



Source details

Global Knowledge, Memory and Communication

Formerly known as: Library Review

Years currently covered by Scopus: from 2018 to 2025

Publisher: Emerald Publishing

ISSN: 2514-9342 E-ISSN: 2514-9350

Subject area: Social Sciences: Library and Information Sciences

Source type: Journal

View all documents >

Set document alert

 Save to source list

CiteScore 2023

4.2



SJR 2023

0.400



SNIP 2023

1.038



CiteScore CiteScore rank & trend Scopus content coverage

CiteScore 2023

4.2 = $\frac{828 \text{ Citations } 2020 - 2023}{197 \text{ Documents } 2020 - 2023}$

Calculated on 05 May, 2024

CiteScoreTracker 2024

6.4 = $\frac{1,270 \text{ Citations to date}}{200 \text{ Documents to date}}$

Last updated on 05 March, 2025 • Updated monthly

CiteScore rank 2023

Category	Rank	Percentile
Social Sciences		
Library and Information Sciences	#58/280	79th

View CiteScore methodology > CiteScore FAQ > Add CiteScore to your site

About Scopus

[What is Scopus](#)

[Content coverage](#)

[Scopus blog](#)

[Scopus API](#)

[Privacy matters](#)

Language

[日本語版を表示する](#)

[查看简体中文版本](#)

[查看繁體中文版本](#)

[Просмотр версии на русском языке](#)

Customer Service

[Help](#)

[Tutorials](#)

[Contact us](#)

ELSEVIER

[Terms and conditions ↗](#) [Privacy policy ↗](#) [Cookies settings](#)

All content on this site: Copyright © 2025 Elsevier B.V. ↗, its licensors, and contributors. All rights are reserved, including those for text and data mining, AI training, and similar technologies. For all open access content, the relevant licensing terms apply.

We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies ↗.



Automate API Tests

Katalon

Sign Up

Global Knowledge, Memory and Communication

COUNTRY	SUBJECT AREA AND CATEGORY	PUBLISHER	SJR 2024
United Kingdom	Social Sciences Library and Information Sciences	Emerald Group Publishing Ltd.	0.543 Q2
Universities and research institutions in United Kingdom Media Ranking in United Kingdom	submission guideline manuscript submission Our online journal offers a unique opportunity for fast and efficient pu asrjetsjournal.org OPEN		H-INDEX 42
PUBLICATION TYPE	ISSN	COVERAGE	INFORMATION
Journals	25149342, 25149350	2018-2025	Homepage How to publish in this journal jbp@aber.ac.uk

SCOPE

The journal is concerned with innovation and developments in digital information, as they relate to global knowledge, communication and world memory. It covers the creation, management, dissemination and use of the full range of information objects. Submissions are welcomed on the following major themes: Global Knowledge and Communication: •Social interaction, networking, social media and space •Free/open access to information: legal, technical, social and managerial issues •Information and knowledge as agents of and for social, political, cultural and organisational change •Connecting the individual: personalised and meta-services •Sociological and philosophical aspects of information and knowledge, including service provision World Memory: Text, Sound, Vision and Artefacts: •Information creation, 'collection' and curation •Information seeking, discovery and use •Sustainable preservation, including environmental, social, technical and legal issues •Sharing and facilitating individual engagement with archival, cultural and literary heritage: objects and services •Memory institutions and organisations: role and purpose, design, delivery, evaluation and cultural issues •Professional collaboration – consortia, exchange and sharing.

Join the conversation about this journal

1

Information Discovery and Delivery
GBR

61%

similarity

2

Information Development
GBR

53%

similarity

3

Aslib Journal of Information Management
GBR

47%

similarity

4

Electronic Library
GBR

44%

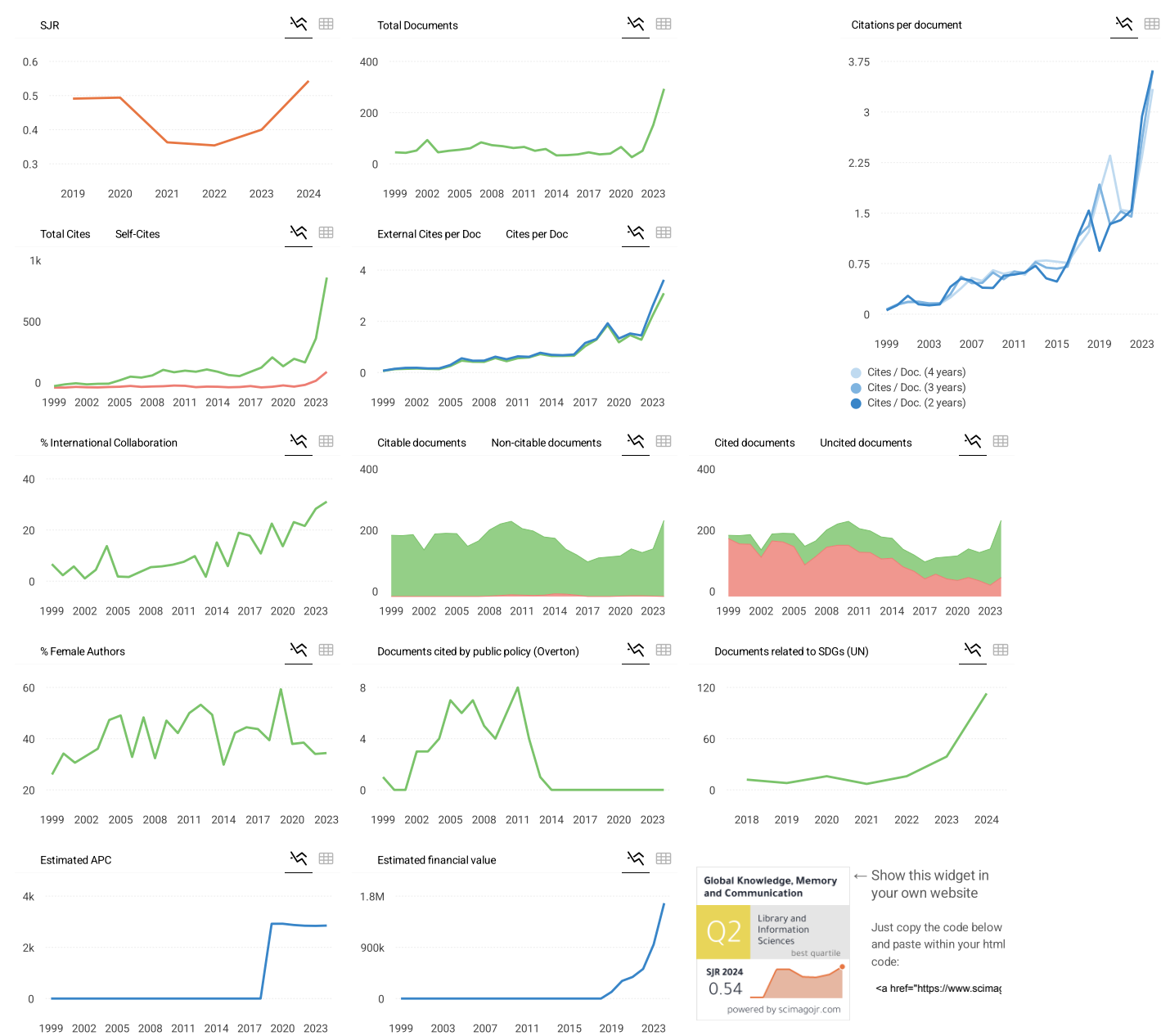
similarity

5

International Journal of Information Science and IRN

43%

similarity



Metrics based on Scopus® data as of March 2025

D **Dr. Enite A, Urhefe-Okotie** 2 years ago

I need regular update on this journal

[reply](#)



Melanie Ortiz 2 years ago

SCImago Team

Dear Dr. Enite,
Thank you for contacting us.
We suggest you visit the journal's homepage or contact the journal's editorial staff , so they could inform you more deeply.
Best Regards, SCImago Team

Leave a comment

Name

Email

(will not be published)



I'm not a robot

reCAPTCHA
[Privacy](#) - [Terms](#)

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.

Developed by:



Powered by:



Follow us on @ScimagoJR

Scimago Lab, Copyright 2007-2025. Data Source: Scopus®

Global Knowledge, Memory and Communication



Global Knowledge, Memory and Communication

[Submit your paper](#)

[Table of contents](#)

[Author guidelines](#)

[Editorial team](#)

Editor

Prof. Judith Broady-Preston
Professor Emerita Aberystwyth University, Visiting Professorial Fellow UCL Qatar, Qatar - UK
jbp@aber.ac.uk

Associate Editor

Professor Jo Smedley
Halmstad University - Sweden
jo.smedley@hh.se

Regional Editor

Dr Amanda Cossham
Open Polytechnic of New Zealand - New Zealand
amanda.cossham@openpolytechnic.ac.nz

Commissioning Editor

Charlotte Eagles
Emerald Publishing
C eagles@emerald.com

Journal Editorial Office (For queries related to pre-acceptance)

Kaveri Sinha
Emerald Publishing
kaveri.emerald@kwgglobal.com

Supplier Project Manager (For queries related to post-acceptance)

Shalu Pandey
Emerald Publishing
Shalu.Emerald@kwgglobal.com

Editorial Advisory Board

Stephen Akintunde PhD
University of Jos, University Library - Nigeria

Ali Saif Al-Aufi PhD
Library & Information Science Associate Professor, Department of Information Studies, College of Arts and Social Science, Sultan Qaboos University - Muscat Oman

Dr Judith Licea de Arenas
Faculty of Philosophy and Letters, University of Mexico - Mexico

Ms Susan Ashworth
University of Glasgow - UK

Ms. Priyanka Chand Bhatt
Chaoyang University of Technology, Department of Information Management - Taiwan

Briony Birdi PhD
Senior Lecturer, University of Sheffield Information School, University of Sheffield - UK

Eric Boamah PhD
Lecturer, Open Polytechnic - New Zealand

Dr Gobinda G Chowdhury
Strathclyde University - UK

Professor David Ellis
Department of Information Management, Libraries and Archives, Aberystwyth University - UK

Dr Priti Jain
University of Botswana - Botswana

V K J Jeevan PhD
Librarian (In-charge), Library and Documentation Division, Indira Gandhi National Open University (IGNOU) - India

Jeffrey A. A. Knapp
Larry & Ellen Foster Librarian for Communications, Penn State University Libraries - USA

Khalid Mahmood PhD
Professor and Director Institute of Information Management, Faculty of Information and Media Studies, University of the Punjab Lahore - Pakistan

Dr Pauline Rafferty
Prifysgol Aberystwyth University - UK

Dr Diljit Singh
University of Malaya - Malaysia

Ms Sirje Virkus, PhD
School of Digital Technologies, Tallinn University - Estonia

Professor Kuan Yew Wong
Department of Manufacturing and Industrial Engineering, Universiti Teknologi Malaysia - Malaysia

[Indexing & metrics](#)

[UPDATE PRIVACY SETTINGS](#)

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click 'Accept'. To find out more and manage your cookies, click 'Manage cookies'

[Accept all cookies](#)

[Reject all cookies](#)

[Manage cookies](#)

Global Knowledge, Memory & Communications publishes contemporary research and practice which explores the way that people and organisations interact in the digital information environment.

ISSN: 2514-9342
eISSN: 2514-9350



Aims and scope

The journal is concerned with innovation and developments in digital information, as they relate to global knowledge, communication and world memory. It covers the creation, management, dissemination and use of the full range of information objects.

Submissions are welcomed on the following major themes:

Global Knowledge and Communication:

- Social interaction, networking, social media and space
- Free/open access to information: legal, technical, social and managerial issues
- Information and knowledge as agents of and for social, political, cultural and organisational change
- Connecting the individual: personalised and meta-services
- Sociological and philosophical aspects of information and knowledge, including service provision

World Memory: Text, Sound, Vision and Artefacts:

- Information creation, 'collection' and curation
- Information seeking, discovery and use
- Sustainable preservation, including environmental, social, technical and legal issues
- Sharing and facilitating individual engagement with archival, cultural and literary heritage: objects and services
- Memory institutions and organisations: role and purpose, design, delivery, evaluation and cultural issues
- Professional collaboration – consortia, exchange and sharing.

Latest articles

These are the latest articles published in this journal (Last updated: December 2024)

**Brand Identification in Indonesian Tourism:
Determinant Factors and Consequences**

**Investigating the Critical Drivers of Fintech
Adoption to Promote Business Sustainability of
SMEs**

**Mapping Global Research on Generation Z: A
Bibliometric Analysis**

Top downloaded articles

These are the most downloaded articles over the last 12 months for this journal (Last updated: December 2024)

**Enhancing service delivery through digital
transformation in the public sector in South
Africa**

**The next big thing: role of ChatGPT in personal
knowledge management challenges and
opportunities for knowledge workers across**

A systematic review of information and communication technologies (ICTs) on student motivation: researchers' reflections on a selected higher education institution (HEIs)

Top cited

These are the top cited articles for this journal, from the last 12 months according to Crossref (Last updated: December 2024)

From Traditional to Digital: The Role of XBRL Adoption in Improving Financial Statements Transparency

Modeling the influence of online communities and social commerce

Metaverse adoption: a systematic literature review and roadmap for future research

This title is aligned with our quality education for all goal

We believe in quality education for everyone, everywhere and by highlighting the issue and working with experts in the field, we can start to find ways we can all be part of the solution.



[Find out about our quality education for all goal](#)

Related journals

This journal is part of our Library & information sciences collection. Explore our [Library & information sciences subject area](#) to find out more.

[See all related journals](#)

The Electronic Library

The Electronic Library explores information organization for knowledge creation, discovery, access, and sharing. We are...



The Bottom Line

The Bottom Line is a multidisciplinary international leading journal publishing cutting-edge research that explores...





ISSN: (International Standard Serial e-ISSN: Number)

Close X

Advanced search

Renamed from: Serial Library Review Number)

Online date, start – end: 2018

Copyright Holder: Emerald Publishing Limited

Open Access: hybrid

Editor: • Professor Judith Broady-Preston

Further Information

- About the journal
- Purchase information
- Editorial team
- Write for this journal

Global Knowledge, Memory and Communication: Volume 73 Issue 6/7

Subjects: [Library & information science](#) > [Information behaviour & retrieval](#) > [Information in society](#)

Subscribe to table of contents alerts RSS feed

Table of contents

Skip to main content [mation and the influence of misinformation on COVID-19 vaccine uptake hesitancy among rs in Tanzania: evidences from Dar es Salaam and Dodoma](#)

Important note for authors: [phishing scams](#).

Enter your search terms here Advanced search

- HTML
- PDF (240 KB)
- Permissions

DOWNLOADS

232

[Examining teachers’ satisfaction with the new normal in a disruptive online hospitality, travel, and tourism education system](#)

Tanusree Chakraborty, Harveen Bhandari, Amit Mittal

The purpose of this study is to analyze the impact of teachers’ performance expectancy, teachers’ effort expectancy, teachers’ performance anxiety, teachers’ engagement, perceived...

- HTML
- PDF (305 KB)
- Permissions

DOWNLOADS

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

Accept Manage cookies X

[Operational performance entitling the knowledge of inventory management practices on business performance: a mediational study](#)

[Rashmi Ranjan Panigrahi](#), [Jamini Ranjan Meher](#), [Avinash K. Shrivastava](#), [Gokulananda Patel](#), [Lalatendu Kesari Jena](#)

The purpose of this paper is to examine the impact of knowledge of inventory management practices (KIMP) on operational performance (OP) and business performance (BP). This study...

 [HTML](#)

 [PDF \(594 KB\)](#)

Permissions 

DOWNLOADS

 588

[Personal information management practices: how scientists find and organize information](#)

[Abdus Sattar Chaudhry](#), [Bibi M. Alajmi](#)

To take full advantage of the unprecedented availability of information on networks and digital systems, professionals need to be comfortable finding information relevant to the...

 [HTML](#)

 [PDF \(225 KB\)](#)

Permissions 

DOWNLOADS [ALTMETRICS](#)

 435



[eHealth literacy among online health consumers in Jordan](#)

[Basil Alzougool](#)

This study aims to examine the eHealth literacy level among online health consumers (OHC) in Jordan and identified variables predicting their eHealth literacy level as well.

 [HTML](#)

 [PDF \(381 KB\)](#)

Permissions 

DOWNLOADS



We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

[Lambodara Parabhoi](#), [Manoj Kumar Verma](#), [Rebecca Susan Dewey](#)

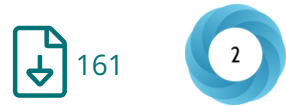
This paper aims to determine the gender composition of journal editorial boards in the field of library and information science and to identify trends in the gender composition of...

 [HTML](#)

 [PDF \(197 KB\)](#)

Permissions 

DOWNLOADS [ALTMETRICS](#)



[A new digital literacy framework to mitigate misinformation in social media infodemic](#)

[Lilian Anthonysamy](#), [Pravina Sivakumar](#)

This study aims to examine how digital literacy competency can mitigate misinformation in social media among young adults. In recent years, concerns over misinformation have...

 [HTML](#)

 [PDF \(1 MB\)](#)

Permissions 

DOWNLOADS



[Transforming libraries into learning collaborative hubs: the current state of physical spaces and the perceptions of Greek librarians concerning implementation of the “Learning Commons” model](#)

[Angeliki Garoufali](#), [Emmanouel Garoufallou](#)

With the technological innovation dominating higher education, the university libraries, as physical spaces, continue to play a crucial role in connecting students with knowledge...

 [HTML](#)

 [PDF \(244 KB\)](#)

Permissions 

DOWNLOADS



We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

 [HTML](#)

 [PDF \(3.7 MB\)](#)

Permissions 

DOWNLOADS [ALTMETRICS](#)

 61

 2

[The role of community radio in information dissemination towards youth development in Ghana](#)

[Philip Kwaku Kankam](#), [Stephen Attuh](#)

Community radio attempts to place the power of communication in the hands of community members, particularly the youth, so that they can create and broadcast materials that...

 [HTML](#)

 [PDF \(189 KB\)](#)

Permissions 

DOWNLOADS

 407

[Unveiling the impact of YouTube advertising on the cognitive attitude of Indian millennials](#)

[Anubha Anubha](#), [Daviender Narang](#), [Himanshu Sharma](#)

YouTube (YT) has become a trend among millennials, and thus, marketers are trying to harness the power of it to communicate with them. Global marketers need to understand the...

 [HTML](#)

 [PDF \(375 KB\)](#)

Permissions 

DOWNLOADS

 312

[Analysis of COVID-19 Gov PK app user reviews to determine online privacy concerns of Pakistani citizens](#)

[Ussama Yaqub](#), [Tauqeer Saleem](#), [Salma Zaman](#)

The purpose of this paper is to explore the reaction of Pakistani citizens toward online privacy in the context of the Pakistan Government's COVID-19 app privacy breach.

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

Permissions 

DOWNLOADS [ALTMETRICS](#)

 103

 1

[A longitudinal study on knowledge organization publications: using hierarchical clustering and multidimensional scaling](#)

[Farshid Danesh](#), [Somayeh Ghavidel](#)

The purpose of this study was a longitudinal study on knowledge organization (KO) realm structure and cluster concepts and emerging KO events based on co-occurrence analysis.

 [HTML](#)

 [PDF \(3 MB\)](#)

Permissions 

DOWNLOADS

 199

[Relationship between new media literacy \(NML\) and web-based fake news epidemic control: a systematic literature review](#)

[Khurram Shahzad](#), [Shakeel Ahmad Khan](#)

This study aims to investigate the current practices being implemented against the dissemination of fake online news, identify the relationship of new media literacy (NML) with...

 [HTML](#)

 [PDF \(1.3 MB\)](#)

Permissions 

DOWNLOADS

 655

[Modelling barriers to wearable technologies in Indian context: validating the moderating role of technology literacy](#)

[Balraj Verma](#), [Urvashi Tandon](#)

The purpose of this study is to examine diverse risks and barriers that influence customers' attitude leading to their actual use

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

 [HTML](#)

DOWNLOADS



© 2025 Emerald Publishing Limited. All rights reserved, including rights for text and data mining, artificial intelligence training and similar technologies.

Services

- Authors
- Editors
- Librarians
- Researchers
- Reviewers

About

- About Emerald
- Working for Emerald
- Contact us
- Publication sitemap

Policies and information

- Privacy notice
- Site policies
- Modern Slavery Act
- Accessibility

Factors affecting traditional micro business (MB) to continue using E-marketplace from habit and social impact perspective

Antonius Budisusila

Department of Economics, Universitas Sanata Dharma, Yogyakarta, Indonesia

Yonathan Dri Handarkho

*Department of Informatic, Universitas Atma Jaya Yogyakarta,
Yogyakarta, Indonesia, and*

Victoria Sundari Handoko

*Department of Sociology, Universitas Atma Jaya Yogyakarta,
Yogyakarta, Indonesia*

Received 2 January 2024
Revised 26 June 2024
Accepted 26 July 2024

Abstract

Purpose – This study aims to proposes a theoretical model to understand the intention of Indonesian traditional micro businesses (MB) to continue using an e-marketplace.

Design/methodology/approach – This research involved the utilization and combination of habit formation and social impact theories to develop the model. A total of 162 responses were retrieved from the owners of traditional MB and used to validate the proposed model.

Findings – The results showed subjective norms to be the most substantial direct predictor of continuous usage, followed by usefulness, satisfaction and promotion proneness. Meanwhile, compatibility was found to have only an indirect effect through usefulness as a mediator. Moreover, moderating effect analysis also showed that the impact of herd behaviour was only significant for male and younger traditional MB owners.

Originality/value – The emphasis on the seller perspective using habit formation as well as the social impact theory to explain continuance behaviour is an alternative approach observed not to have been widely explored, especially for traditional businesses such as indigenous industry rather than organizations.

Keywords Micro business, Continuous usage, Habit, Social impact, e-marketplace

Paper type Research paper

1. Introduction

The rapid advancements in internet technology have led to a significant increase in online transactions, including in emerging markets like Indonesia (Hootsuite, 2020). Digital marketplaces rapidly expand, creating an online environment for sellers and buyers to connect (Malak et al., 2021). Moreover, the presence of e-marketplaces that attract over 100 million Indonesian visitors per month suggests that traditional business owners need to use



The author would like to gratefully acknowledge the support from Research and Consulting PT Trisakti Pilar Persada, Universitas Sanata Dharma and Universitas Atma Jaya Yogyakarta (UAJY), Indonesia.

these platforms to gain a competitive edge (Iprice, 2021). E-marketplaces are platforms that allow businesses to offer and sell their products online, with transaction processes handled through the websites (Malak *et al.*, 2021). Adopting these platforms can enhance the competitiveness of businesses by facilitating connections with customers through internet technology, thereby reaching a broader market (Susanty *et al.*, 2020).

However, the inclination of customers to use the platform in Indonesia is inversely proportional to the number of micro businesses (MB) adopting the platform, indicating that MBs continuously using digital platforms to support their business is low (Kominfo, 2022). This is probably due to certain obstacles associated with adopting the technology, specifically for MB, which lacks adequate resources compared to medium and large companies. The scarcity of resources is evident in the data showing that MB comprise 98.7% of Indonesia's micro, small and medium enterprises sector. This distribution has remained unchanged for the past 10 years, indicating that MB struggle to progress to the small and medium enterprise levels (Utama *et al.*, 2024).

The adoption of e-marketplaces by MB has been explored in various studies, focusing on factors such as the quality of online systems, internal business readiness and external factors (Ekanem and Abiade, 2018; Susanty *et al.*, 2020). However, previous research has shown that MB's intention to 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 and Jacob, 2017; Hussein and Baharudin, 2017; Hung *et al.*, 2018; Ma *et al.*, 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 MB 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 and Jacob, 2017; Lin *et al.*, 2018). Limayem *et al.* (2007) specifically argued that the act of continuance is constructed from 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 Latané (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 analysed 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 and 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 and 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 and 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 MB 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 used 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 and 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 and 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 towards a specific system. Furthermore, 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 and 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 (Belanche *et al.*, 2020). Furthermore, 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 and 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. Furthermore, 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 and 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 *et al.*, 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 that 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, 2020a](#); [Yang and 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 and 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 para-social interaction could arouse user satisfaction towards 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:

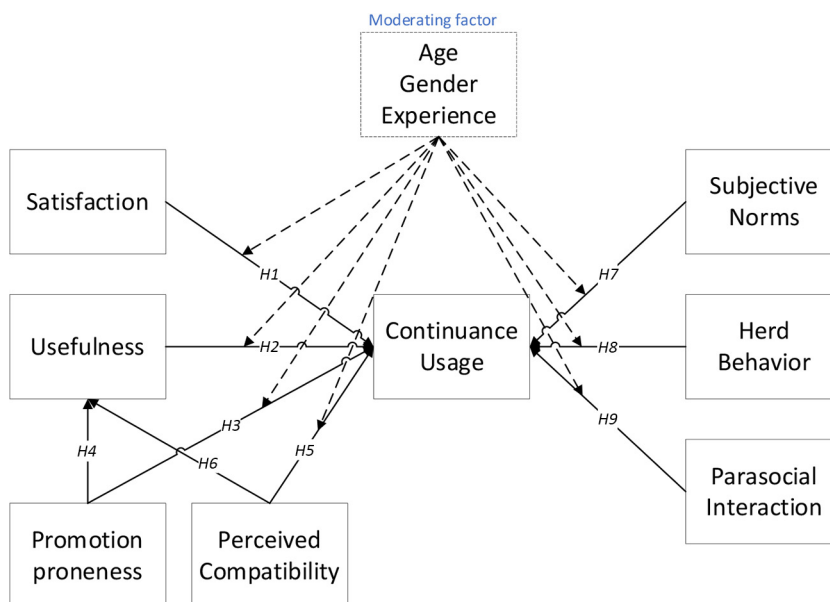
- H9. Para-social interaction has a positive direct effect on MB owners' intention to use e-marketplace continuously.

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.

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 MB totalling 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 used AMOS software to conduct a structural equation modelling (SEM) analysis to validate the proposed effects in the theoretical model, following [Kline's \(2016\)](#) guidance.



Source: Figure created by authors

Figure 1. The theoretical model

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 [Formell and Larcker \(1981\)](#). The AVE and CR are, however, required to be above 0.5 and 0.7, respectively, to satisfy the requirement. Furthermore, [George and Mallery's \(2003\)](#) 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.

Furthermore, the data shows the characteristics of the respondents, with 41.4% discovered to be in the age range of 26–40, followed by those at age 25 and below with 30.2%, while the rest, which is 40 years and above, were 28.4%. It was also discovered that the female gender dominated this study with 63%. Moreover, those who have experienced e-marketplace for one year and below were the highest with 61.7% followed by those with above one year at 38.3%. The table also shows 32.7% 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

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	Zhou (2014)
Satisfaction	I will frequently use the e-marketplace in the future 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 I would appreciate using the e-marketplace instead of an alternative app	Gerhardt <i>et al.</i> (2010)
Perceived usefulness	e-marketplace are a useful app of sales Using e-marketplace makes the handling of sales easier Using e-marketplace will enhance my effectiveness in online sales	Gerhardt <i>et al.</i> (2010) Hsiao <i>et al.</i> (2016)
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	Lichtenstein <i>et al.</i> (1995)
Para-social interaction	I like hearing the recommendation from influential and respected person in society related to the use of the e-marketplace for selling 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	Handarkho (2020a)
Herd behaviour	My decision to use the e-marketplace is influenced by the number of sellers who already used the site 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	Lee and Hong (2016)
Subjective norm	My decision to sell using the e-marketplace because my friends do so, and I want to belong to them 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	Shin (2013)

Source: Table created by authors

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	Para-social 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			

Note: CA refers to Cronbach's alpha

Source: Table created by authors

Table 3. Result of discriminant validity

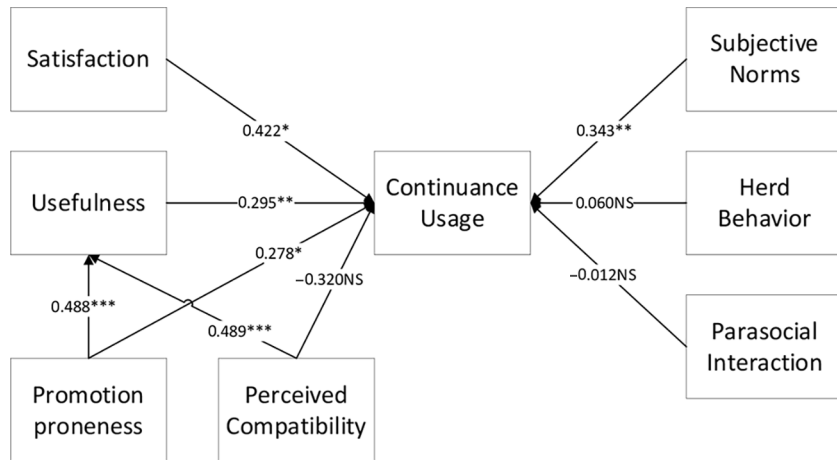
Indicator	CU	PI	SN	S	PP	PU	PC	HB
Continuance usage	0.912							
Para-social interaction	0.660**	0.848						
Subjective norm	0.799**	0.659**	0.932					
Satisfaction	0.780**	0.654**	0.761**	0.925				
Promotion proneness	0.762**	0.630**	0.687**	0.663**	0.847			
Perceived usefulness	0.794**	0.622**	0.696**	0.752**	0.780**	0.948		
Perc. compatibility	0.767**	0.642**	0.760**	0.893**	0.691**	0.812**	0.908	
Herd behaviour	0.770**	0.706**	0.804**	0.699**	0.724**	0.692**	0.706**	0.824

Source: Table created by authors

results showed they were less than 3 and 7, respectively. This, therefore, means the data are suitable to be analysed 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* (* = 0.05; ** = 0.01; *** = 0.001; 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 para-social interaction (*H9*). This study also formed two



Source: Figure created by authors

Figure 2. Direct effects in the model

Table 4. Hypothesis test results

	Total effect	Status
<i>Direct effect</i>		
Satisfaction → Continuance usage (H1)	0.422*	Supported
Usefulness → Continuance usage (H2)	0.295**	Supported
Promotion proneness → Continuance usage (H3)	0.278*	Supported
Promotion proneness → Usefulness (H4)	0.488***	Supported
Compatibility → Continuance usage (H5)	-0.320NS	Not supported
Compatibility → Usefulness (H6)	0.489***	Supported
Subjective norms → Continuance usage (H7)	0.343**	Supported
Herd Behaviour → Continuance usage (H8)	0.060NS	Not supported
Parasocial Interaction → Continuance usage (H9)	-0.012NS	Not supported
<i>Indirect effect</i>		
Promotion proneness → usefulness → continuance usage	0.143**	Supported
Compatibility → usefulness → continuance usage	0.144**	Supported

Source: Table created by authors

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 5. Significant moderating effects

Moderator	Direct effect	Direct effect	Critical ratios for difference
<i>Age</i>	<i><=30 (78)</i>	<i>>30 (84)</i>	
HB→ CU	0.732*	-0.236NS	2.441*
PI→ CU	-0.309*	0.193NS	2.415*
PU → CU	0.512***	0.068NS	2.192*
<i>Gender</i>	<i>Male (60)</i>	<i>Female (102)</i>	
HB→CU	1.114***	-0.725**	4.298***
PP→ CU	-0.446NS	0.439***	2.884**

Source: Table created by authors

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 root mean square residual value which also indicates a good model fit by being close to 0. Moreover, the values of goodness of fit index, Adjusted GFI, normed fit index, incremental fit index and comparative fit index 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 root mean square error of approximation 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 towards 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 *H1*, 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 towards a specific system in line with previous studies ([Karjaluoto et al., 2012](#); [Dai and Zhang, 2019](#)). This construct contributes significantly to usefulness even though the direct effect of perceived compatibility towards 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. \(2018\)](#); [Belanche 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 and 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 behaviour 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 (CSR) 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 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 gross domestic product in the future.

5. 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.

References

- Aldrich, J.H., Montgomery, J.M. and Wood, W. (2011), "Turnout as a habit", *Political Behavior*, Vol. 33 No. 4, pp. 535-563.
- Al-Tit, A.A. (2020), "E-commerce drivers and barriers and their impact on e-customer loyalty in small and medium-sized enterprises (SMES)", *Business: Theory and Practice*, Vol. 21 No. 1, pp. 146-157.
- Barclay, D., Higgins, C. and Thompson, R. (1995), "The partial least squares (PLS) approach to causal modeling: personal computer adoption and use as an illustration", *Technology Studies*, Vol. 2, pp. 285-309.
- Belanche, D., Flavian, D. and Ibanez-Sanchez, S. (2020), "Followers' reactions to influencers' Instagram posts", *Spanish Journal of Marketing – ESIC*, Vol. 24 No. 1, pp. 37-54.
- Carden, L. and Wood, W. (2018), "Habit formation and change", *Current Opinion in Behavioral Sciences*, Vol. 20, pp. 117-122.
- Crespo-Almendros, E. and Del Barrio-García, S. (2016), "Do online discounts and free gifts damage brand image of service? The moderating role of promotion-proneness", *Service Business*, Vol. 10 No. 1, pp. 31-58.
- Croitor, E., Werner, D., Adam, M. and Benlian, A. (2021), "Opposing effects of input control and clan control for sellers on e-marketplace platforms", *Electronic Markets*, Vol. 32 No. 1.
- Cui, Y., Mou, J., Cohen, J. and Liu, Y. (2018), "Understanding is success model and valence framework in sellers' acceptance of cross-border E-commerce", *WHICEB 2018 Proceedings*, p. 39.
- Dai, H.M., Teo, T. and Rappa, N.A. (2020), "Understanding continuance intention among MOOC participants: the role of habit and MOOC performance", *Computers in Human Behavior*, Vol. 112, p. 106455.
- Dai, Q. and Zhang, J. (2019), "Interaction between satisfaction and incentives on online reviews", *Asia Pacific Journal of Marketing and Logistics*, Vol. 32 No. 4, pp. 899-921.
- Davis, F.D. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-339.
- Ekanem, I. and Abiade, G.E. (2018), "Factors influencing the use of E-Commerce by small enterprises in Nigeria", *International Journal of ICT Research in Africa and the Middle East*, Vol. 7 No. 1, pp. 37-53.
- Ferreira, A., Silva, G.M. and Dias, Á.L. (2021), "Determinants of continuance intention to use mobile self-scanning applications in retail", *International Journal of Quality and Reliability Management*, Vol. 40 No. 2.

-
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Franque, F.B., Oliveira, T., Tam, C. and Santini, F.D.O. (2020), "A meta-analysis of the quantitative studies in continuance intention to use an information system", *Internet Research*, Vol. 31 No. 1, pp. 123-158.
- Gao, S., Yang, X., Guo, H. and Jing, J. (2018), "An empirical study on users' continuous usage intention of QR code mobile payment services in China", *International Journal of E-Adoption*, Vol. 10 No. 1, pp. 18-33.
- George, D. and Mallery, P. (2003), *SPSS for Windows Step by Step: A Simple Guide and Reference*, 11.0 Update, Allyn and Bacon, Boston, MA.
- Gerhardt, P., Schilke, O. and Wirtz, B.W. (2010), "Understanding consumer acceptance of mobile payment services: an empirical analysis", *Electronic Commerce Research and Applications*, Vol. 9 No. 3, pp. 209-216.
- Handarkho, Y.D. (2020a), "Understanding mobile payment continuance usage in physical store through social impact theory and trust transfer", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 4, pp. 1071-1087.
- Handarkho, Y.D. (2020b), "Impact of social experience on customer purchase decision in the social commerce context", *Journal of Systems and Information Technology*, Vol. 22 No. 1, pp. 47-71.
- Handarkho, Y.D. (2021), "Social experience vs. social technology in enhancing the intention to use social commerce: a case study of Indonesia", *Journal of Enterprise Information Management*, Vol. 34 No. 3, pp. 860-883.
- Handarkho, Y.D., Harjoseputro, Y., Samodra, J.E. and Irianto, A.B.P. (2021), "Understanding proximity mobile payment continuance usage in Indonesia from a habit perspective", *Journal of Asia Business Studies*, Vol. 15 No. 3.
- Heng, T. (2019), "How does brand popularity affect patrons' continuance? Examining the mediating role of customer commitment", *Australasian Conference on Information Systems*, Vol. 2019, pp. 205-213.
- Hofstede-Insights (2023), "Country comparison", available at: www.hofstede-insights.com/country-comparison/indonesia/ (accessed 21 April 2023).
- Hootsuite (2020), "Digital 2020 Indonesia", Hootsuite (We are social) Indonesian Digital Report, <https://wearesocial.com/digital-2020>
- Hsiao, C., Chang, J.-J. and Tang, K. (2016), "Exploring the influential factors in continuance usage of mobile social apps: satisfaction, habit, and customer value perspectives", *Telematics and Informatics*, Vol. 33 No. 2, pp. 342-355.
- Huang, R.T. and Yu, C.L. (2022), "Exploring online green behaviour among college students in Taiwan: a moderated mediation model of perceived compatibility", *Multimedia Tools and Applications*, Vol. 81 No. 1, pp. 421-436.
- Hung, S.W., Chang, C.W. and Ma, Y.C. (2021), "A new reality: exploring continuance intention to use mobile augmented reality for entertainment purposes", *Technology in Society*, Vol. 67 No. September, p. 101757.
- Hung, S.Y., Yu, A.P.I. and Chiu, Y.C. (2018), "Investigating the factors influencing small online vendors' intention to continue engaging in social commerce", *Journal of Organizational Computing and Electronic Commerce*, Vol. 28 No. 1, pp. 9-30.
- Hussein, L.A. and Baharudin, A.S. (2017), "Factors affecting small and medium enterprises (SMEs) continuance intention to adopt e-commerce in Jordan", *International Journal of Advanced and Applied Sciences*, Vol. 4 No. 4, pp. 110-117.
- Hussein, L.A., Baharudin, A.S., Kiumarsi, S. and Hilmi, M.F. (2020), "Factors influencing the intention to continue using B2B e-commerce in manufacturing SMEs", *Engineering, Technology and Applied Science Research*, Vol. 10 No. 2, pp. 5528-5533.

-
- Iprice (2021), "Peta e-commerce Indonesia", available at: <https://iprice.co.id/insights/mapofecommerce/>
- Karjaluoto, H., Jayawardhena, C., Leppäniemi, M. and Pihlström, M. (2012), "How value and trust influence loyalty in wireless telecommunications industry", *Telecommunications Policy*, Vol. 36 No. 8, pp. 636-649.
- Khlaif, Z.N., Sanmugam, M. and Ayyoub, A. (2022), *Impact of Technostress on Continuance Intentions to Use Mobile Technology*, Asia-Pacific Education Researcher.
- Kline, R.B. (2016), *Principles and Practice of Structural Equation Modeling*, 4th ed., The Guilford Press, New York, NY.
- Kominfo (2022), "Percepat adopsi teknologi digital UMKM, menkominfo dorong kolaborasi di 13 kawasan prioritas", available at: https://m.kominfo.go.id/content/detail/41774/siaran-pers-no-175hmkominfo052022-tentang-percepat-adopsi-teknologi-digital-umkm-menkominfo-dorong-kolaborasi-di-13-kawasan-prioritas/0/siaran_pers
- Latané, B. (1981), "The psychology of social impact", *American Psychologist*, Vol. 36 No. 4, pp. 343-356.
- Lee, J. and Hong, I.B. (2016), "Predicting positive user responses to social media advertising: the roles of emotional appeal, informativeness, and creativity", *International Journal of Information Management*, Vol. 36 No. 3, pp. 360-373.
- Lichtenstein, D.R., Netmeyer, R.G. and Burton, S. (1995), "Assessing the domain specificity of deal proneness: a field study", *Journal of Consumer Research*, Vol. 22 No. 3, pp. 314-326.
- Limayem, M., Hirt, S.G. and Cheung, C.M.K. (2007), "How habit limits the predictive power of intention: the case of information systems continuance", *MISQuarterly*, Vol. 31 No. 4, pp. 705-737.
- Lin, K., Wang, Y. and Huang, T.K. (2018), "What drives continued intention for mobile payment? – an expectation cost-benefit theory with habit", *Proceedings of the 51st HI International Conference on System Sciences*, pp. 1442-1451.
- Ma, Y., Ruangkanjanases, A. and Chen, S.C. (2019), "Investigating the impact of critical factors on continuance intention towards cross-border shopping websites", *Sustainability (Switzerland)*, Vol. 11 No. 21.
- Malak, F., Ferreira, J.B., Pessoa de Queiroz Falcão, R. and Giovannini, C.J. (2021), "Seller reputation within the B2C e-Marketplace and impacts on purchase intention", *Latin American Business Review*, Vol. 22 No. 3, pp. 1-21.
- Matke, J., Maier, C., Reis, L. and Weitzel, T. (2020), "Herd behaviour in social media: the role of Facebook likes, strength of ties, and expertise", *Information and Management*, Vol. 57 No. 8, p. 103370.
- Mazar, A. and Wood, W. (2018), "Defining habit in psychology", In Verplanken, B. (Eds), *The Psychology of Habit*, Springer, Cham.
- Mishra, O.N. and Gupta, S. (2020), "Antecedents and impact of E-commerce adoption among new venture firms: evidence from tourism and hospitality industry", *Vision: The Journal of Business Perspective*, Vol. 24 No. 4, pp. 431-440.
- Mouakket, S. (2015), "Factors influencing continuance intention to use social network sites: the Facebook case", *Computers in Human Behavior*, Vol. 53, pp. 102-110.
- Nascimento, B., Oliveira, T. and Tam, C. (2018), "Wearable technology: what explains continuance intention in smartwatches?", *Journal of Retailing and Consumer Services*, Vol. 43, pp. 157-169.
- Neuman, W.L. (2014), *Social Research Methods, Qualitative and Quantitative Approaches*, 6th ed., Allyn and Bacon, Boston.
- Paul, T.J. and Jacob, J. (2017), "Information system continuance usage: moderating role of habit", *International Journal of Business Information Systems*, Vol. 26 No. 2, pp. 166-184.

-
- Sharma, G., Singh, T. and Awasthi, S. (2018), "A study on the effect of perceived usefulness, social value and monetary value on intention to adopt financial services", *International Journal of Banking, Risk and Insurance Need*, Vol. 6, pp. 29-35.
- Shin, D. (2013), "User experience in social commerce: in friends we trust", *Behaviour and Information Technology*, Vol. 32 No. 1, pp. 52-67.
- Singh, N. and Sinha, N. (2020), "How perceived trust mediates merchant's intention to use a mobile wallet technology", *Journal of Retailing and Consumer Services*, Vol. 52, p. 101894.
- Su, B.C., Wu, L.W., Chang, Y.Y.C. and Hong, R.H. (2021), "Influencers on social media as references: understanding the importance of parasocial relationships", *Sustainability (Switzerland)*, Vol. 13 No. 19.
- Sugandini, D., Purwoko, P., Pambudi, A., Resmi, S., Reniati, R., Muafi, U. and Kusumawati, R.A. (2018), "The role of uncertainty, perceived ease of use, and perceived usefulness towards the technology adoption", *International Journal of Civil Engineering and Technology*, Vol. 9 No. 4, pp. 660-669.
- Susanty, A., Handoko, A. and Puspitasari, N.B. (2020), "Push-pull-mooring framework for e-commerce adoption in small and medium enterprises", *Journal of Enterprise Information Management*, Vol. 33 No. 2, pp. 381-406.
- Tam, C., Santos, D. and Oliveira, T. (2020), "Exploring the influential factors of continuance intention to use mobile apps: extending the expectation confirmation model", *Information Systems Frontiers*, Vol. 22, pp. 243-257.
- Thaha, A.R., Maulina, E., Muftiadi, R.A. and Alexandri, M.B. (2022), "TOE factors and value chain effects of e-business adoption on SMEs", *Uncertain Supply Chain Management*, Vol. 10 No. 3, pp. 1029-1036.
- Tsai, W.H.S. and Men, L.R. (2017), "Social CEOs: the effects of CEOs' communication styles and parasocial interaction on social networking sites", *New Media and Society*, Vol. 19 No. 11, pp. 1848-1867.
- Utama, S., Yusfiarto, R., Pertiwi, R.R. and Khoirunnisa, A.N. (2024), "Intentional model of MSMEs growth: a tripod-based view and evidence from Indonesia", *Journal of Asia Business Studies*, Vol. 18 No. 1, pp. 62-84.
- Wang, W.T. and Lin, Y.L. (2021), "An integrated theoretical investigation of healthcare students' perceived compatibility using online learning systems on their learning performance", *Journal of Internet Technology*, Vol. 22 No. 1, pp. 143-155.
- Wang, M., Cho, S. and Denton, T. (2017), "The impact of personalization and compatibility with past experience on e-banking usage", *International Journal of Bank Marketing*, Vol. 35 No. 1, pp. 45-55.
- Wang, Z., Guan, Z., Hou, F., Li, B. and Zhou, W. (2019), "What determines customers' continuance intention of FinTech? Evidence from YuEbao", *Industrial Management and Data Systems*, Vol. 119 No. 8, pp. 1625-1637.
- Yang, J. and Jong, D. (2021), "Understanding continuance intention determinants to adopt online health care community: an empirical study of food safety", *International Journal of Environmental Research and Public Health*, Vol. 18 No. 12, p. 18.
- Zhou, T. (2013), "An empirical examination of continuance intention of mobile payment services", *Decision Support Systems*, Vol. 54 No. 2, pp. 1085-1091.
- Zhou, T. (2014), "Understanding the determinants of mobile payment continuance usage", *Industrial Management and Data Systems*, Vol. 114 No. 6, pp. 936-948.

Further reading

- Effendi, M.I., Sugandini, D. and Istanto, Y. (2020), "Social media adoption in SMEs impacted by COVID-19: the TOE model", *The Journal of Asian Finance, Economics and Business*, Vol. 7 No. 11, pp. 915-925.

- Handarkho, Y.D. and Harjoseputro, Y. (2019), "Intention to adopt mobile payment in physical stores individual switching behaviour perspective", *Journal of Enterprise Information Management*, Vol. 33 No. 2, pp. 285-308.
- Jin, S.V. (2018), "Celebrity 2.0 and beyond!' effects of Facebook profile sources on social networking advertising", *Computers in Human Behavior*, Vol. 79, pp. 154-168.
- Venkatesh, V., Thong, J.Y.L. and Xu, X. (2012), "Extending the unified theory of acceptance and use of technology", *MIS Quarterly*, Vol. 36 No. 1, pp. 157-178.

Corresponding author

Yonathan Dri Handarkho can be contacted at: yonathan.handarkha@uajy.ac.id