

The Effect of the Technology Acceptance Model (TAM) on Behavioral Intention to Use Tokopedia among UPGRIS Students

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Abstract

The rapid growth of internet technology has accelerated the development of e-commerce in Indonesia, increasing competition among digital marketplace platforms. Understanding the factors influencing users' intention to use e-commerce has therefore become increasingly important. This study aims to examine the effects of Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher on Behavioral Intention to Use Tokopedia among students of Universitas PGRI Semarang (UPGRIS) using the Technology Acceptance Model (TAM). This research employed a quantitative approach with a survey method. Data were collected through an online questionnaire distributed to 375 active UPGRIS students who had experience using Tokopedia. The collected data were analyzed using the Regression Analysis and Bootstrapping features in SmartPLS 4.0. The regression analysis indicated that all independent variables significantly affected Behavioral Intention. However, the bootstrapping results, which were used as the basis for hypothesis testing, revealed that Perceived Usefulness and Promotional Voucher had a positive and significant effect on Behavioral Intention, whereas Perceived Ease of Use did not have a significant effect. The findings suggest that students' intention to continue using Tokopedia is primarily influenced by the perceived benefits of the platform and the attractiveness of promotional programs rather than by the ease of using the application. This study contributes to the application of the Technology Acceptance Model in the Indonesian e-commerce context and provides practical implications for improving user engagement through platform usefulness and promotional strategies.

Keywords: behavioral intention, perceived ease of use, perceived usefulness, promotional voucher, technology acceptance model (tam), tokopedia.

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1. Introduction

The rapid development of digital technology and the Internet has transformed various aspects of daily life, including communication, education, business, and consumer behavior. The Internet has become an essential infrastructure supporting digital transformation across various sectors worldwide. In Indonesia, internet usage continues to increase significantly. According to [1], the number of internet users reached approximately 213 million in 2023. Furthermore, data from the Indonesian Internet Service Providers Association [2] indicate that internet penetration increased from 64.8% in 2018 to 79.5% in 2024, equivalent to approximately 221.56 million users. This rapid growth demonstrates that the Internet has become an indispensable part of modern society and has accelerated digital transformation in commerce, education, finance, and communication [3]–[5].

One of the sectors experiencing the most significant transformation is electronic commerce (e-commerce). E-commerce refers to commercial activities conducted through internet-based platforms that facilitate product promotion, purchasing, payment processing, and customer service [6]. [7] further explained that e-commerce supports commercial transactions by integrating information systems that enable efficient communication and information exchange between businesses and consumers. Recent studies also highlight that e-commerce has evolved into a digital ecosystem that improves transaction efficiency, consumer convenience, and accessibility while influencing online purchasing behavior [8]. In Indonesia, approximately 178.94 million people actively use e-commerce platforms, with individuals aged 18-28 years representing one of the largest consumer groups due to their high digital literacy and frequent online shopping activities [2].

Among the various e-commerce platforms operating in Indonesia, Tokopedia has become one of the country's leading marketplaces. Operating under the GoTo ecosystem, Tokopedia offers a wide range of products and digital services while providing user-friendly features, integrated payment systems, customer review

systems, and logistics integration [9]. To remain competitive, Tokopedia continuously introduces promotional programs such as discount vouchers, cashback offers, free shipping, and flash sales. These promotional strategies are particularly attractive to university students, who generally have limited purchasing power and tend to be highly sensitive to price [10]. Previous studies have also demonstrated that promotional incentives play an important role in encouraging consumers' purchase intention and continued use of e-commerce platforms [11].

Understanding the factors that influence users' intention to continue using e-commerce platforms has therefore become increasingly important. The Technology Acceptance Model (TAM), proposed by [12], explains that technology acceptance is primarily determined by Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). These constructs influence users' behavioral intention to adopt and continuously use technology, and their relevance has been consistently confirmed across various digital environments, including e-commerce, mobile applications, and online services [13]. Nevertheless, differences in users' digital literacy, shopping experience, and personal preferences may lead to different perceptions of usefulness and ease of use. Moreover, promotional strategies may further influence users' behavioral intention beyond the original TAM constructs.

Although previous studies have widely applied TAM to investigate technology acceptance in e-commerce, their findings remain inconsistent. [14] found that perceived usefulness, perceived ease of use, trust, and computer self-efficacy significantly influenced Tokopedia usage intention. In contrast, [15] reported that perceived usefulness did not significantly affect users' intention to use Tokopedia, whereas perceived ease of use showed a positive effect. Similarly, [16] found that perceived usefulness significantly influenced purchase intention, while perceived ease of use had no significant effect. These inconsistent findings indicate that the influence of TAM constructs may vary across different research contexts and user characteristics. Furthermore, most previous studies have focused primarily on the original TAM variables, while limited attention has been given to Promotional Voucher as an additional factor influencing users' behavioral intention, particularly among university students.

Therefore, this study extends the Technology Acceptance Model by incorporating Promotional Voucher as an additional explanatory variable to examine Behavioral Intention to Use Tokopedia among students of Universitas PGRI Semarang (UPGRIS). Specifically, this study analyzes the effects of Perceived Usefulness, Perceived Ease of Use, and Promotional Voucher on students' intention to use Tokopedia. The findings are expected to contribute theoretically by extending TAM in the e-commerce context and practically by providing recommendations for Tokopedia and other e-commerce providers in developing strategies to improve user engagement and long-term platform utilization.

2. Literature Review

2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) explains individuals' acceptance and use of information technology through two principal constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) [12]. Perceived Usefulness refers to the belief that using technology provides meaningful benefits, whereas Perceived Ease of Use reflects the belief that the technology can be operated with minimal effort [17]. These perceptions influence Behavioral Intention, which represents users' willingness to adopt or continue using a technology.

TAM remains widely used because of its parsimonious structure and applicability across different digital environments [18], including mobile platforms and other digital services [19]. In online shopping, users are more likely to adopt and continue using a platform when it provides practical benefits and a convenient user experience [20]–[22]. Accordingly, this study applies TAM to examine students' Behavioral Intention to Use Tokopedia and extends the model by incorporating Promotional Voucher as a contextual variable in e-commerce.

2.2 Perceived Ease of Use and Behavioral Intention

Perceived Ease of Use refers to the extent to which users believe that a technology is easy to learn, understand, and operate [12], [17]. In e-commerce, it is reflected in an intuitive interface, accessible product information, efficient search functions, straightforward payment procedures, and convenient navigation. A platform that requires less effort can provide a more favorable user experience and encourage continued use.

Previous studies have reported inconsistent findings regarding this relationship. Perceived Ease of Use was found to influence users' intention to use Tokopedia [14], [15], whereas another marketplace study reported that it did not significantly influence purchase intention [16]. Research in other digital contexts nevertheless indicates that usability and ease of interaction remain important considerations in technology acceptance [23]–[25]. These differences suggest that the influence of Perceived Ease of Use may depend on users' experience and technological familiarity. Therefore, students who perceive Tokopedia as easy to operate are expected to demonstrate a stronger intention to use the platform. Accordingly, the following hypothesis is proposed:

H1: Perceived Ease of Use has a positive effect on Behavioral Intention to Use Tokopedia.

2.3 Perceived Usefulness and Behavioral Intention

Perceived Usefulness refers to users' belief that a technology improves the effectiveness of their activities and provides valuable benefits [12], [17]. In e-commerce, these benefits include saving time, facilitating product searches and price comparisons, providing broader product choices, and simplifying purchasing processes [20]. Users who experience these advantages are more likely to continue using an online platform [21], [22].

Empirical findings concerning this relationship remain mixed. Perceived Usefulness was found to significantly influence intention to use Tokopedia and purchase intention in digital marketplaces [14], [16]. In contrast, another study reported that Perceived Usefulness did not significantly affect Tokopedia usage intention [15]. These different findings indicate that its influence should be examined within specific populations and platform contexts. In this study, students who perceive Tokopedia as useful and efficient are expected to have a stronger intention to continue using it. Accordingly, the following hypothesis is proposed:

H2: Perceived Usefulness has a positive effect on Behavioral Intention to Use Tokopedia.

2.4 Promotional Voucher and Behavioral Intention

Promotional vouchers are short-term incentives intended to provide consumers with additional value and stimulate purchasing behavior [26]. In e-commerce, they commonly include price discounts, cashback, free shipping, shopping coupons, and flash sales. These incentives can reduce transaction costs, increase perceived economic benefits, and encourage users to revisit a platform.

Previous research indicates that free-shipping vouchers can influence consumers' online purchasing decision [27]. Evidence from a different consumption context also shows that value-enhancing attributes, such as environmental certification, can influence consumer preferences [28]. Research on e-commerce promotions further shows that discounts, cashback, free shipping, and flash sales can strengthen consumers' purchase intention [29]. Although previous modified TAM research has incorporated additional factors such as trust and computer self-efficacy [14], promotional vouchers have received comparatively limited attention as a determinant of Tokopedia usage intention.

Promotional vouchers are particularly relevant to university students because of their relatively limited purchasing power and sensitivity to price. Students who perceive Tokopedia's promotional programs as attractive and economically beneficial are therefore expected to demonstrate a stronger intention to use the platform. Accordingly, the following hypothesis is proposed:

H3: Promotional Voucher has a positive effect on Behavioral Intention to Use Tokopedia.

2.5 Conceptual Framework

Behavioral Intention refers to an individual's willingness to use a technology in the future and is considered an immediate antecedent of actual use [30]. In online shopping, this intention may be reflected in users' willingness to revisit a platform, conduct future transactions, and continue using its services. Behavioral Intention can be influenced by technological perceptions, perceived value, trust, and other contextual factors associated with the shopping experience [31].

Based on the extended TAM proposed in this study, Behavioral Intention to Use Tokopedia is predicted by Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher. Perceived Ease of Use and Perceived Usefulness represent students' evaluations of the platform's technological characteristics, whereas Promotional Voucher represents the additional economic value offered by the platform.

3. Methods

This study employed a quantitative research approach using a survey method [32]. The quantitative approach was selected because the study aimed to examine the influence of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Promotional Voucher (PV) on Behavioral Intention to Use Tokopedia (BI) among UPGRIS students. The survey method was conducted by distributing structured questionnaires to respondents to obtain primary data, which were subsequently analyzed using SmartPLS 4.0. This research is associative because it examines the relationships between independent and dependent variables [32].

The study was conducted at Universitas PGRI Semarang (UPGRIS) during May–June 2026. The population consisted of all active undergraduate students at UPGRIS. Based on university data, the total number of active students was 14,643. Since the population was relatively large, the sample size was determined using the Krejcie and Morgan sample-size table [33] with a 5% margin of error, resulting in a minimum sample of 375 respondents. Respondents were selected from active students who had experience using the Tokopedia e-commerce platform. The research consisted of three independent variables, namely Perceived Usefulness (X_1), Perceived Ease of Use (X_2), and Promotional Voucher (X_3), while Behavioral Intention to Use (Y) served as the

dependent variable. The operational definitions and measurement indicators of each variable were developed based on the Technology Acceptance Model (TAM) proposed by [12] and relevant literature presented in the literature review. Primary data were collected using a structured questionnaire. According to [32], questionnaires are efficient instruments for collecting data when researchers have clearly identified the variables to be measured and the information required from respondents. All questionnaire items were measured using a five-point Likert scale, as presented in Table 1.

Table 1. Likert Scale

Answer	Score
Strongly Disagree	1
Don't agree	2
Doubtful	3
Agree	4
Strongly agree	5

Before conducting the main analysis, the measurement instrument was evaluated through validity and reliability tests to ensure that all indicators accurately measured their respective constructs. According to [34], the evaluation of the measurement model should be conducted before assessing the structural model to ensure the validity and reliability of the research instrument.

Data analysis was performed using SmartPLS 4.0 following the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach recommended by [35]. The measurement model (outer model) was first evaluated through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Subsequently, the structural model (inner model) was assessed using the bootstrapping procedure to determine the significance of the proposed relationships among variables. The analysis included the evaluation of path coefficients, t-statistics, p-values, coefficient of determination (R^2), and Variance Inflation Factor (VIF) to assess collinearity among the independent variables. Hypothesis testing was conducted based on the bootstrapping results at a 5% significance level. A hypothesis was accepted when the p-value was less than 0.05, indicating a statistically significant relationship between variables [35].

4. Results and Discussion

This study analyzed data collected from 375 active students of Universitas PGRI Semarang (UPGRIS) who had experience using the Tokopedia e-commerce platform. Data were collected through an online questionnaire distributed from 14 to 28 May 2026. The collected data were processed using the Regression Analysis feature in SmartPLS 4.0 to examine the effects of Perceived Ease of Use (X1), Perceived Usefulness (X2), and Promotional Voucher (X3) on Behavioral Intention to Use Tokopedia (Y).

4.1 Questionnaire Distribution

Table 2. Questionnaire Distribution

Description	Total	Percentage
Questionnaires distributed	375	100%
Questionnaires analyzed	375	100%

Source: Primary data processed (2026)

Before conducting the main analysis, the research instrument was evaluated through validity and reliability tests to ensure that all measurement items accurately represented the intended constructs. Only valid and reliable indicators were included in the subsequent analysis.

Data analysis was performed using SmartPLS 4.0. The measurement model was first evaluated through construct validity and reliability testing. The structural model was then assessed using the bootstrapping procedure to determine the significance of the proposed relationships among variables. The analysis included the evaluation of path coefficients, t-statistics, p-values, coefficient of determination (R^2), and Variance Inflation Factor (VIF) to assess collinearity among the independent variables. Hypothesis testing was conducted based on the bootstrapping results, with a significance level of 0.05. A hypothesis was accepted when the p-value was less than 0.05, indicating a statistically significant relationship between variables.

4.2 Respondent Characteristics

The t-test was conducted to determine the partial effect of each independent variable on Behavioral Intention to Use.

Table 3. Respondent Characteristics by Gender

Gender	Total
Female	196
Male	179
Total	375

Source: Primary data processed (2026)

Table 3 shows that the respondents consisted of 196 female students, representing 52.3% of the total respondents, and 179 male students, representing 47.7%. This distribution indicates that female respondents slightly outnumbered male respondents. However, the difference between the two groups is relatively small, suggesting that the sample was fairly balanced in terms of gender composition. Therefore, the respondent profile can provide a reasonably balanced representation of male and female UPGRIS students who had experience using the Tokopedia e-commerce platform.

4.3 Partial Regression Coefficient Test

The partial regression coefficient test was conducted to examine the individual effect of Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher on Behavioral Intention to Use Tokopedia.

Table 4. T-Test Results

Variable	Unstandardized Coefficient	t-value	p-value
Perceived Ease of Use (X1)	0.175	3.019	0.003
Perceived Usefulness (X2)	0.214	3.865	0.000
Promotional Voucher (X3)	0.557	10.066	0.000

Source: Primary data processed using SmartPLS 4.0 (2026)

As shown in Table 4, the Regression Analysis results indicate that Perceived Ease of Use ($p = 0.003$), Perceived Usefulness ($p < 0.001$), and Promotional Voucher ($p < 0.001$) have statistically significant regression coefficients. These results are presented as supplementary regression estimates. However, the final hypothesis decisions were based on the PLS-SEM bootstrapping results because bootstrapping was designated as the primary inferential procedure in the structural model.

4.4 Simultaneous Regression Model Test

The simultaneous regression model test was conducted to determine whether Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher jointly explain Behavioral Intention to Use Tokopedia in the regression model. The results are presented in Table 5.

Table 5. F-Test Results

Information	Value
F Count	206.066
P-value	0.000

Source: Primary data processed using SmartPLS 4.0 (2026)

As shown in Table 5, the F-value is 206.066 with a p-value of less than 0.001. Since the p-value is below the 0.05 significance level, the regression model is statistically significant. This result indicates that Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher jointly explain Behavioral Intention to Use Tokopedia. In other words, the three independent variables collectively contribute to explaining students' intention to use the Tokopedia e-commerce platform.

4.5 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to evaluate the explanatory power of the research model.

Table 6. Coefficient of Determination

Information	Value
R Square	0.625
Adjusted R Square	0.622

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 6 shows that the R^2 value is 0.625, indicating that 62.5% of the variation in Behavioral Intention to Use Tokopedia can be explained by Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher. Meanwhile, the remaining 37.5% is explained by other factors outside the research model. The adjusted R^2 value

of 0.622 is very close to the R^2 value, suggesting that the model has stable explanatory power after considering the number of predictors included in the analysis. Overall, these results indicate that the model has a relatively strong ability to explain students' Behavioral Intention to Use Tokopedia.

4.6 Multicollinearity Test

The multicollinearity test was conducted using the Variance Inflation Factor (VIF).

Table 7. Multicollinearity Test

Variable	VIF
Perceived Ease of Use	2.193
Perceived Usefulness	2.653
Promotional Voucher	2.668

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 7 shows that the VIF values for Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher are 2.193, 2.653, and 2.668, respectively. All values are below the threshold of 5.00, indicating that multicollinearity is not a concern in the research model. Therefore, each independent variable can be retained in the analysis because no serious collinearity problem was detected among the predictors.

4.7 Heteroscedasticity Test

The heteroscedasticity test was performed using the Breusch–Pagan test to examine whether the residual variance in the regression model was constant. The results are presented in Table 8.

Table 8. Breusch–Pagan Test

Test	Test Statistic	df	P-value
Breusch–Pagan Test	45.048	3	< 0.001

Source: Primary data processed using SmartPLS 4.0 (2026)

As shown in Table 8, the Breusch–Pagan test produced a p-value of less than 0.001. This result indicates the presence of heteroscedasticity in the regression model, meaning that the residual variance is not constant. However, because the final hypothesis decisions were based on PLS-SEM bootstrapping rather than conventional regression significance tests, this regression diagnostic result should be interpreted as supplementary evidence. The bootstrapping procedure remains the primary basis for assessing the significance of the proposed relationships.

4.8 Hypothesis Testing

Hypothesis testing was conducted based on the PLS-SEM bootstrapping results at a 5% significance level. The results are presented in Table 9.

Table 9. Hypothesis Testing

Hypothesis	Variable Relationship	Path Coefficient	P-value	Decision
H1	Perceived Ease of Use	0.155	0.131	Rejected
H2	Perceived Usefulness	0.184	0.019	Accepted
H3	Promotional Voucher	0.520	0.000	Accepted

Source: Primary data processed using SmartPLS 4.0 (2026)

Table 9 shows that Perceived Ease of Use has a positive but not significant effect on Behavioral Intention, with a path coefficient of 0.155 and a p-value of 0.131. Since the p-value is greater than 0.05, H1 is rejected. Perceived Usefulness has a positive and significant effect on Behavioral Intention, with a path coefficient of 0.184 and a p-value of 0.019; therefore, H2 is accepted. Promotional Voucher has the strongest positive effect on Behavioral Intention, with a path coefficient of 0.520 and a p-value of less than 0.001; therefore, H3 is accepted. These results indicate that students' intention to use Tokopedia is mainly influenced by the perceived usefulness of the platform and the attractiveness of promotional vouchers, while ease of use does not significantly influence their behavioral intention.

4.9 Discussion

The hypothesis-testing results show that Perceived Ease of Use does not significantly affect Behavioral Intention ($p = 0.131$); therefore, H1 is rejected. This suggests that ease of use is no longer a primary consideration for students because they are already familiar with various e-commerce applications and perceive usability as a

standard platform feature. This finding is consistent with [12], which reported no significant effect of Perceived Ease of Use on Behavioral Intention.

Conversely, Perceived Usefulness has a positive and significant effect on Behavioral Intention ($p = 0.019$); therefore, H2 is accepted. Students are more likely to use Tokopedia when the platform provides practical benefits, improves shopping efficiency, and facilitates online transactions. This result supports the Technology Acceptance Model [8], and is consistent with [10], which identifies Perceived Usefulness as an important determinant of users' intention to use Tokopedia.

Promotional Voucher also has a positive and significant effect on Behavioral Intention, with a p value of less than 0.001. Therefore, H3 is accepted. Promotional incentives, including discounts, cashback, and free shipping, play an important role in encouraging students to use Tokopedia. Because university students are generally sensitive to prices, attractive promotional programs can increase their intention to continue using the platform. This finding is consistent with the sales promotion concept proposed in [16], which explains that promotional incentives encourage consumers to make purchasing decisions more quickly. Overall, the results indicate that students' intention to use Tokopedia is primarily influenced by perceived usefulness and promotional vouchers rather than perceived ease of use.

5. Conclusion

This study examined the effects of Perceived Ease of Use, Perceived Usefulness, and Promotional Voucher on Behavioral Intention to Use Tokopedia among UPGRIS students using the Technology Acceptance Model (TAM). The findings indicate that Perceived Usefulness and Promotional Voucher have a positive and significant effect on students' behavioral intention to use Tokopedia. In contrast, Perceived Ease of Use does not have a significant effect on Behavioral Intention, as indicated by the bootstrapping results.

These findings suggest that students' intention to use Tokopedia is primarily influenced by the perceived benefits of the platform and the attractiveness of promotional programs rather than by the ease of using the application. This indicates that students tend to consider practical benefits and promotional incentives, such as discounts, cashback, and free shipping, when deciding to continue using Tokopedia. Therefore, enhancing the usefulness of the platform and maintaining attractive promotional strategies are important factors in encouraging continued platform usage among university students.

From a theoretical perspective, this study supports the Technology Acceptance Model (TAM) by confirming the significant role of Perceived Usefulness in explaining technology adoption while demonstrating that Promotional Voucher is also an important determinant of behavioral intention in the e-commerce context. From a practical perspective, e-commerce providers, particularly Tokopedia, are encouraged to continuously improve the usefulness of their platforms while maintaining attractive promotional programs to enhance user engagement and encourage long-term platform usage among university students.

This study was limited to active students at Universitas PGRI Semarang (UPGRIS) who had experience using Tokopedia. Therefore, the findings may not be generalized to other populations. Future studies are recommended to include respondents from different universities or broader demographic groups and to incorporate additional variables, such as Trust, Perceived Risk, Customer Satisfaction, or Social Influence, to provide a more comprehensive understanding of behavioral intention toward e-commerce platforms.

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