2), 1–18.

Sekundera, C. (2006). *Analisis Penerimaan Pengguna Akhir Dengan Menggunakan Technology Acceptance Model Dan End User Computing Satisfaction Terhadap Penerapan Sistem Core Banking Pada Bank Abc Tesis*.

Shuhidan, S. M., Hamidi, S. R., & Saleh, I. S. (2017). Perceived Risk towards Mobile Banking: A case study of Malaysia Young Adulthood. *IOP Conference Series: Materials Science and Engineering*, *226*(1). https://doi.org/10.1088/1757-899X/226/1/012115

Sugiyono. (2018). *Metode penelitian kuatintatif, kualitatif dan R & D*. Bandung: Alfabeta.

Tyas, E. I., & Darma, E. S. (2017). Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, dan Actual Usage Terhadap Penerimaan Teknologi Informasi: Studi Empiris Pada Karyawan Bagian Akuntansi dan Keuangan Baitul Maal Wa Tamwil Wilayah Daerah Istimewa Yogyakarta. *Reviu Akuntansi Dan Bisnis Indonesia*, *1*(1), 25–35. https://doi.org/10.18196/rab.010103

Venkatesh, V., & Davis, F. D. (2000). Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, *46*(2), 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). *Quarterly*. *27*(3), 425–478.

Waluya, B., Ridwanudin, O., & Utami, W. D. (2019). Effect of E-Service Quality on the Intention to Reuse Website of Ota in Buying Aircraft Tickets. *International Journal of Academic Research in Business and Social Sciences*, *9*(3). https://doi.org/10.6007/ijarbss/v9-i3/5745

Yusoff, Y. M., Muhammad, Z., Zahari, M. S. M., Pasah, E. S., & Robert, E. (2009). Individual Differences, Perceived Ease of Use, and Perceived Usefulness. *Computer and Information Science*, *2*(1), 2–9.

Zahara, Z., Rombe, E., Ngatimun, N., & Suharsono, J. (2021). The effect of e-service quality, consumer trust and social media marketing on intention to use online transportation services. *International Journal of Data and Network Science*, *5*, 471–478. https://doi.org/10.5267/j.ijdns.2021.4.001

ZALORA Indonesia: Belanja Online Fashion & Lifestyle Terbaru. (n.d.). https://www.zalora.co.id/

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, *30*(4), 362–375. https://doi.org/10.1177/009207002236911