



Received: April 04, 2022

Revised: December 25, 2022

Accepted: January 27, 2023

*Corresponding author: Dedi Juniansyah, Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia

E-mail: juniansyah_dedi@gmail.com

MARKETING | RESEARCH ARTICLE

The Role of Consumer Emotional Value, and Service Innovation on Consumer Purchase Decisions: TAM Theory Approach

Dedi Juniansyah^{1*}, Sabri Hasan², Aditya Halim Perdana Kusuma Putra²

^{1,2,3}Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia. Email: juniansyah_dedi@gmail.com¹, sabri.hasan@umi.ac.id², aditya.halim@umi.ac.id²

Abstract: This study aims to analyze the influence of customer emotional value and service innovation variables on consumer purchase decisions using the Technology Acceptance Model (TAM) theory approach. This study uses a quantitative approach and uses primary data from questionnaires and secondary data. The sample in this study were 231 people spread across various provinces in Indonesia using an unlimited population. Data analysis was performed using validity test, reliability test, R-squared test, F-squared test, direct effect test, and Partial Least Square (PLS) hypothesis submission. The results show that the Technology Acceptance Model (TAM) has a positive and significant effect on Emotional Value and Service Innovation, as well as on Consumer Purchase Decisions through the mediation of Emotional Value and Service Innovation. However, the Technology Acceptance Model (TAM) does not have a positive and significant effect on Consumer Purchase Decisions directly.

Keywords: Technology Acceptance Model (TAM), Emotional Value, Service Innovation, Purchase Decision.

JEL Classification Code: F63, O1, L83

1. INTRODUCTION

The survey released by the Katadata Insight Center (KIC) entitled "MSME Study Report 2021: The Role of the Marketplace for MSMEs" revealed that Shopee was the largest contributor to turnover for micro, small and medium enterprises (MSMEs) to survive during the pandemic. In addition, Shopee has also become a favorite e-commerce platform for MSMEs due to promo programs and transaction security factors. To analyze and understand these events, researchers usually use the Technology Acceptance Model (TAM) as a model used to explain and estimate user acceptance of an information system. The technology acceptance model (TAM), introduced by Davis (1989), is an attempt to simplify and better understand the technology acceptance process in organizations. At present, TAM has become a very commonly used model in investigating the factors that influence user acceptance of technology (Gartner et al., 2022; Lestari et al., 2020). TAM proposes the existence of individual perceptions of usability and ease of use, where these two perceptions are the two factors that determine technology acceptance. Shopee is from Singapore which is the marketplace with the most visitors in Southeast Asia with 197.8 million visits per month. The marketplace, which is under the auspices of the SEA Group company, now operates in eight countries, including Indonesia, Singapore, Malaysia, Thailand, Taiwan, to Brazil. In the eight operating areas, Indonesia itself is recorded as Shopee's largest market share, which accounts for 76.2 million visits per month. In this case, the number of visitors who visit the Shoppe marketplace shows that there is very great interest from visitors or commonly called consumers, where this interest arises due to several factors, such as



products that are varied and have good quality, selling prices tend to be higher. cheap compared to other marketplaces, the ease of using applications or sales websites, the benefits felt by consumers, getting good service, and the emotional value received by consumers.

These factors create a feeling of Emotional Value for each consumer, which results in consumers feeling satisfied and will continue to visit and use the marketplace as a place to shop. Following the concept of Emotional Value itself, namely, customers do not only consider a product or service with its features and benefits but also consider what value they get from the product or service. Armstrong et al. (2014) revealed that a consumer will buy a company's product or service that provides the highest customer delivered value. As for the good service factor that makes consumers feel satisfied and always use the application or shop at the marketplace. The service itself has a strong relationship with Service Innovation or service innovation which has term, which refers to innovations that occur in various service contexts, including the introduction of new services or improvements to existing services. An increase in services provided by sellers through the existing marketplace has a positive impact on consumers. The two important factors above (e.g., emotional value and service innovation) are factors that become the main key to a consumer's purchase decision. Purchasing decision itself according to (Patil et al., 2020; Robalo & Sayag, 2018) is a decision-making process by consumers to determine whether to make a purchase or not to make a purchase.

2. Literature Review

2.1. Technology Acceptance Model (TAM)

TAM (Technology Acceptance Model) is a technology application model that uses the theory of rational action (TRA) from (Smith & Paladino, 2010) to observe the level of use of information technology by respondents. This TRA is composed of the basic assumption that every human being behaves consciously in self-control and considers the use of available information for use in his life. Auvinen et al. (2020) states that a person's intention in doing a certain act can be influenced by two determining factors, the first is related to attitude (attitude towards behavior) and the next influence is social influence, namely subjective norms. In the money TAM model introduced by Davis 1989 the level of acceptance of IT use is determined by five constructs, namely, perceived ease of use, perceived usefulness, attitude toward using, and behavior to keep using (behavioral intention) to use (Bastari et al., 2020), and actual system usage conditions. Based on the five constructs, two factors dominantly affect the technology system. The first factor is the perception of usefulness or benefits, while the second factor is the perception of the ease of use of technology.

2.2. Emotional Value

According to Hyson (2013), Emotional Value is the economic value customers feel when they have a positive experience after using the company's products and services and has several indicators, namely: Positive response, Pleasure, and Positive experience. The perceived ease of use construct is the second additional construct in the Technology Accessibility Model (TAM), which is defined in terms of the extent to which a person believes that the use of technology will be free from effort. The ease of use of this perception is also said to be a belief in the decision-making process. Someone will use an information technology system if the person believes that the information technology system is easy to use, and vice versa if someone believes that the technology system is not easy to use, then the person will not use the information technology system (Fang et al., 2014; Hadi Putra & Santoso, 2020)

2.3. Service Innovation

There are several definitions to define the concept of Service Innovation or service innovation and all of those are related to improving performance and strengthening the company's capacity to



compete with other companies. According to Javaid et al. (2021); Kartika et al. (2020), Innovation is defined as the production of new ideas to create sustainable customer value, and also the adoption of these ideas into new products, new processes, and managerial procedures. In many cases, the provision of services is more valuable to the firm than selling products, as products tend to become commodities at a faster rate (Javaid et al., 2021). Then there is a growing perception that innovation can contribute to service improvement and productivity improvements in public services which can lead to increased pressure on companies to be more innovative (Daniel, 2016; Jaakson et al., 2011). Service innovation means something new and useful to the target group of (Nikitina et al., 2022), which creates value for current and future customers.

2.4. Purchase Decision

According to Zubair et al. (2020) states that purchase decisions for most products are just a routine activity in the sense that the need will be satisfied enough by repurchasing the same product. However, if there is a change in prices, products and services received, the consumer may not repeat his purchase decision by considering various other product alternatives. Lajante et al. (2022) suggest that the purchase decision is the stage of the decision process where consumers make product purchases. In line with the above, (Muñoz-Leiva et al., 2021) says that decision making is the selection of an action from two or more alternatives. Meanwhile (Hawkins et al., 2015) explains that consumer decision making is the impression of individuals who carefully evaluate the attributes of a product, brand, or service and carry out a selection process to choose from one alternative problem-solving needs. According to Mishra et al. (2022), purchasing decisions are choosing several choices of two or more two. It can be said that in making a decision a person must determine one alternative from another alternative. If someone decides to buy because they are faced with the choice to buy or not to buy, it is a position to make a decision.

3. Research Method and Materials

3.1. Sample Criteria

The population in this study seems infinite or difficult to estimate. By definition, an infinite population is a collection of objects or individuals who are the object of research whose boundaries are not known or measurements cannot be made regarding the total number of individuals in the occupied area. Considering the number of samples is very large and so wide, and with the tendency of some of the expert opinions above that do not provide a definite picture of the determination of the number of samples, the researchers took steps in determining the minimum sample following some of the theoretical references above. So that the minimum sample in this study is 200 people. The sample criteria are men and women aged at least 18 - 40 years with various educational backgrounds and regional origins. Likewise with status, work background and profession. The minimum sample criteria is the status of having completed the high school education level or the status of student - working (public servant, private sector, self-employed, and other professions). Furthermore, the origin of the respondent area which consists of 34 provinces in Indonesia. Finally, the criteria for the respondent's income level are at least 800 thousand rupiahs.

3.2. Measurement

The data collection technique in this study was a questionnaire created through google sheets and google form then distributed using a text hyperlink code that was given to the sample directly in order to maintain data validation. The type of data used in this study is quantitative data in the form of the results of the distribution of questionnaires to respondents. The data analysis method used is Partial Least Square (PLS). The data analysis test tool uses the Smartpls 3.0 software. The stages of data analysis on Smartpls are as follows: (1) Instrument Testing; (2) Reflective measurement model



evaluation (Outer Model); (3) Evaluation of structural models (inner model); (5) Evaluation of Formative Measurement Model

Table 1: Measurement of Variabel

Variables	Item	Construct
Technology Acceptance Model (TAM).	User Experienced Convenience	1) Shopee app is easy to learn 2) Responsive Shopee Application and updates frequently 3) There is a relatively light capacity in terms of RAM usage 4) Shopee application is available on all technology media and operating system platforms (PC, Tablet, Smartphone)
	Perceived Risk	5) Items sold on the Shopee application menu are of good quality and original 6) Shopee application operators tend to be mediators in handling consumer complaints regarding products 7) Refunds due to failed / disabled transactions are quickly responded to by the application operator 8) Fast communication via SMS/Email notification in case where the deal is successful via digital payment
	Perceived Value Added	9) The Shopee application provides a variety of products 10) Availability of detailed data from the seller 11) Menu offer to chat with seller 12) Fast delivery of goods to consumers 13) High level of security 14) Eye-catching Shopee app display 15) Providing rating facilities (testimonials) for buyers to show the seller's credibility 16) Offering various digital payment facilities 17) Convenience when used 18) Speed and responsiveness to any customer complaints. 19) Packaging of shipments that meet safety standards.
Emotional Value.	Affective	20) Emotional feeling to seek information 21) Emotional feeling to find the product 22) Emotional feelings to improve lifestyle 23) Emotional feeling to urge to buy
	Cognitive	24) Find it easy to buy 25) Feel efficient 26) Feel more effective than others 27) Like or dislike 28) Feel the need 29) Feel the same as other people
	Normative	30) Feel more comfortable
Service Innovation.	Marketing channel	31) Business ability to use e-commerce sales access 32) Ad Repeat 33) Business ability to use social media access as marketing and promotion media 34) The use of endorser figures to make the products marketed more convincing
	Marketing Innovation	35) The ability of entrepreneurs and internal business in mastering marketed products 36) Conduct periodic evaluations of marketed products 37) Businesses do not only carry out marketing activities but also provide education to customers
	Product Segmentation	38) Products that are marketed are clearly marketed in certain segments which include age, gender and income level

Variables	Item	Construct
Purchase Decision	Customer Insights	39) Business Oriented to development in accordance with the progress of the times 40) Business Oriented to the protection and security of user data 41) Business Oriented on the selection of the best raw materials 42) Business oriented to good quality control before being sold in the market 43) Business Oriented to excellent service and after-sales that does not make it difficult for consumers
	Social Support	44) Positive recommendation 45) Recommendation by other experience 46) Positive testimony 47) Intentions based on values and beliefs 48) decision based on many who use it
	Impulsive Tendency	49) Interest 50) Obsessive Products 51) Ignoring Consequences 52) Self conflict
	Comprehensive Marketing Mix	53) Expertise Considerations 54) Research and Development Considerations 55) Feel Educated 56) Feel Experience 57) Price Rationality 58) Brand Image 59) Feelings of Prestige 60) After-sales Service Risk 61) Tangible and Intangible Qualities

4. Results and Discussion

4.1. Demography of Respondent

Table 2: Gender Respondents

No.	Gender	Frequency	%
1.	Male	124	53,7
2.	Female	107	46,3
Total		231	100

Table 3: Age Level

No.	Age	Frequency	%
1.	18 – 24 Year	217	93,9
2.	25 – 31 Year	13	5,6
3.	32 – 40 Year	1	0,4
Total		231	100

Table 4: Education Level

No.	Last Education	Frequency	%
1.	Senior High School	169	73,2
2.	Diploma	9	3,9
3.	S-1	51	22,1
4.	S-2	2	0,9
5.	S-3	0	0,0



No.	Last Education	Frequency	%
	Total	231	100

Table 5: Occupation of Respondents

No.	Profession	Frequency	%
1	College Student	169	73,2
2	Government employees	3	1,3
3	Private sector employee	24	10,4
4	Entrepreneur	8	3,5
5	Other Professions	27	11,7
	Total	231	100

Table 6: Survey Distribution Location

No.	Origin (Province)	Frequency	%
1	Nanggroe Aceh Darussalam	0	0,0
2	Sumatera Utara	4	1,8
3	Sumatera Barat	0	0,0
4	Sumatera Selatan	2	0,9
5	Bengkulu	0	0,0
6	Riau	4	1,8
7	Kepulauan Riau	0	0,0
8	Jambi	0	0,0
9	Lampung	1	0,5
10	Bangka Belitung	0	0,0
11	Kalimantan Barat	0	0,0
12	Kalimantan Selatan	2	0,9
13	Kalimantan Timur	12	5,5
14	Kalimantan Tengah	0	0,0
15	Kalimantan Utara	77	35,5
16	Banten	5	2,3
17	DKI Jakarta	11	5,1
18	Jawa Barat	22	10,1
19	Jawa Tengah	4	1,8
20	D.I Yogyakarta	3	1,4
21	Jawa Timur	8	3,7
22	Bali	2	0,9
23	Nusa Tenggara Timur	0	0,0
24	Nusa Tenggara Barat	0	0,0
25	Gorontalo	1	0,5
26	Sulawesi Barat	3	1,4
27	Sulawesi Tengah	3	1,4
28	Sulawesi Utara	0	0,0
29	Sulawesi Tenggara	3	1,4
30	Sulawesi Selatan	45	20,7
31	Maluku Utara	1	0,5
32	Maluku	1	0,5
33	Papua	2	0,9
34	Papua Barat	1	0,5
	Total	231	100

Table 7: Income Level

No.	Monthly Income	Frquency	%
1	800.000 – 2 Million	158	68,4
2	2 Million – 5 Million	50	21,6
3	5 Million – 10 Million	17	7,4
4	> 10 Million	6	2,6
Total		231	100

4.2. Statistical Result

Based on the PLS analysis is carried out in three stages: outer model analysis, inner model analysis, and hypothesis testing. Outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). Outer model analysis can be seen from several indicators: Convergent validity, Discriminant validity, Un-dimensionality. Meanwhile, the inner model/structural analysis of the model is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators which include: Coefficient of determination (R²), Predictive Relevance, Goodness of Fit Index (GoF) (Azizah et al., 2022; Farida & Ardiansyah, 2022).

a) Reflective measurement model evaluation (Outer Model)

The value of convergent validity is the value of the loading factor on the latent variable with its indicators. The expected value is > 0.7 (Chin, 1998; Joseph F. Hair, Jr., G.Tomas M. Hult, Christian M. Ringle, 2013) Covergent validity itself by looking at the average variance extracted (AVE) value of each construct with the correlation between the constructs and other constructs in model.

Table 8: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-Commerce Purchase Decision	0,906	0,913	0,924	0,577
Perceived Emotional Value	0,843	0,853	0,888	0,616
Service Innovation	0,921	0,924	0,934	0,588
TAM Factors	0,847	0,853	0,886	0,564

Table 8 above explains that all variables / indicators / constructs have met the test requirements, such as the Cronbach alpha value, rhoa_A, composite reliability and the AVE (Average variance extracted) value > 0.50. The explanation from the table above is stating that Cronbach Alpha or reliability test which states that the extent to which the variable can be declared reliable in measuring the dependent variable.

b) R-Square (R²)

The R square (R²) test or reliability test is to state how reliable an item/indicator is in forming a variable. The value (R²) is expressed in several reliability categories, namely 0.67 in the (Good) category, 0.33 in the (moderate) category and 0.19 in the (weak) category. (Chin, 1998). The value of R² is as follows:

Table 9: R-Square (R²) Result

	R Square	R Square Adjusted
E-Commerce Purchase Decision	0,716	0,712
Perceived Emotional Value	0,671	0,651
Service Innovation	0,594	0,591



Based on table 9, it can be seen that overall the variables have a reliability value above 0.67 so it can be concluded that all of the test variables have a reliability value that is included in the good category. The average R-square value of the dependent variable is 0.870, assuming that all independent variables have a close relationship to the dependent variable, the remaining 87%, namely 13% Perceived Emotional Value and Service Innovation components are influenced by various factors or other variables not examined in this study.

c) F-Square (F²)

The f-Square (F²) test or the predictors test is a test to find out how much influence there is between each predictor. F² value is 0.02, 0.15, and 0.35 can be interpreted whether the latent variable predictor has a weak, medium or large influence on the structural level. (Chin, 1998). The value of F² is as follows:

Table 10: F-Square (F²) Result

	E-Commerce Purchase Decision	Perceived Emotional Value	Service Innovation	TAM Factors
E-Commerce Purchase Decision				
Perceived Emotional Value	0,012		0,102	
Service Innovation	0,606			
TAM Factors	0,025	1,612	0,222	

Table 10 shows the relationship that the partial effect of the Technology Acceptance Model (X1) variable on Emotional Value (X2) is medium (1.612 > 0.102) as well as the partial relationship between Service Innovation and Emotional Value (0.606 > 0.12).

d) Direct Effect Test, Indirect Effect Test and Hypothesis Testing

Direct effects or direct effects and indirect effects can be seen from the results of the bootstrapping model or in the interpretation of path coefficients values. The direct effect of each endogenous variable on the exogenous variable is as follows:

Table 11: Direct Effect

Hip	Path Analysis	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values	Information
H1	TAM Factors → Perceived Emotional Value	0,785	0,029	27,369	0,000	Significant
H3	TAM Factors → Service Innovation	0,488	0,078	6,196	0,000	Significant
H5	Perceived Emotional Value → Service Innovation	0,325	0,070	4,686	0,000	Significant
H6	Perceived Emotional Value → E- Commerce Purchase Decision	0,713	0049	1,466	0,000	Significant

Table 12: Indirect Effect

Hip	Path Analysis	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P-Values	Information
H2	TAM Factors → Emotinal Value → E-Commerce Purchase Decision	0,080	0,062	1,241	0,215	Un Significant
H4	TAM Factors → Service Innovation → E-Commerce Purchase Decision	0,315	0,061	5,186	0,000	Significant

Tables 11 and 12 explain the direct relationship between the variables tested and then adjusted with the hypothesis that has been built in chapter 2. The interpretation of hypothesis testing is as follows:

- H1: TAM has a positive and significant relationship or influence on Emotional Value. The results of data analysis indicate that the hypothesis H1 is significant with a significance coefficient value < 0.01 , with a variable influence value ($t = 27.369$) and a standard deviation of $0.029 < 0.10$. So in conclusion, it states that the hypothesis H1 = Accepted
- H2: TAM has a positive and significant relationship or influence on Consumer Purchase Decisions by making the Emotional Value variable as an intervening. The results of data analysis showed that the hypothesis H2 was declared insignificant with a significance coefficient value < 0.01 , with a variable effect value ($t = 2.637$) and a standard deviation of $0.062 < 0.10$. So in conclusion it states that the hypothesis H2 = Rejected
- H3: TAM has a positive and significant relationship or influence on Service Innovation. The results of data analysis indicate that the H3 hypothesis is significant with a significance coefficient value < 0.01 , with a variable influence value ($t = 6.196$) and a standard deviation of $0.078 < 0.10$. So in conclusion it states that the hypothesis H3 = Accepted
- H4: TAM has a positive and significant relationship or influence on Consumer Purchase Decisions by making the Service Innovation variable as an intervening. The results of data analysis show that the H4 hypothesis is significant with a significance coefficient value < 0.01 , with a variable influence value ($t = 10.331$) and a standard deviation of $0.061 < 0.10$. So in conclusion it states that the hypothesis H4 = Accepted
- H5: Emotional Value has a positive and significant direct effect on Service Innovation. The results of data analysis showed that the hypothesis H5 was significant with a significance coefficient value < 0.01 , with a variable effect value ($t = 4.686$) and a standard deviation of $0.070 < 0.10$. So in conclusion it states that the hypothesis H5 = Accepted
- H6: TAM has a direct positive and significant effect on Consumer Purchase Decisions.
- The results of data analysis indicate that the hypothesis H6 is significant with a significance coefficient value < 0.01 , with a variable effect value ($t = 1.239$) and a standard deviation of $0.49 < 0.10$. So in conclusion, it states that the hypothesis H6 = Accepted

4.3. Discussion

1. Direct relationship between Technology Acceptance Model (TAM) and Emotional Value.

Technology Acceptance Model (TAM) is a concept of acceptance using a behavioral theory approach where TAM has a significant influence on an Emotional Value. The Technology Acceptance Model proves that the TAM reference group, which consists of the user's perceived ease, perceived risk, and perceived added value, is positively related to the Emotional Value reference group consisting of Affective, Cognitive, and Normative. Based on the results of the data analysis test with the TAM

reference group, it is proven that Shopee is a marketplace that uses a technology system that is easy for consumers to use. Likewise with the risks provided by Shopee where Shopee itself is proven to be a marketplace with a low risk value and the added value that is felt by consumers given by Shopee, according to the results of the research. The most significant added value perceived by consumers is, Shopee provides various kinds of products that make Shopee different from other marketplaces. It runs symmetrically with the Emotional Value variable where the results of the three TAM reference groups create a consumer emotional value. With these Emotional Values, consumers feel an affective feeling where consumers use their emotional reactions when shopping at the Shopee marketplace, with research results where the feeling of wanting to find a product is the most significant affective feeling. It is the same with cognitive where consumers involve their beliefs, ideas, and knowledge when shopping in the Shopee marketplace, and Normative where consumers shop according to the current situation where many other consumers are also shopping in the Shopee marketplace. The results of this study are in accordance with previous research conducted by Bastari et al. (2020). Which the results of this study indicate that there is a direct and significant relationship between the Technology Acceptance Model (TAM) and Emotional Value. There is a direct relationship between the Technology Acceptance Model (TAM) on Consumer Purchase Decisions with the Emotional Value variable as an Intervening.

The same as with the previous explanation where the Technology Acceptance Model (TAM) has three reference groups consisting of the perceived ease of use by the user, the perceived risk, and also the perceived added value that is symmetrically related to the Emotional Value variable. Based on the results of data analysis, these two things lead to a non-significant and not positive relationship to Consumer Purchase Decisions. With the existence of TAM, which creates an emotional value for consumers, it turns out that it is not a determinant of a consumer's decision to buy a product or service. Even though there is support from the consumer Purchasing Decision reference group and also Emotional Value, this is not the main guarantor for a consumer to immediately decide to shop in a marketplace. This is because the Emotional Values that arise are not only positive but also negative Emotional Values that are used as comparisons for a consumer to determine their purchasing decisions. Although Shopee itself has excellent features and goes hand in hand with the reference group of the two variables, it does not become the main guarantor of consumer purchasing decisions. For example, with the Impulsive Tendency, where in general, consumers consider the consequences and risks in a shopping decision, with the results of the TAM reference group stating that Shopee has a low-risk value, consumers choose to shop on the Shopee marketplace because of the low level of risk. As for the Comprehensive Marketing Mix, consumer purchasing decisions follow their emotional feelings when shopping in the Shopee marketplace, with positive cognitive and normative feelings, making consumers decide to shop at the Shopee marketplace. But with the results of the data analysis that has been processed, the data states that the above variables have no significant effect if the Emotional Value variable is used as an intervening. The results of this study are from previous research conducted by Anggraini, Megawati, and Juwita (2017) under the title "Analysis of the Effect of E-Wom, Emotional Value, and Ease of Use of E-Commerce on C2C OLX Transactions (Case Study of SITE MDP Students)". The results of this study indicate that there is no direct and significant relationship between the Technology Acceptance Model (TAM) on Consumer Purchase Decisions with the Emotional Value variable as an Intervening.

2. The direct relationship between Technology Acceptance Model (TAM) and Service Innovation.

Service Innovation or Service Innovation is ideas and innovations that are carried out to improve the quality of sales. The relationship between the Technology Acceptance Model (TAM) and Service Innovation itself has a positive and significant nature, where TAM has several symmetrical relationships with Service Innovation. As in the Service Innovation reference group, a marketing channel where a seller must be able to access sales in e-commerce, this has a positive effect with the results of separate TAM research which states that Shopee is a marketplace that is easy to access and



use. Likewise with the Marketing Innovation reference group where Service Innovation must be able to master the products being sold and selling can provide education to consumers. This is positive with the results of the TAM reference group research which states that Shopee has a low level of risk due to the 'Contact Seller' facility between sellers and consumers where consumers can communicate directly to sellers about the products being sold, and vice versa sellers can provide information and education to consumers through the 'Contact Seller' facility. Product segmentation is also running positively with TAM, where Shopee is a marketplace with a low-risk value due to its high level of security in accordance with product segmentation that is oriented towards the protection and security of consumer data, which is the most significant thing in the Service Innovation reference group. . Lastly, Customer Insights where Service Innovation is oriented towards after-sales that does not make it difficult for consumers, according to the research results of the TAM reference group, Shopee itself is very easy to use with low risk and added value, this makes Shopee a safe marketplace and does not make it difficult for consumers. The results of this study are in accordance with previous research conducted by Nugraha et al. (2022) which the results of this study indicate that there is a direct and significant relationship between the Technology Acceptance Model (TAM) and Service Innovation. There is a direct relationship between Technology Acceptance Model (TAM) on Consumer Purchase Decisions by making the Service Innovation variable an intervening.

In addition to the Technology Acceptance Model (TAM) which is symmetrical to Consumer Purchase Decisions with the Emotional Value variable as the Intervening, TAM also has a symmetrical nature to the Consumer Purchase Decisions with the Service Innovation variable as the intervening. When a consumer decides to buy a product, especially in the Shopee marketplace, it is also due to the innovative services provided on the Shopee marketplace. In the Purchasing Decision reference group, in the Comprehensive Marketing Mix, it is stated that After Sales Service Risk, which is quoted from the research results, is positively and significantly related to Service Innovation in the Marketing Innovation section which states that the seller in the Shopee marketplace must master the product he sells as well as the customers. sellers on the Shopee marketplace are always oriented to excellent service and do not make it difficult for consumers. This is also positively related to providing education to consumers (Service Innovation) through the added value provided (TAM), namely the 'Contact Seller' facility. The results of the study stated that Consumer Purchase Decisions are symmetrically related to TAM, where Service Innovation is the intervening variable. The results of this study are in accordance with previous research conducted by Juniansyah et al. (2022); Nurlina & Putra (2022). The results of this study indicate that there is a direct and significant relationship between the Technology Acceptance Model (TAM) on Consumer Purchase Decisions.

3. The direct relationship between Emotional Value and Service Innovation.

Emotional Value is a value that arises from a consumer when he has a positive or negative experience when buying, or using a product or service. Emotional value can arise due to several things, from good experience, interpersonal interest between consumers and sellers, qualified product quality, and good service and facilities. The results of the research conducted indicate a positive and significant relationship between Emotional Value and also Service Innovation. The Emotional Value and Service Innovation reference groups show a symmetrical relationship, whereas in the Affective reference group, consumers' emotional feelings to search for and find products arise because of the Marketing Channel of Service Innovation which provides advertisements and also uses social media and endorser figures as marketing media and promotion. This happened in the Shopee marketplace where Shopee itself has quite a lot of advertisements and well-known figures that they use as endorsers such as Arya Saloka, Amanda Manopo, Jackie Chan, Joe Taslim, Tukul Arwana, and many other artists to attract the emotional value of the audience. consumers to shop on the Shopee marketplace. Likewise, with the Cognitive reference group, the emotional feeling of consumers who feel efficient and comfortable when shopping in the Shopee marketplace arises because, at Shopee itself, sellers market their products in segments that adjust to age, gender, and income, as well as the 'Contact' facility. Sellers is an innovative service provided by Shopee to consumers to provide convenience and a sense of comfort



between consumers and sellers in buying and selling transactions. The results of the research carried out strengthen the theory that Emotional Values also arise because of good innovation services. The results of this study are in accordance with previous research conducted by Vernuccio et al. (2015) which results of this study indicate that there is a direct and significant relationship between Emotional Value and Service Innovation.

4. A direct relationship between Technology Acceptance Model (TAM) on Consumer Purchase Decisions

A purchase decision is a consumer's decision to buy a product or service. Purchasing decision itself is a process where consumers have to go through certain stages in order to form a decision to buy a product. The factors that influence it are cultural, social, personal, and psychological. The results of the research conducted stated that the Technology Acceptance Model (TAM) had a significant relationship with Consumer Purchase Decisions. Reference groups owned by TAM as well as Purchase Decisions influence each other and are significant to each other. This is shown by Shopee which has good added value, low risk, and also easy use among other marketplaces to determine whether a consumer decides to buy a product. With the reference group, the two variables are interrelated and this also happens because Consumer Purchase Decisions are influenced by emotional and psychological things that are directly related to feelings to buy a product. The ease of accessing Shopee is also a determinant of a consumer who will directly shop at the marketplace. Likewise, Shopee has a very low risk, which makes a consumer believe and decide to buy products on the Shopee marketplace, lastly, Shopee has better-added value than other marketplaces and this is an added value for a consumer who decides to buy products in the marketplace. The results of this study are in accordance with previous research conducted by Chatterjee & Kumar Kar (2020) which the results of this study indicate that there is a direct and significant relationship between the Technology Acceptance Model (TAM) on Consumer Purchase Decisions.

5. Conclusion

The Technology Acceptance Model (TAM) variable has a positive influence on other variables which according to the results of existing research, Shopee is a business that uses digital technology that is easily accepted by the public because it meets the TAM factor, namely, ease of use of the Shopee application, Risk Value which is low due to the high security value that Shopee has, as well as the added value provided by Shopee through good facilities. Emotional Value is proven to be the most significant and most influential variable among other variables. The results of the study show that the emotional value of a consumer is the biggest influence in the consumer purchasing decision factor, as well as the TAM variable and Service Innovation. With a good TAM value, it can lead to positive Emotional Value, then with the influence of Service Innovation itself, the better the innovation service provided, the greater the feeling of positive Emotional Value in supporting Consumer Purchase Decisions. Although TAM has a significant effect on other variables, the results of the study show that TAM itself is not positively and not significantly related to Purchase Decisions if the Emotional Value Variable is used as an Intervening. This proves that the emotional value that is uncertain and subjective can influence a consumer in determining his purchase decision with the influence of emotional feelings that arise, both positive and negative. After reviewing, this research turns out to be more about consumer psychology, and also Human Behavior in which the reference group in each variable discusses human emotional feelings, and relates to each other.

With the use of technology in the Shopee marketplace application, Shopee becomes a good application in the use of digital technology, which is expected that other marketplace applications or other businesses can follow in Shopee's footsteps. Not only in terms of the use of technology but also in terms of Service Innovation. Where Shopee itself emphasizes good quality service to its consumers, this can be used as an example for marketplace applications or other businesses to be able to follow Shopee's success, while still making Emotional Values the main key. Future researchers are expected



to increasingly need research on the Symmetrical and Asymmetrical Relationship of Technology Acceptance Model (TAM) to Consumer Emotional Value, and Service Innovation in supporting Consumer Purchase Decisions by increasing the number of samples spread across Indonesia and adding other variables that might affect.

References

- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Auvinen, E., Huhtala, M., Kinnunen, U., Tsupari, H., & Feldt, T. (2020). Leader motivation as a building block for sustainable leader careers: The relationship between leadership motivation profiles and leader and follower outcomes. *Journal of Vocational Behavior*, 120, 103428. <https://doi.org/https://doi.org/10.1016/j.jvb.2020.103428>
- Azizah, F. D., Nur, A. N., & Putra, A. H. P. K. (2022). Impulsive Buying Behavior: Implementation of IT on Technology Acceptance Model on E-Commerce Purchase Decisions. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 58–72. <https://doi.org/10.52970/grmapb.v2i1.173>
- Bastari, A., Eliyana, A., Syabarrudin, A., Arief, Z., & Emur, A. P. (2020). Digitalization in banking sector: the role of intrinsic motivation. *Heliyon*, 6(12), e05801. <https://doi.org/10.1016/j.heliyon.2020.e05801>
- Chatterjee, S., & Kumar Kar, A. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53, 102103. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2020.102103>
- Chin, W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295–336. <https://doi.org/10.1016/j.aap.2008.12.010>
- Daniel, P.-M. (2016). The use of customer-centric philosophy in hotels to improve customer loyalty. *Journal of Business & Industrial Marketing*, 31(3), 339–348. <https://doi.org/10.1108/JBIM-05-2013-0110>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>
- Fang, S. R., Chang, E., Ou, C. C., & Chou, C. H. (2014). Internal market orientation, market capabilities and learning orientation. *European Journal of Marketing*, 48(1), 170–192. <https://doi.org/10.1108/EJM-06-2010-0353>
- Farida, I., & Ardiansyah, W. (2022). Technology Acceptance Model Factors: Implications on Digital-Wallet on Interest to Buy in Franchise Business. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(2), 147–157. <https://doi.org/10.52970/grmapb.v2i2.139>
- Gartner, J., Fink, M., & Maresch, D. (2022). The Role of Fear of Missing Out and Experience in the Formation of SME Decision Makers' Intentions to Adopt New Manufacturing Technologies. *Technological Forecasting and Social Change*, 180, 121723. <https://doi.org/https://doi.org/10.1016/j.techfore.2022.121723>
- Hadi Putra, P. O., & Santoso, H. B. (2020). Contextual factors and performance impact of e-business use in Indonesian small and medium enterprises (SMEs). *Heliyon*, 6(3), e03568. <https://doi.org/10.1016/j.heliyon.2020.e03568>
- Hyson, P. (2013). The spirited leader: the potential of spiritual intelligence to improve leadership. *The International Journal of Leadership in Public Services*, 9(3/4), 109–115. <https://doi.org/10.1108/IJLPS-10-2013-0028>
- Jaakson, K., Tamm, D., & Hämmal, G. (2011). Organisational innovativeness in Estonian biotechnology organisations. *Baltic Journal of Management*, 6(2), 205–226. <https://doi.org/10.1108/17465261111131811>
- Javaid, M., Haleem, A., Pratap Singh, R., & Suman, R. (2021). Significance of Quality 4.0 towards comprehensive enhancement in manufacturing sector. *Sensors International*, 2, 100109. <https://doi.org/https://doi.org/10.1016/j.sintl.2021.100109>
- Joseph F. Hair, Jr., G. Tomas M. Hult, Christian M. Ringle, M. S. Rstedt. (2013). A Primer on Partial Least Squares Structural Equation Modeling. In *Long Range Planning* (Vol. 46, Issues 1–2). <https://doi.org/10.1016/j.lrp.2013.01.002>
- Juniansyah, D., Putra, A. H. P. K., Syahnur, H., Hasan, S., & Nujum, S. (2022). Symmetrical and Asymmetrical of TAM: Consumer Emotional Value and Service Innovation on Consumer Purchase Decisions. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 8–35. <https://doi.org/10.52970/grmilf.v2i1.133>
- Kartika, T., Firdaus, A., & Najib, M. (2020). Contrasting the drivers of customer loyalty; financing and depositor customer, single and dual customer, in Indonesian Islamic bank. *Journal of Islamic Marketing*, 11(4), 933–959. <https://doi.org/10.1108/IJIMA-04-2017-0040>



- Lajante, M., Ladhari, R., & Massa, E. (2022). Role of affective forecasting in customers' hotel service experiences. *International Journal of Contemporary Hospitality Management*, 34(3), 1062–1083. <https://doi.org/10.1108/IJCHM-04-2021-0530>
- Lestari, S. D., Leon, F. M., Widyastuti, S., Brabo, N. A., & Putra, A. H. P. K. (2020). Antecedents and Consequences of Innovation and Business Strategy on Performance and Competitive Advantage of SMEs. *The Journal of Asian Finance, Economics and Business*, 7(6), 365–378. <https://doi.org/10.13106/jafeb.2020.vol7.no6.365>
- Mishra, P. K., Parey, A., Saha, B., Samaddar, A., Chakraborty, S., Kaviraj, A., Nielsen, I., & Saha, S. (2022). Production analysis of composite fish culture in drought prone areas of Purulia: The implication of financial constraint. *Aquaculture*, 548, 737629. <https://doi.org/https://doi.org/10.1016/j.aquaculture.2021.737629>
- Muñoz-Leiva, F., Rodríguez López, M. E., Liebana-Cabanillas, F., & Moro, S. (2021). Past, present, and future research on self-service merchandising: a co-word and text mining approach. *European Journal of Marketing*, 55(8), 2269–2307. <https://doi.org/10.1108/EJM-02-2019-0179>
- Ńikitina, T., Lapiņa, I., Ozoliņš, M., Irbe, M. M., Priem, M., Smits, M., Nemilentsev, M., Kajol, K., Singh, R., Paul, J., Ho, K. L. P., Quang, H. T., Miles, M. P., Spaltini, M., Acerbi, F., Pinzone, M., Gusmeroli, S., Taisch, M., Ahmad, F., ... Mishra, S. (2022). Information communication technology and financial inclusion of innovative entrepreneurs. *Technological Forecasting and Social Change*, 8(4), 1003–1011. <https://doi.org/https://doi.org/10.1016/j.techfore.2021.120650>
- Nugraha, D. P., Setiawan, B., Nathan, R. J., & Fekete-Farkas, M. (2022). Fintech Adoption Drivers for Innovation for SMEs in Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4), 208. <https://doi.org/https://doi.org/10.3390/joitmc8040208>
- Nurlina, N., & Putra, A. H. P. K. (2022). The Symmetrical and Asymmetrical Relationship of Technology Acceptance Model (TAM) on Consumer Emotional Value, and Service Innovation in Supporting Consumer Purchase Decisions. *International Journal of Artificial Intelligence Research*, 6(1). <https://doi.org/10.29099/ijair.v6i1.421>
- Patil, V., Ghosh, R., Kathuria, V., & Farrell, K. N. (2020). Money, Land or self-employment? Understanding preference heterogeneity in landowners' choices for compensation under land acquisition in India. *Land Use Policy*, 97, 104802. <https://doi.org/https://doi.org/10.1016/j.landusepol.2020.104802>
- Robalo, P., & Sayag, R. (2018). Paying is believing: The effect of costly information on Bayesian updating. *Journal of Economic Behavior & Organization*, 156, 114–125. <https://doi.org/https://doi.org/10.1016/j.jebo.2018.09.016>
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*, 18(2), 93–104. <https://doi.org/10.1016/j.ausmj.2010.01.001>
- Vernuccio, M., Pagani, M., Barbarossa, C., & Pastore, A. (2015). Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product and Brand Management*, 24(7), 706–719. <https://doi.org/10.1108/JPBM-12-2014-0772>
- Zubair, M., Wang, X., Iqbal, S., Awais, M., & Wang, R. (2020). Attentional and emotional brain response to message framing in context of green marketing. *Heliyon*, 6(9), e04912. <https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e04912>