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28828_Yustinus_Gugus_Wahyu_Endardiyanto_similarity-ai-factors_1084277_705183210.pdf

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5 **Factors Affecting Traditional Micro Business (MB) to Continue Using E-Marketplace from**

6 **Habit and Social Impact Perspective**

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9

10 **Abstract**

11 **Purpose:** This study proposes a theoretical model to understand the intention of Indonesian traditional

12 Micro Businesses (MB) to continue using an e-marketplace.

13 **Design/methodology/approach:** This research involved the utilization and combination of habit

14 formation and social impact theories to develop the model. A total of 162 responses were retrieved from

15 the owners of traditional MB and used to validate the proposed model.

16 **Findings:** The results showed subjective norms to be the most substantial direct predictor of continuous

17 usage, followed by usefulness, satisfaction, and promotion proneness. Meanwhile, compatibility was

18 found to have only an indirect effect through usefulness as a mediator. Moreover, moderating effect

19 analysis also showed that the impact of herd behaviour was only significant for male and younger

20 traditional MB owners.

21 **Originality/value:** The emphasis on the seller perspective using habit formation as well as the social

22 impact theory to explain continuance behaviour is an alternative approach observed not to have been

23 widely explored, especially for traditional businesses such as indigenous industry rather than

24 organizations.

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27 **Keywords:** Micro Business, Continuous usage, habit, social impact, e-marketplace

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29 **1. Introduction**

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31 The rapid advancements in internet technology have led to a significant increase in online

32 transactions, including in emerging markets like Indonesia (Hootsuite, 2020). Digital marketplaces

33 rapidly expand, creating an online environment for sellers and buyers to connect (Malak et al., 2021).

34 Moreover, the presence of e-marketplaces that attract over 100 million Indonesian visitors per month

35 suggests that traditional business owners need to utilize these platforms to gain a competitive edge

36 (Iprice, 2021). E-marketplaces are platforms that allow businesses to offer and sell their products

37 online, with transaction processes handled through the websites (Malak et al., 2021). Adopting these

38 platforms can enhance the competitiveness of businesses by facilitating connections with customers

39 through Internet technology, thereby reaching a broader market (Susanty et al., 2020).

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42 However, the inclination of customers to utilize the platform in Indonesia is inversely proportional

43 to the number of Micro Businesses (MB) adopting the platform, indicating that MBs continuously

44 using digital platforms to support their business is low (Kominfo, 2022). This is probably due to certain

45 obstacles associated with adopting the technology, specifically for MB, which lacks adequate

46 resources compared to medium and large companies. The scarcity of resources is evident in the data

47 showing that micro businesses comprise 98.7% of Indonesia's micro, small, and medium enterprises

48 (MSMEs) sector. This distribution has remained unchanged for the past ten years, indicating that

49 micro businesses struggle to progress to the small and medium enterprise levels (Utama et al., 2024).

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52 The adoption of e-marketplaces by MB has been explored in various studies, focusing on factors

53 such as the quality of online systems, internal business readiness, and external factors (Ekanem &

54 Abiade, 2018; Susanty et al., 2020). However, previous research has shown that MB's intention to

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continue using online platforms has not received much attention despite its significant impact on the competitive advantage of traditional businesses in Indonesia. It is crucial to study this topic further as it is essential for MB to maintain its growth and reach more potential customers through online channels. Previous studies have identified several predictors of continuous usage in e-commerce, such as organizational support, technology quality, perceived benefit, satisfaction, and trust theory (Paul & Jacob, 2017; Hussein & Baharudin, 2017; Hung et al., 2018; Ma & Chen, 2019; Hussein et al., 2020; Thaha et al., 2022). However, these predictors may not be suitable for traditional MB, mostly home-based businesses with limited resources (Utama et al., 2024). Therefore, an alternative approach is needed to understand their intention to continue using e-marketplaces. In particular, traditional micro-businesses are mostly individual or home-based, which means the owner drives the business's direction.

This study, therefore, offers an alternative approach, which differs from the previous investigation, by proposing a model to explain the tendency of MB to adopt e-marketplaces from the owner's perspective instead of the organizational construct. This study proposed the use of habit formation as the framework to explore continuance intention, which is appropriate to explain individual behavioural intention (Paul & Jacob, 2017; Lin et al., 2018). Limayem et al. (2007) specifically argued that the act of continuance is constructed from the unconscious behaviour executed repeatedly, which is considered a habit. The present study, however, extends the habit framework by combining it with the social impact theory from Latane (1981) to explore the role of social factors, which, according to Aldrich et al. (2011), contribute to habit formation. **This extension is a result of the tendency of Indonesian society to conform to the community, leading to collectivity, which is also reflected in their intention to adopt technology (Hofstede-insights, 2023; Handarkho, 2021).** Therefore, this study fills the gap by focusing on the social aspect and habit construct to explore the antecedent of traditional sellers' intention to use e-marketplaces continuously in Indonesia.

2. Literature Review

2.1 Previous related studies

Several studies have analyzed factors that influence seller behaviour in the e-marketplace. Prior studies show organizational and platform quality factors that explain vendor intent, including IT support, learning capacity, and platform usability (Hussein et al., 2020; Mishra & Gupta, 2020;). The security, interface, attractiveness, compatibility, and usability of the platform also impact vendor behaviour (Susanty et al., 2020; Hussein et al., 2020; Mishra & Gupta, 2020; Cui et al., 2018). Satisfaction and perceived usefulness are other factors that affect continuance intention (Croitor et al., 2021). Previous studies have also examined factors relevant to environmental constructs in organizational business, including regulation, policy support, competitive pressure, external pressure, and economic factors (Thaha et al., 2022; Mishra & Gupta, 2020). This study, however, proposes an alternative theoretical model of traditional seller intention to continue using the e-marketplace through constructs developed from the habit framework. This differs from prior research, which proposed various constructs that are not applicable to traditional micro-businesses in an emerging country, which are usually individual or home-based, and the business owner drives their direction. Furthermore, this study highlights the social aspect instead of the organizational environmental factor used in previous research because it is considered more appropriate for traditional MB in Indonesia.

2.2 Habit framework and its relationship with continuous usage

This study defines a habit as a behaviour that is automatically triggered and repeated due to a previous learning experience (Handarkho et al., 2021). When sellers use e-marketplaces for their business repeatedly, it becomes a habitual behaviour, leading to continuous usage. Many studies have used habit to explain why individuals continue to use a particular technology. For instance, Limayem et al. (2007) described how habits are formed and how they lead to an intention to continue using technology. Dai et al. (2020) discussed the role of habit in shaping an individual's intention to continue using technology, while Nascimento et al. (2018) emphasized the significant role of habit in voluntary and continuous technology use. Handarkho et al. (2021) also found that individuals tend to continuously use technology when the behaviour becomes a routine and repeated act, leading to habit formation.

The factor observed to be frequently utilized in both habit and continuous usage models is satisfaction, including in the context of the information system (Limayem et al., 2007; Franque et al., 2020). This construct is defined as a consequence of system usage captured as a positive feeling that encourages users to use a system continuously (Tam et al., 2020). In this context, when MB perceives a significant benefit from using an e-marketplace usage, leading to substantial experience, it shows they are satisfied compared to the traditional or offline method (Susanty et al., 2020). This means a feeling of satisfaction with the use of a specific system encourages repeated usage, and this drives continuance intention. This led to the formulation of the following hypothesis:

H1: Satisfaction has a positive direct effect on MB owner's intention to use e-marketplace continuously.

Perceived usefulness is another significant predictor of continuance intention and is also considered as a factor mediating habit formation (Handarkho et al., 2021). This means the repetition of a specific behaviour is only possible when there is motivation. In the technology adoption context, usefulness is considered one of the cues to conduct this repetition. Davis (1989) defines this construct as the users' belief in the ability of a particular system to support and enhance their performance. It was also explained in the electronic platform context as the ability of technology to facilitate users to conduct a specific task (Singh & Sinha, 2020). Related to this study, Susanty et al. (2020) require online commerce to provide value to the business to ensure its adoption benefits the seller. This means the intention to reuse the e-marketplace emerges automatically when MB perceives its usage provides significant value to their business (Khlaif et al., 2022; Ferreira et al., 2021). Therefore, the following hypothesis was proposed:

H2: Usefulness has a positive direct effect on MB owner's intention to use e-marketplace continuously.

The formation of habits in MB owners on e-marketplace platforms can be influenced by monetary incentives such as deals or promotions. Handarkho et al. (2021) suggest that such incentives affect the perceived value and benefits of using the platform. For example, offering postage subsidies or free access to premium features for a limited time can encourage MB owners to adopt the platform more deeply. Dai & Zhang (2019) argue that monetary incentives can strengthen user behaviour, leading to continued platform use. Moreover, when users perceive that a system provides value, they

are more likely to use it habitually (Lin et al., 2018). Karjaluoto et al. (2012) also show that monetary value is associated with the loyalty of a user toward a specific system. Further, Handarkho et al. (2021) propose this construct plays a role in developing perceptions of usefulness. It means promotions and deals can influence MB owners to make the most of the platform to achieve their goals, leading to a perception of usefulness. This, in turn, can affect the perceived worth and benefits of using the platform (Sharma et al., 2018). Therefore, the following hypotheses were formulated:

H3: Promotion-proneness has a positive direct effect on MB owner's intention to use e-marketplace continuously.

H4: Promotion-proneness has a positive direct effect on the perceived usefulness of e-marketplace.

According to Aldrich et al. (2011), stable context is another requirement in establishing a specific habit. It is also postulated as a significant prerequisite for repeated behaviour in individuals, which leads to habit development (Limayem et al., 2007). In technology adoption, Handarkho et al. (2021) defined this aspect as an environment or situation that consistently triggers an individual to use a specific system frequently. Furthermore, the disruption of the cues' consistency usually affects the establishment of the habit (Carden & Wood, 2018), making it essential to include this context in the theoretical model. Mazar and Wood (2018) reported context cues as derivable from the physical and social environment and consistently attached to a particular behaviour. Moreover, the cues environment can be obtained from the suitability and readiness of the platform to support MB to accomplish goals from an e-marketplace adoption perspective. These explanations showed the possibilities of including perceived compatibility as a construct to represent this cue. This factor refers to the degree to which the technology is perceived to be consistent, suitable, and familiar with the needs, values, and potential of the adopters (Wang et al., 2017). It has also been considered to have the ability to improve the application and adoption of e-commerce (Al-Tit, 2020). Moreover, a suitable adoption process of this digital platform for the user's lifestyle has a positive relationship with its continuous usage (Belance et al., 2020). Further, Wang and Lin (2021) discussed how the evaluation of the compatibility of the platform with the experiences, skill, and values of individuals influences their perception of the usefulness and convenience of the system. This was also supported by Sugandini et al. (2018) by showing the ability of compatibility to increase the perceived benefit which further leads to the sense of usefulness. Comprehensively, Singh & Sinha (2020) also reported that perceived compatibility is a factor affecting user intention and the usefulness of the platform. Therefore, the following hypotheses were proposed:

H5: Perceived Compatibility has a positive direct effect on MB owner's intention to use e-marketplace continuously.

H6: Perceived Compatibility has a positive direct effect on the perceived usefulness of e-marketplace.

Mazar and Wood (2018) demonstrated that it's possible to obtain information from a stable context through the social context of traditional Indonesian MB. **This approach is necessary because Indonesians belong to a collectivist society, which is reflected in their tendency to adhere to communal beliefs, including their willingness to adopt technology (Handarkho, 2021). This implies that Indonesian users are inclined to follow others' decisions when adopting new technology as a way to avoid mistakes.** Further, Aldrich et al. (2011) also indicated the impact of the social environment on habit development, which is observed to be consistent with the characteristics of Indonesian

society. Therefore, this study used the social impact theory, which categorizes influence into three aspects: number, tie strength, and closeness (Handarkho, 2020b). The number represents the quality of impact based on the number of people performing a behaviour. Tie strength represents the influence of people already familiar with the recipient, while closeness is derived from a relationship based on emotional feeling.

Firstly, the subjective norm is a construct proposed in this study to represent the social cue from tie strength. It reflects the influence of an essential or familiar person such as family and friends on the decision of individuals to conduct or not to conduct a behaviour (Mouakket, 2015). The construct is closely related to the inclination of Indonesian society to gain acceptance and conform with inner circle opinions (Handarkho, 2020b). It has been adopted in several prior studies to predict the continuance intention related to technology usage (Mouakket, 2015; Hung et al., 2018; Gao et al., 2018). For example, Handarkho (2020b) specifically postulated this construct as a relevant factor to represent the tie strength from social impact theory. Hung et al. (2021) also found that subjective norms are a significant antecedent to people's intention to continue adopting mobile technology, and this was further confirmed by Huang & Yu (2022) using another online context. Therefore, the following hypothesis was postulated:

H7: Subjective norm has a positive direct effect on MB owners' intention to use e-marketplace continuously.

The second social aspect refers to the number of influences that are formed from the quantity of the source. According to Sun (2013), when people face uncertainty in their decision-making process, they tend to seek reassurance from others who have made the same decision. This is because people have a natural inclination to prevent making the wrong choice by relying on the majority decision made by others. Handarkho (2020b) states that when a significant number of users adopt an idea or decision, people tend to perceive it as the right decision, and this is known as herd behaviour. This reflects the tendency of individuals to observe others' behaviour and imitate it, even if it discounts their own information (Mattke, 2020). According to Heng (2019), herd behaviour associated with popular acts could strengthen an individual's commitment to maintaining a particular behaviour. Wang et al. (2019) further explain that people tend to justify their choices based on other people's actions to minimize their uncertainties, and this also occurs in the continuous adoption context. Therefore, we propose this construct influences the decision of traditional MBs to continue using e-marketplaces, which leads to the following hypothesis:

H8: Herd behaviour has a positive direct effect on MB owner's intention to use e-marketplace continuously.

The emotional aspect which is part of closeness can be proposed from the other characteristics of Indonesian society found by Hofstede-Insights (2023) to have a high value in the aspect of power distance. This means the people tend to follow the behaviours conducted by influential people such as leaders and respected figures in society. The factor proposed in this study to represent the emotional aspect is the para-social interaction which refers to the interaction between an individual and the admired or influential people (Handarkho, 2020; Yang & Jong, 2021). It also involves a gap or distance in social interaction or status associated with the power relations and space between the "viewer" and an influential person (Tsai & Men, 2017). This study, however, adopted the construct to describe how influential and respected people in a particular society or group influence the behaviour

of the owners of traditional MB. Su et al. (2021) confirmed that parasocial interaction could arouse user satisfaction toward an online system in the commercial area, thereby leading to continuance usage. This means its usage outside the entertainment context is also acceptable. Therefore, this study postulated that the attitude of an influential and respected person in society towards the usage of an e-marketplace can influence the intention of the owner of MB to use the e-marketplace continually, which led to the following hypothesis:

H9: Para-social interaction has a positive direct effect on MB owners' intention to use e-marketplace continuously.

2.3 Theoretical model and measurement

The details of the theoretical model are presented in Figure 1 followed by the measurement of each factor adopted from prior research which is indicated in Table 1 using a five-point Likert scale with a range of 1 as strongly disagree to 5 as strongly agree.

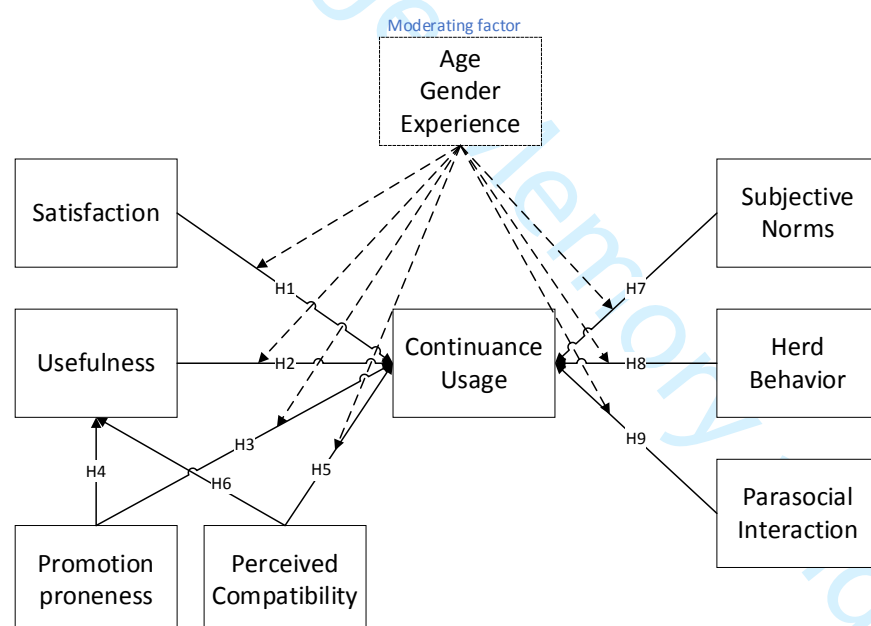


Figure 1. The theoretical model

Table 1. Indicators and measuring instrument.

Variable (Symbol)	Measuring Instrument	Source
Continuance usage	I intend to continue using the e-marketplace rather than discontinue its use I intend to continue using the e-marketplace than using any alternative means I will frequently use the e-marketplace in the future	Zhou (2014)
Satisfaction	I feel satisfied with using e-marketplace I feel contented with using e-marketplace I feel pleased with using e-marketplace	Zhou (2013)
Perceived Compatibility	using the e-marketplace to sell fits well with my lifestyle using the e-marketplace to sell fits well with the way I like to sell my products or services	Gerhardt et al. (2010)

	I would appreciate using the e-marketplace instead of an alternative app	
	e-marketplace are a useful app of sales	Gerhardt et al. (2010)
Perceived Usefulness	Using e-marketplace makes the handling of sales easier	Hsio et al. (2016)
	Using e-marketplace will enhance my effectiveness in online sales	Lichenstein et al. (1995)
Promotion proneness	Getting promotion using the e-marketplace makes me feel good	
	I like to take advantage of the promotion I get from the e-marketplace	
	I will continue using e-marketplace if I can get something promotion from it	
Parasocial Interaction	I like hearing the recommendation from influential and respected person in society related to the use of the e-marketplace for selling	Handarkho, 2020
	When influential and respected person in society shows how he or she feels about the e-marketplace, it helps me make up my mind about that service	
	I like to compare my feelings for the e-marketplace with what influential and respected person I admired has to say about it	
Herd Behaviour	My decision to use the e-marketplace is influenced by the number of sellers who already used the site	Lee & Hong (2016)
	If I find that many of my acquaintances use the e-marketplace for selling, then I would be more willing also to use the site.	
	The more seller who uses e-marketplace for selling, the more preferable it is for me to use it for selling	
	It is wise to adopt the choice of other sellers when deciding whether to sell using the site	
Subjective Norm	My decision to sell using the e-marketplace because my friends do so, and I want to belong to them.	Shin (2013)
	My decision to sell using the e-marketplace also reveals my personality to my close related person.	
	Following people who are important to me, I decide to sell using the e-marketplace.	

3. Methodology

This study uses data from the owners of traditional MB in Yogyakarta, Indonesia, to validate the model developed. Yogyakarta is one of the provinces in Indonesia that boasts numerous tourist destinations. Ironically, it also became one of the lowest minimum wages in the country, leading to a high concentration of micro-businesses totaling more than 300,000. A self-administered survey was conducted based on a cross-sectional in-time method through a community of traditional MBs using a Google form link. The respondents were selected using the purposive sampling method based on the criterion that they have experienced e-marketplace for at least six months according to the guidelines provided on the sampling frame by Neuman (2014). Another criterion used in selecting the respondents is the diversity of businesses managed by MB. This was followed by the distribution of Google form questionnaires in several activities and training programs held by the government involving the owners of traditional MB in Yogyakarta. The construct items in the questionnaire were adapted from a previous study and translated into Bahasa, after which three experts in the field of study were involved to ensure the questions were understood by respondents to validate the survey. The formula from Kline (2016) was applied to establish the sample size, and this means the minimum number of respondents was based on 20:1 for each factor of the constructs in the model. This study has eight constructs, meaning a minimum of 160 valid respondents is required. Finally, the study utilized AMOS software to conduct a Structural Equation Modeling (SEM) analysis to validate the proposed effects in the theoretical model, following Kline's (2016) guidance.

4. Results

4.1. Data Preparation

A total of 162 valid responses were retrieved from the owners of traditional MB and used to validate the proposed model. The confirmatory factor analysis was conducted by calculating the Average Variance Extracted (AVE) and Composite Reliability (CR) to ensure the convergent validity of the data based on the criterion proposed by Fornell & Larcker (1981). The AVE and CR are, however, required to be above 0.5 and 0.7, respectively, to satisfy the requirement. Furthermore, George & Mallery's (2013) guidance was used to ensure data reliability through the coefficients of Cronbach's alpha, while discriminant validity was assessed by ensuring AVE square roots values are more significant than the results from other correlations among the latent variables (Barclay et al., 1995). All the data preparation results are presented in Tables 2 and 3, with all the values observed to have satisfied the requirement.

Table 2. Results of confirmatory factor analysis

Factors	Loadings	AVE	CR	CA	Indicator	Loadings	AVE	CR	CA
Cont. usage	0.916	0.83	0.94	0.94	Compatibility	0.886	0.82	0.93	0.93
	0.920					0.913			
	0.901					0.926			
Sub. Norms	0.921	0.87	0.95	0.95	Herd Behaviour	0.663	0.68	0.89	0.89
	0.934					0.890			
	0.943					0.857			
Promotion Proneness	0.877	0.79	0.88	0.88	Parasocial interaction	0.868	0.72	0.88	0.89
	0.842					0.828			
	0.822					0.828			
Usefulness	0.941	0.90	0.96	0.96	Satisfaction	0.889	0.86	0.95	0.95
	0.969					0.938			
	0.936					0.917			
						0.922			

Notes: CA refers to Cronbach Alpha

Table 3: Result of discriminant validity

Indicator	CU	PI	SN	S	PP	PU	PC	HB
Continuance usage	0.912							
Parasocial interaction	.660**	0.848						
Subjective Norm	.799**	.659**	0.932					
Satisfaction	.780**	.654**	.761**	0.925				
Promotion proneness	.762**	.630**	.687**	.663**	0.847			
Perceived Usefulness	.794**	.622**	.696**	.752**	.780**	0.948		
Perc. Compatibility	.767**	.642**	.760**	.893**	.691**	.812**	0.908	
Herd Behaviour	.770**	.706**	.804**	.699**	.724**	.692**	.706**	0.824

Further, the data shows the characteristics of the respondents, with 41.4 percent discovered to be in the age range of 26–40, followed by those at age 25 and below with 30.2 percent, while the rest, which is 40 years and above, were 28.4 percent. It was also discovered that the female gender dominated this study with 63 percent. Moreover, those that have experienced e-marketplace for one year and below were the highest with 61.7 percent followed by those with above one year at 38.3 percent. The table also shows 32.7 percent of the respondents are in the culinary industry while 61.1 engage in different non-specific fields of business. Furthermore, most of them are in the medium stage of adopting e-marketplaces

to support their business, as indicated by the mean experience of 1.92 years. This information shows the respondents are qualified to be part of this study. Meanwhile, a descriptive statistics analysis was also conducted to determine the skewness and kurtosis value of each latent variable, and the results showed they have less than 3 and 7, respectively. This, therefore, means the data are suitable to be analyzed using SEM methods, according to Kline (2016).

4.2 The result of direct, indirect, and moderating effects

Figure 2 provides the results of the SEM analysis, while the details of the hypothesis are presented in Table 4. Moreover, the value of the direct effect is shown in the following form: *unstandardized effect* followed by a symbol to represent the *statistical significance* (*=.05; **=.01; ***=.001; NS = not significance). The results in Table 4 showed that subjective norms have a substantial direct effect on MB owners' intention to continue adopting e-marketplaces, and this was followed in diminishing order of significance by Usefulness, Satisfaction, and Promotion proneness. It was also discovered that only Promotion Proneness and Perceived Compatibility have an indirect impact on owners' intention through the application of usefulness as a mediator, while none was observed for Perceived Compatibility (H5), Herd behaviour (H8), and Parasocial interaction (H9). This study also formed two groups of moderating effects for each factor, including gender with 60 male and 102 female respondents, age those 30 years or younger which are 78 and those above 30 years which are 84, and experience in e-marketplace with one year or less having 100 respondents and more than one year with 62. The moderating analysis was conducted using multi-group analysis from AMOS and the results presented in Table 5 showed that only age and gender moderated the direct effect of the predictors on continuance behaviour. Age was found to moderate the immediate impact of herd behaviour, para-social interaction, and perceived usefulness while gender mediated the direct effect of herd behaviour and promotion proneness.

Table 4: Hypothesis test results

Direct effect	Total Effect	Status
Satisfaction → Continuance Usage (H1)	.422*	Supported
Usefulness → Continuance Usage (H2)	.295**	Supported
Promotion proneness → Continuance Usage (H3)	.278*	Supported
Promotion proneness → Usefulness(H4)	.488***	Supported
Compatibility → Continuance Usage (H5)	-.320NS	Not Supported
Compatibility → Usefulness (H6)	.489***	Supported
Subjective Norms → Continuance Usage (H7)	.343**	Supported
Herd Behaviour → Continuance Usage (H8)	.060NS	Not Supported
Parasocial Interaction → Continuance Usage (H9)	-.012NS	Not Supported
Indirect effect	Total Effect	Status
Promotion proneness → Usefulness → Continuance usage	.143**	Supported
Compatibility → Usefulness → Continuance usage	.144**	Supported

Table 5: Significant moderating effects

Moderator	Direct effect	Direct effect	Critical Ratios for difference
Age	<=30 (78)	>30 (84)	
HB → CU	.732*	-.236NS	2.441*
PI → CU	-.309*	.193NS	2.415*
PU → CU	.512***	.068NS	2.192*
Gender	Male (60)	Female (102)	
HB → CU	1.114***	-.725**	4.298***
PP → CU	-.446NS	.439***	2.884**

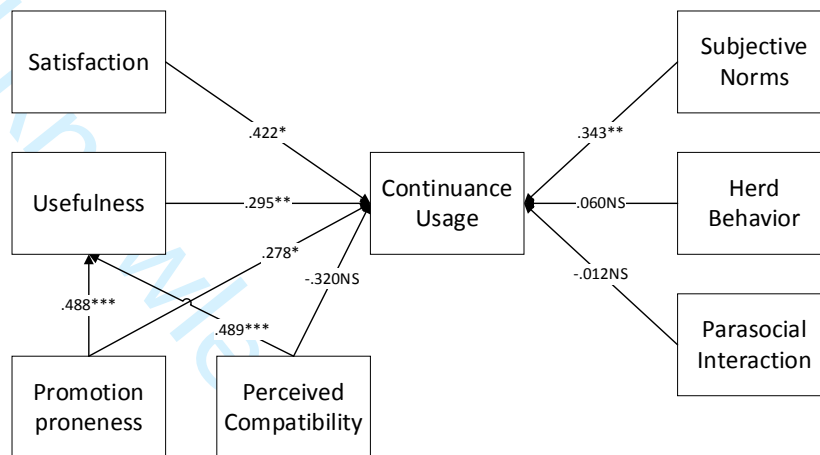


Figure 2. Direct effects in the model

Meanwhile, the fit statistics data show that the proposed model satisfies the requirements recommended by Kline (2016). This is evident with the acceptable Normed Chi-square (χ^2/df) with the value observed to be in the range of 1 to 5 as well as the RMR value which also indicates a good model fit by being close to 0. Moreover, the values of GFI, AGFI, NFI, IFI, and CFI are also recommended to be close to, equal, or even above 0.9 to be a good model fit and this is confirmed by the results. The closeness or equivalence of the RMSEA value to 0.05 is also considered a good fit. This, therefore, means the model generally fits with the data.

5. Discussion

5.1 The analysis of direct, Indirect, and moderating effect

The results showed that subjective norms have the most significant effect on traditional MB owners' behaviour toward adopting an e-marketplace. This is in line with the findings of previous related works (Hung et al., 2018; Gao et al., 2018) and also validates the research of Hofstede-insights (2023) which categorized Indonesian people as a collectivist society that tends to conform to the community. It also shows that the opinions of people considered essential and close to traditional businesses are normally heard and significantly impact the decision to adopt a certain platform. Therefore, any approach to empower traditional businesses through technology adoption, specifically in relation to continuance usage, needs to be initiated from a social inner circle. This means the government and stakeholders should not only focus on MB owners alone but also on the society in which they operate due to its influence on their decisions. The impact of herd behaviour on the intention of MB owners to continue using a platform can be better understood by examining the moderating factors. Although the direct effect of herd behaviour was found to be insignificant, table 5 reveals that certain factors can influence its immediate effect. Specifically, the study found that younger male MB owners tend to consider the behaviour adopted by a significant number of people as a reliable justification for their actions. On the other hand, female MB owners are more likely to base their decisions on their knowledge rather than herd behaviour. Moreover, younger MB owners do not believe that para-social interaction can encourage continued usage of the platform. This means they are not influenced by the conduct of influential or respected people in the community when it comes to e-marketplace adoption. These findings show that gender and age play

a significant role in how MB owners view popularity's effect on their decisions. Based on this, stakeholders can consider different approaches to encourage MB owners to continue using e-marketplaces based on gender and age preference.

The other direct predictors, including usefulness, followed by satisfaction and promotion proneness, were also found to have a significant influence. The usefulness aspect was discovered to align with the findings of Susanty et al. (2020) that the value and benefit perceived by MB make the adoption of e-marketplaces important to them, which, consequently, encourages them to keep using the platform. It means MB owners, including their societies, need to be intimated on how technology can be helpful to elevate businesses both in the short and long term. Moreover, the construct was also found to be a mediator for the indirect effect of promotion proneness and perceived compatibility, which significantly impacts behavioural intention. This aligns with the findings of Sharma et al. (2018) and Sugandini et al. (2018) that promotion and compatibility can increase the perceived benefit, leading to a sense of usefulness. For hypothesis 1, the results confirmed the findings of a previous study that a positive feeling due to the use of a specific system usually encourages repeated use (Tam et al., 2020). Meanwhile, the promotion proneness construct showed monetary incentives to have the ability to strengthen user behaviour directly and indirectly, and this leads to the establishment of user loyalty toward a specific system in line with previous studies (Karjaluoto et al., 2012; Dai & Zhang, 2019). This construct contributes significantly to usefulness even though the direct effect of perceived compatibility toward continuous usage was not supported. This is observed from its facilitation of the indirect effect on MB owners' behaviour using usefulness as a mediator. This, therefore, means the extent to which the platform is perceived as suitable to MB characteristics can increase the perceived benefit, which further increases the sense of usefulness and continuous usage (Sugandini et al., 2018; Belance et al., 2020; Al-Tit 2020). This result showed that the cost of using technology in the context of money, effort, and convenience contributes significantly to MB' intention to adopt the technology. In addition, the moderating analysis related to promotion proneness showed the significant effect of monetary incentives on female respondents, and this indicates the female sellers consider the promotion or deal from the platform as an adequate reason to rationalize their decision to adopt the system (Crespo-Almendros & Del Barrio-García, 2016).

5.2 Theoretical implications

This study presents a novel model that combines a habit formation framework with social impact theory to better understand the factors that influence MB owners to continue adopting e-marketplaces. Profoundly, the emphasis on the sellers' perspective in the continuous usage context is an alternative study that has not been widely explored, especially for traditional businesses considered to be more in the form of home industry than organizations. Furthermore, the model's incorporation of comprehensive social cues is a unique contribution, providing fresh insights into the behavior of traditional MBs in collectivist cultures, particularly in countries like Indonesia. Importantly, our investigation goes beyond direct effects, examining indirect and moderating influences, thus offering theoretical contributions that have not been observed extensively in previous studies.

5.3 Practical implications

There is a possibility of proposing several practical actions based on the results that can be used by the government, e-marketplace vendors, and the MB community to empower traditional MB in Indonesia. The usefulness aspect is one of the substantial predictors of continuous usage, which means it

is possible to propose several actions based on its direct and indirect effects. Thus, it is essential to disseminate the benefits of e-marketplace usage to enhance its competitive advantage. **Government collaboration with e-marketplace vendors should provide digital literacy through consistent and periodic seminars and training to raise the awareness of traditional MBs regarding the importance of ongoing technology adoption to support their business.** This is important because the availability of a program that not only focuses on event-based activities but also on periodic mentoring is believed to have the ability to assist MB in maintaining their intention to use the system. It has the capacity to ensure the owners consistently learn the importance of adopting the system for their business, thereby leading to its continual usage.

The adoption and perceived usefulness of technology in MB can be enhanced through promotion and perceived compatibility factors. This highlights the opportunity for the **MB community to work with the government or e-marketplace vendors** to provide training to ensure consistent adoption of suitable and familiar technology, given the rapid development of digital platforms. Such training and assistance can help traditional MB stay up to date with the latest technology, which constantly evolves every day. **The government can encourage e-marketplace vendors to establish a community of traditional MB and provide periodic guidance on adapting to recent updates through Corporate Social Responsibility programs.** The provision of monetary incentives, such as postage subsidies or promotion free of charge, can also influence the perceived usefulness of the platform and benefit the users. **E-marketplace vendors** can extend such incentives to traditional MB to access all premium facilities within a specific period. This can be achieved through corporate social responsibility (CSR) to provide mutual benefits for both the e-marketplace vendor and the traditional MB. Additionally, e-marketplaces' ability to satisfy user expectations regarding business activity can increase the intention to continue using the platform. This can be accomplished by providing clear and structured disbursement of funds from sales proceeds automatically to the MB account, as well as easy-to-access supportive channels to assist MB when faced with problems or errors while using the platform. The establishment and socialization of reliable regulations and rules, constantly updated to support traditional MB, are expected to impress and motivate MB owners to continue using the platform. This can be accomplished through different community activities or through press releases and SNS.

Based on the social cues result, the behaviour of MB owners towards e-marketplaces is influenced by an important and close person in their life. To encourage the MB community to use e-marketplaces more, **vendors need to build and promote the image of e-marketplaces as a reliable platform that can reach any customer.** This can be done by adopting a concrete action plan that promotes and strengthens the brand using strategies that bring the platform closer to society. For instance, **the vendors** can build offline representations or provide a complaint channel in several cities. This will help traditional MB owners trust that there is a solution when facing any problem. It is important to note that society's understanding of the importance of digital platforms in business affects MB's intention to adopt e-marketplaces. Therefore, it is necessary to disseminate information on the ability of digital technology to increase competitive advantage in society. **This can be done through continuous socialization and training, including community leaders, government representatives, and e-marketplace vendors.** Overall, the practical actions mentioned hopefully can be adopted to help MB to become more competitive and contribute to the country's GDP in the future.

6. Conclusion

This study successfully demonstrated how the continuance intention of traditional MB owners was predicted from constructs derived from habit formation framework and stable social context. The results showed subjective norms have the most substantial direct predictor effect on continuous usage, followed by usefulness, satisfaction, and promotion proneness, while compatibility only had an indirect effect through the mediation of usefulness. Moreover, the moderating effect analysis showed herd behaviour to be only significant for male and younger traditional MB owners, while social cues were found to have a substantial impact on individual behaviour due to the fact that Indonesia is a collectivist society. The use of social impact theory, therefore, produced a profound understanding of several forms of social influence on behaviour. Furthermore, the indirect effect analysis was also discovered to be valuable in proposing practical actions based on hierarchical sequence to increase intervening variables which indirectly leads to the increase in the intention to continue using e-marketplace.

The limitation of this study regarding the respondent samples derived from the traditional MB community in Yogyakarta, Indonesia, makes the replication of the finding narrow. However, the study can be adopted in other geographical areas with similar cultures and societies, followed by cross-cultural studies. It is also important to note that the personal traits in the formation of continuous usage are neglected in this study, therefore, future studies are required to use the personal influence construct to offer a comprehensive approach towards understanding the behaviour.

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