

# ICEBA 2020

2020 The 6th International Conference  
on E-Business and Applications

Kuala Lumpur, Malaysia | February 25-27, 2020



Published by





**The Association for Computing Machinery  
2 Penn Plaza, Suite 701  
New York New York 10121-0701**

**ACM COPYRIGHT NOTICE.** Copyright © 2020 by the Association for Computing Machinery, Inc. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. Copyrights for components of this work owned by others than ACM must be honored. Abstracting with credit is permitted. To copy otherwise, to republish, to post on servers, or to redistribute to lists, requires prior specific permission and/or a fee. Request permissions from Publications Dept., ACM, Inc., fax +1 (212) 869-0481, or [permissions@acm.org](mailto:permissions@acm.org).

For other copying of articles that carry a code at the bottom of the first or last page, copying is permitted provided that the per-copy fee indicated in the code is paid through the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, +1-978-750-8400, +1-978-750-4470 (fax).

**ACM ISBN: 978-1-4503-7735-5**

# The 2020 6th International Conference on E-Business and Applications (ICEBA 2020)

## Table of Contents

Preface.....	vii
Conference Committees.....	viii

### • **Chapter 1- Internet Marketing**

Attractiveness of Online Marketing in the Age of Industry 4.0 <i>Huynh Tan Hoi</i> .....	1
The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia <i>Massoud Moslehpour, Taufiq Ismail, Bey Ignatius Purba and Pei-Kuan Lin (COR)</i> .....	5
Case Study on Distribution Strategy through Biclustering <i>Hyoin Seo, Wonil Hwang, Byung En Hyun and Jaedong Son</i> .....	11
Purchasing of Foreign Beauty Products in Mongolia: What Makes It and What Breaks It? <i>Massoud Moslehpour, Anita Shalehah, Erdenebaatar Odgerel and Pei-Kuan Lin (COR)</i> .....	16
Website Attributes' Influence on Customer Loyalty and Travel Service Purchase: A Case of Online Virtual Community <i>Lenhora Putit, Amirah Ahmad Suki, Nurhani Aba Ibrahim, Afiqah Mazlan, Nurul Afiif Abdul Manan and Nurul Amirah Mohd Nafiah</i> .....	22
Purchase Behavior Analysis of Halal Medicines Among Muslim Consumers <i>Susie Suryani and Wardatul Ahkmam</i> .....	28

- **Chapter 2- E-commerce**

Online Shopping: The Influence of Attitude, Subjective Norm and Perceived Behavioral Control on Purchase Intention

*Norlina Mohamed Noor, Shereen Noranee, Muhammad Fared Zakaria, Norseha Unin and Mohamad Atheef*

*Hannan M Suaee* .....33

Examining the Influence of Customer-to-Customer Electronic Word of Mouth on Purchase Intention in Social Networking Sites

*Adilla Anggraeni, Sukma Putra and Bagas Prakoso Suwito* .....37

Detect Review Manipulation by Leveraging Reviewer Historical Stylometrics in Amazon, Yelp, Facebook and Google Reviews

*Nafiz Sadman, Kishor Datta Gupta, Ariful Haque, Subash Poudyal and Sajib Sen* .....42

XGBoost Based Strategic Consumers Classification Model on E-commerce Platform

*Mengjin Du, Zhuchao Yu, Teng Wang, Xueying Wang and Xihao Jiang* .....48

Developing a Predictive Model Using Logistic Regression to Portend the Intention to go Cashless in Mumbai Using Constructs of Technology Readiness Index

*Brijesh R. Sharma* .....54

The Impact of Adoption of Information Technologies on International Tourism

*Christina Tay* .....60

- **Chapter 3- E-finance**

Risk Management for Software Projects in Banking

*Chung Min Tae, Phan Duy Hung and Le Dinh Huynh* .....65

The Electronic Services and Efficiency for Banks in Taiwan

*Chang-Sheng Liao* .....70

Automatic Asset Selection and Allocation System with NSGA-II and Genetic Programming

*Li Xingzhou* .....74

- **Chapter 4- E-society**

Factors Influencing the Community's Intention to Participate in Public Services: The Perspective of the Ministry of Education and Culture

*Aline Rogeleonick, Betty Purwandari, Riri Satria, Mardiana Purwaningsih and Larastri Kumaralalita* .....79

An mHealth Application Redesign based on Nielsen’s Usability Heuristics: A Case Study of Halodoc <i>Arfika Nurhudatiana and Jae Young Seo</i> .....	85
The Effectiveness of Smartphone Application Usability among E-society of Bertam Perdana Penang : A Case Study of Masjid Abdullah Fahim E-Mosque Application <i>Mohd Ikmal bin Fadzil, Rusdi bin Omar, Kamarul Azman bin Khamis, and Syed Muhamad Shahril bin Syed Jaafar</i> .....	90
<b>• Chapter 5- Computer Application</b>	
A Design and Implementation of Macro Prevention Ticket Booking System Using Blockchain <i>Dong-Hyun Ko, Hyung-Kwang Choi and Kil-Sub Kim</i> .....	95
Visual Attention Toward Human Face Recognizing for Autism Spectrum Disorder and Normal Developing Children: An Eye Tracking Study <i>Mohamed Basel Almourad and Emad Bataineh</i> .....	99
<b>• Chapter 6- Educational Technology</b>	
The Effectiveness of Using mBot to Increase the Interest and Basic Knowledge in Programming and Robotic among Children of Age 13 <i>Beng Yong Lee, Lee Hung Liew, Mohd Yazid Bin Mohd Anas Khan and Azlina Narawi</i> .....	105
Analysis of Student Academic Performance and Social Media Activities by Using Data Mining Approach <i>Enda Esyudha Pratama and Eva Faja Ripanti</i> .....	111
<b>• Chapter 7- Business Management</b>	
An Empirical Study of E-Marketplace Acceptance in MSMEs under the Constructs of Effort Expectancy, Social Influence and Facilitating Condition Factors <i>Nyoman Sri Subawa, Ni Wayan Widhiasthini and Caren Angellina Mimaki</i> .....	116
System of Organizational Terms as a Theoretical Foundation for Team Management Automation <i>Olaf Flak</i> .....	121
Use of ANP and TOPSIS for the 3D Printing on Customized Electrical Vehicles <i>Tsuiyuan Tseng and Dengfeng Li</i> .....	128
Hedonic Motivation and Price Value Factor Empirical Study in Acceptance of E-Marketplace for MSMEs <i>Nyoman Sri Subawa, Ni Wayan Widhiasthini and Caren Angellina Mimaki</i> .....	133

A Store Management System for the Improvement of Shopping Process of Omni-shoppers of Fast Fashion Brand  
*Sunhyeon Lee, Younjeong Lim, Wongyu Lee, Wooram Kim, Jongsun Choi and Jaeyoung Choi* ..... 138

Gossips and Individuals in Organization: Drivers of Likelihood to Share Gossips  
*Adilla Anggraeni and Michael*..... 145

# Preface

This volume contains papers presented at The 2020 6th International Conference on E-Business and Application (ICEBA 2020), which was held in Kuala Lumpur, Malaysia during February 25-27, 2020.

ICEBA 2020 is hosted by Universiti Teknologi MARA, Malaysia. ICEBA provides a valuable platform for scientists, engineers and technologists worldwide who work in all aspects of E-business and Mobile Commerce. This volume includes 28 selected papers contributed from universities, research institutions, and industries. These papers cover the topics ranging from E-Commerce, Business Economics, Computer Application, etc. Each contributed paper has gone through a rigorous blind peer-review process. The proceedings present to the readers the latest research findings and results in the related fields.

This conference had four keynote speeches and one invited speaker. Each of them has shared their research outcomes from different prospective: from Malaysia to Japan and Republic of Korea, from practical strategies to modern analysis skills.

We sincerely thank the contributions made by session chairs and reviewers. The chairperson of each session played an important role in conducting the sessions in a timely and efficient manner. Furthermore, the success of this conference cannot be done without the reviewers, who volunteered their time in helping select high quality papers and provided invaluable constructive criticism to improve these papers.

We truly believe that the participants have found the discussions fruitful and the opportunity to establish future collaborations.

Best Regards,

Prof. Firdaus bin Abdullah  
Universiti Teknologi MARA, Malaysia  
Conference Chair of ICEBA 2020

# Conference Committees

## Conference Advisory Chairs

Prof. Emeritus Mohd Azraai Kassim, Universiti Teknologi MARA, Malaysia  
Prof. Dato Jamil Haji Hamali, Universiti Teknologi MARA Sarawak Branch, Malaysia

## Conference Chairs

Prof. Vinod Kumar, Carleton University, Canada  
Prof. Madya Firdaus bin Abdullah, Universiti Teknologi MARA, Malaysia  
Prof. Cheol Park, Korea University, South Korea

## Conference Program Chairs

Prof. Tozaki Hajime, Tokyo Metropolitan University, Japan  
Prof. Uma Kumar, Carleton University, Canada  
Dr. Nurhani Aba Ibrahim, Universiti Teknologi MARA, Malaysia

## Promotion Committee Member

Mr. Adib bin Sarkawi, Universiti Teknologi MARA, Malaysia

## Conference Technical Committees

Prof. Yiu-Wing Leung, Hong Kong Baptist University, China  
Assoc. Prof. Bi-Ru Dai, National Taiwan University of Science and Technology, Taiwan  
Prof. Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia  
Asst. Prof. Massoud Moslehpour, Asia University, Taiwan  
Dr. Nana Trianasari, Universitas Pendidikan Ganesha, Indonesia  
Dr. Chu Chun Fai Carlin, The Open University of Hong Kong, China  
Asst. Prof. Bowei Chen, The University of Glasgow, UK  
Dr. Wen Zhang, Icahn School of Medicine at Mount Sinai, USA  
Assoc. Prof. Emad Bataineh, Zayed University, UAE  
Dr. Dang Ngoc Hoang Thanh, Hue College of Industry, Vietnam  
Prof. Paulo Pinto, Universidade Nova de Lisboa, Portugal  
Dr. T. R. Shivaram, Tata Consultancy Services, India  
Assoc. Prof. Zailan Siri, University of Malaya, Malaysia  
Dr. Wen-Cheng Lai, National Taiwan University of Science and Technology, Taiwan  
Dr. Lennora Haji Putit, Universiti Teknologi MARA, Malaysia  
Dr. Lee Beng Yong, Universiti Teknologi MARA, Malaysia



Senior Lecturer Norzaihan Hashim, Universiti Teknologi MARA, Malaysia  
Assoc. Prof. Norlina Mohd Noor, Universiti Teknologi MARA, Malaysia

# Hedonic Motivation and Price Value Factor Empirical Study in Acceptance of E-Marketplace for MSMEs

Nyoman Sri Subawa

Faculty of Economic and Business  
Universitas Pendidikan Nasional  
(UNDIKNAS University)

Bali, Indonesia

shribawa@undiknas.ac.id

Ni Wayan Widhiasthini

Faculty of Economic and Business  
Universitas, Pendidikan Nasional  
(UNDIKNAS University)

Bali, Indonesia

widhiasthini74@undiknas.ac  
.id

Caren Angellina Mimaki

Faculty of Economic and Business  
Universitas Pendidikan Nasional  
(UNDIKNAS University)

Bali, Indonesia

caren.angelina21@gmail.co  
m

## ABSTRACT

The speed of globalization and the development of information and communication technology are the most powerful forces affecting the world economy and commerce, which can be seen in the rapid rise of the electronic market that is reshaping the business world. Many large companies use e-commerce called e-marketplace when developing their businesses, so they can compete in global markets. Therefore, this study identifies the e-marketplace acceptance in MSMEs under the constructs of hedonic motivation and price value. This study is conducted through online questionnaire survey to collect the data from the participants located at Badung Regency, Gianyar Regency, and Denpasar Regency, Bali, Indonesia. The participants of this study are selected with non-probability sampling technique, and about 100 participants from the three regencies had well completed the survey question. The collected data were statically analyses through IBM SPSS Statistic 25 and SmartPLS 3.0 software for descriptive analysis. The developed hypotheses were also been tested based on the significant of P-Value. The result obtained shows both constructs of hedonic motivation and price value have a positive relationship with behavioral intention to use e-marketplace.

## CCS Concepts

• General and reference → Document types → Surveys and overviews • Mathematics of computing → Mathematical analysis → Numerical analysis

## Keywords

E-Marketplace; ICT, MSMEs; E-Commerce; Hedonic Motivation; Price Value; Technology

## 1. INTRODUCTION

Information and communications technology (ICT) is developing rapidly and plays an important role in supporting all aspects of human activities. With the development of ICT, people's daily

Permission to make digital or hard copies of all or part of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. Copyrights for components of this work owned by others than ACM must be honored. Abstracting with credit is permitted. To copy otherwise, or republish, to post on servers or to redistribute to lists, requires prior specific permission and/or a fee. Request permissions from [Permissions@acm.org](mailto:Permissions@acm.org).

ICEBA 2020, February 25–27, 2020, Kuala Lumpur, Malaysia

© 2020 Association for Computing Machinery.

ACM ISBN 978-1-4503-7735-5/20/02...\$15.00

<https://doi.org/10.1145/3387263.3387289>

activities and lifestyles have gradually changed, such as assisting the production, modification, storage, transmission and dissemination of information in the form of data, voice, images, and video. ICT is an important part of modern infrastructure and has been widely used in the world economy. Today, the revolution in information and communication technology is visible in all countries. With the penetration of technology and the promotion of fundamental changes in all areas and aspects of human life, it will bring revolutionary changes in economic and social aspects [1].

According to Mansur [2], e-Marketplace is a virtual market, which uses information technology in the form of the Internet, and each micro small and medium-sized enterprise (MSME) can introduce products and conduct transactions in exchange for goods or services. In addition, e-Marketplace can also be categorized directly or indirectly as trading relationships, so that MSME can provide information about detailed product sales. According to research conducted by Yu [3], the three main factors driving companies to adopt the e-marketplaces are company characteristics, the competitiveness of the business environment, and the promotion of senior management. Zhai and Liu [4] pointed out that the reasons for adopting the e-marketplaces include the desire to expand the business to global markets and a more flexible work environment.

Considering that almost everyone in Indonesia today is connected to the Internet, using virtual markets in the form of electronic markets will make it easier for MSME sellers to find potential buyers. Unfortunately, MSME's level of adoption of e-marketplace technology remains low, especially in developing countries such as Indonesia. There are still many MSMEs that do not fully utilize the features of e-marketplace, which can be only 9.6 million MSMEs out of a total of only about 59 million MSMEs [5]. The lack of use of information technology will have an impact on weakly competitive companies and lag behind large companies that use information technology. The large companies usually run their online businesses using information technology as a tool for conducting effective and effective marketing activities. Despite increasing awareness and enthusiasm for e-commerce, only a small percentage of SMEs realize the tremendous benefits of the Internet. The reality is that, after more than a decade of development, the adoption and dissemination of e-commerce between different countries is still uneven, and the digital divide in e-commerce across the globe is widening [6].

In the development process, behind the important role of MSMEs in the Indonesian economy, many MSMEs still face internal and external obstacles and constraints that may hinder the development process, especially in this technological era. Awatara

et al. [7] outlines the most significant obstacle faced by SMEs was based upon motivational factors. Thus, strong commitment to grow the business is required to equip by all the MSMEs. Awatara et al. [7] also added that even if the entrepreneur/ management team makes a commitment, then issues such as management capabilities, funding, sales or marketing capabilities, and product or service provision are considered internal obstacles to the growth of Indonesian SMEs. Besides that, MSMEs do encounter some obstacles when accessing the Internet. For example, some entrepreneurs do not have enough knowledge to use the Internet or lack Internet capabilities, lack of motivation, and lack of understanding of the benefits of the Internet [8]. According to Anwar and Djawad [9] ICT may be easily accessible in some parts of Indonesia, but due to lack of skills and knowledge, many people do not understand the advantages of using ICT for their business activities. Therefore, this study determines the e-marketplace acceptance in MSMEs under the constructs of hedonic motivation and price value.

## 2. RESEARCH HYPOTHESIS

### 2.1 The Influence of HM on BI to Adopt E-Marketplace

Hedonic motivation can be defined as a pleasure or happiness resulting from using technology and having an important role in determining the adoption of new technologies. Venkatesh et al. [10] state that hedonic motivation plays an important role in predicting intention to use technology. So, when technology creates pleasure and fun while individual is using it, they are able to gain enjoyment which influences their behavioral intention to pursue the technology. According to the research conducted by Morosan and Defranco [11] in examining consumer's intentions to use NFC mobile payments in hotels, hedonic motivation showed the strongest significant effect on behavioral intention. Furthermore, hedonic motivation also shows a positive significant effect in research conducted by Alalwan et al. [12], Raza et al. [13] and Megadewandanu et al. [14]. Based on the results of the above research, researchers want to know the effect of hedonic motivation on the intention to use e-marketplace in the formulation of the 5th hypothesis:

### 2.2 The Influence of PV on BI to Adopt E-Marketplace

There are two things that significantly impact on the consumers' technology use, namely cost and pricing [15]. Price value can be defined in two different senses depending on the context, namely organizational context and consumer context. Based on organizational context, price value can be defined as time and effort incurred by employees in acceptance and use of technologies. Whereas based on consumer context, price value is defined as the use of technology in reducing the monetary costs that the consumer's use of technology in purchasing related activities [10]. Price value is defined as the consumers' cognitive trade-offs and the monetary cost for using it [10]. Price value will produce positive results if the benefits obtained from consumers through the use of technology greater/ greater than the monetary cost and price value will have an impact on the intention. Based on research conducted by Tandon et al. [15], price value has a significant positive impact on behavioral intention, thus becoming drivers of the use of online shopping. The perceived benefits of using a technology are greater when the price value is more, and the perceived monetary cost is less [16]. Therefore, price value is considered has a positive impact on the intention to adopt e-marketplace technology.

Figure 1 demonstrates the conceptual framework of this study and the developed hypotheses are:

- H1: Hedonic Motivation has a positive relationship with behavioral intention to use E-Marketplace.
- H2: Price Value has a positive relationship with behavioral intention to use E-Marketplace.

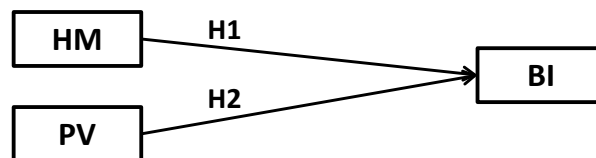


Figure 1. Conceptual framework

## 3. METHODOLOGY

This study used quantitative research approach to identify the acceptance of e-marketplace in in MSMEs under the constructs of hedonic motivation and price value. Sugiyono [17] defines that quantitative data is data in the form of numbers or qualitative data that is measured. Thus, the primary data used in this study is quantitative data which gather form online questionnaire survey.

### 3.1 Research Location

This study chooses the research location based on the level of economic growth and the number of MSMEs. The chosen site location for this study is in Bali Province, focuses on the three regencies namely Badung, Denpasar, and Gianyar.

### 3.2 Research Sample

The sample of this study is from Denpasar, Badung and Gianyar, the Province of Bali, Indonesia. The sample of this study is the MSMEs who use e-marketplace. Ghozali [18] articulates that the size of the sample in studies using the PLS approach that has a large portion of the population is at least recommended for 30 to 100 cases or respondents. Therefore the sample size of this study is control at 100 respondents. The sample was selected through on-probability sampling technique because of large number involved. Also, cluster sampling calculation is used to determine the number of participant from each of the regency.

### 3.3 Data Collection

This study used online questionnaire survey, which is Google Form website to gather the primary data in October 2019. The data were collected among the MSMEs in the research location. The collected questionnaire will be reviewed and further filtered to remove those incomplete answered questionnaire. This to make sure the result of data analysis is comparable.

The questionnaire is designed in the way that the respondent can answer with five-point Likert scale for each question. The questionnaire also prepared in two languages which is English and Indonesian Language

### 3.4 Data Analysis

Descriptive statistical analysis performs through IBM SPSS Statistic 25 is used to evaluate the collected data and the hypotheses of this study are tested using Partial Least Squares-Structural Equation Model analysis techniques (PLS-SEM) in SmartPLS 3.0 software.

### 3.5 Operational Variable Definitions

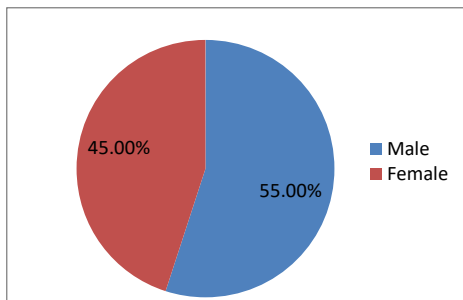
Table 1 tabulates the operational variable definitions of hedonic motivation and price value. Each of the variables is supported with three indicators.

**Table 1. Operational variable definitions [11]**

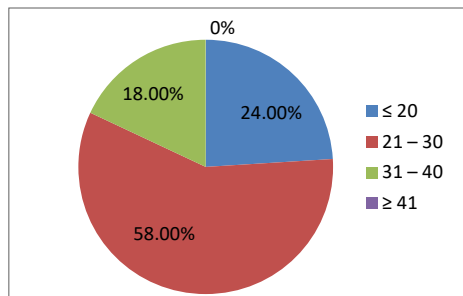
Variable and Definition	Indicator
Hedonic Motivation (HM) “The fun or pleasure derived from using a technology [11]”	<ul style="list-style-type: none"> <li>Using e-marketplace is enjoyable</li> <li>Using e-marketplace is very entertaining</li> <li>Using e-marketplace gives me pleasure</li> </ul>
Price Value (PV) “Consumers’ cognitive trade-offs and the monetary cost for using it [11]”	<ul style="list-style-type: none"> <li>E-marketplace is reasonably priced</li> <li>E-marketplace is a good value for the money</li> <li>At the current price, the system provides a good value</li> </ul>

#### 4. RESULT AND DISCUSSION

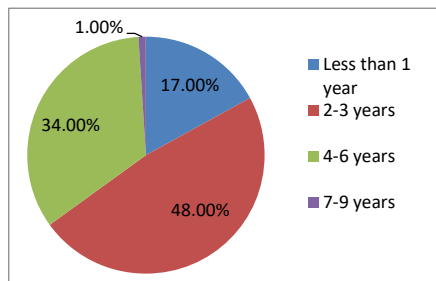
The general demographic data of the participants are display in Figure 2, Figure 3, and Figure 4. Figure 2 illustrates that majority of the participants are male about 55.00%, while female about 45.00%. Figure 3 demonstrates that most of the participants in this study are age between 21-30, follow by less than 20, 31-40 and more than 41 years old, by 58.00%, 24.00%, 18.00% and 0.00% respectively. Figure 4 shows that the majority of the participants have working experience as MSMEs between 2-3 years about 48.00%. The others participants have working experience as MSMEs between 7-9 years, 4-6 years and less than 1 year are mark by 1.00%, 34.00% and 17.00% respectively.



**Figure 2. The gender of the participants**



**Figure 3. The age of the participants**



**Figure 4. The working experience of participants as MSMEs**

#### 4.1 Descriptive Analysis

Table 2 demonstrates the results of descriptive statistical tests of e-marketplace adoption for variables which are hedonic motivation and price value. The result of descriptive statistical tests consists of the number of observations, minimum values, maximum values, average values, and standard deviations.

**Table 2. Descriptive statistics**

Variables	Min	Max	Sum	Mean	Std. Deviation
<b>Hedonic Motivation</b>	9	15	1266	12.66	1.603
<b>Price Value</b>	7	15	1212	12.12	1.827

Note: N = 100.

The hedonic motivation construct and price value construct data were obtained from distributing questionnaires online with the number of questions as many as 3 items or each construct with the use of a 5-point Likert Scale, having a theoretical score between the lowest score of 3 to the highest score of 15.

In hedonic motivation construct, the empirical score on the e-marketplace adoption model spreads from the lowest score of 9 to the highest score of 15, with a total score of 1266, mean 12.66, and standard deviation of 1.603.

In price value construct, the empirical score on the e-marketplace adoption model spreads from the lowest score of 7 to the highest score of 15, with a total score of 1212, mean 12.12 and standard deviation of 1.827.

#### 4.2 Model Evaluation

In this study, model analysis is carried out to ensure that the measurements used are appropriate to be made measurements (valid and reliable). The validity and reliability test are executed using the SmartPLS 3.0 program. The result of the validity and reliability test are tabulated in Table 3.

**Table 3. Result of validity and reliability test**

Construct	Composite Reliability	Cronbach’s Alpha	AVE
<b>HM</b>	0.860	0.756	0.671
<b>PV</b>	0.866	0.771	0.684

Note: N = 100. HM: Hedonic Motivation; PV: Price Value.

A rule of thumb for evaluating structural reliability is that the value of composite reliability must be greater than 0.7 for confirmatory research and the value 0.6-0.7 is acceptable for exploratory research. Table 3 shows that the obtained composite reliability value of all variables in the acceptance model of e-marketplace platforms has a composite reliability value greater than 0.7 so that it can be said that the reliability for the variables in the model is relatively high and reliable.

The reliability test on PLS was also strengthened by the presence of Cronbach’s alpha which showed consistency in answering the questionnaire tested. The rule of thumb for Cronbach’s alpha is suggested to be greater than 0.7 for confirmatory research and a value of 0.6-0.7 is acceptable for explanatory research. The obtained Cronbach’s alpha value shown in Table 3 indicates each variable is greater than 0.7, thus the consistency of each answer is good.

The Average Variance Extracted (AVE) can be used as validity testing, where the recommended AVE value must be greater than

0.5. The obtained AVE values shown in Table 3 indicate that both hedonic motivation construct and price value construct are valid.

### 4.3 Hypothesis Testing

The hypothesis testing result is demonstrated in Table 4, where both hypotheses are accepted as both the p-value is smaller than 0.05, which is statistical significance.

**Table 4. Hypothesis testing**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Hypothesis
H1	0.209	2.318	0.023*	Supported
H2	0.192	2.185	0.031*	Supported

Note: N = 100. \*Sig: p-value (< 0.05).

H1 hypothesis states that Hedonic Motivation has a positive effect on behavior intention. Table 4 shows that the relationship between hedonic motivation and behavioral intention on e-marketplace adoption is significant with p-value of 0.023 ( $\leq 0.05$ ). The original sample estimate value in the e-marketplace adoption models showed positive results in the amount of 0.209. So, it showed that the direction of the relationship between hedonic motivation and behavioral intention was positive. Thus, the H1 hypothesis in this study which states that hedonic motivation has a positive effect on behavior intention is accepted.

H2 hypothesis states that price value has a positive effect on behavior intention. Table 4 shows that the relationship between price value and behavior intention on e-marketplace adoption is significant with p-value of 0.031 ( $\leq 0.05$ ). The original sample estimate value in the e-marketplace adoption models showed positive results in the amount of 0.192 which showed that the direction of the relationship between price value and behavior intention was positive. Thus, hypothesis H2 in this study which states that price value has a positive effect on behavioral intention in adopting e-marketplaces is accepted.

## 5. CONCLUSION

As a conclusion, the hypothesis testing result highlighted that both hedonic motivation and price value have a significantly influence behavior intention in using e-marketplaces. Thus, there is an acceptance of E-Marketplace in MSMEs under the constructs of hedonic motivation and price value. In addition, this study is conducted in quantitatively, which only measure the research construct. Therefore, the further study can include the qualitative methods to enhance the understanding. Also, integrate with the other technology adoption models in order to provide a higher level of explanation in the acceptance of e-marketplaces.

## 6. ACKNOWLEDGMENTS

The authors thanks to the participation of the respondents and support form Faculty of Economic and Business, UNDIKNAS University.

## 7. REFERENCES

[1] Jorgenson, D. W., and Vu, K. M. 2016. The ICT Revolution, World Economic Growth, and Policy Issues. *Telecommunications Policy*. 1-15. DOI=<https://doi.org/10.1016/j.telpol.2016.01.002>

[2] Mansur. 2015. Business to Business (B2b) E-Marketplace Sebagai Media Promosi Produk Usaha Kecil Dan Menengah (UKM). *Buletin Bisnis & Manajemen*. 1, 1, 1-13.

[3] Yu, C. 2007. What Drives Enterprises to Trading Via B2b E-Marketplaces? *Journal of Electronic Commerce Research*. 8, 1, 84-100. [Internet]. [cited 5 December 2019]. Available from: <http://www.csulb.edu/journals/jecr/issues/20071/paper6.pdf>

[4] Zhai, C., and Liu, H. 2013. Factors affecting SMEs Adoption Decision of B2B E- marketplace: a Case Study in China. *2013 10th International Conference on Service Systems and Management*. DOI=<https://doi.org/10.1109/ICSSSM.2013.6602643>

[5] Kominfo: 9,6 Juta UMKM Sudah Jualan Daring. 2019. *teknologi*. [Internet]. [cited 5 December 2019]. Available from: <https://www.cnnindonesia.com/teknologi/20190225194021-185-372548/kominfo-96-juta-umkm-sudah-jualan-daring>.

[6] Zhu, L., and Thatcher, S. M. 2010. National Information Ecology: A New Institutional Economics Perspective on Global E-Commerce Adoption. *Journal of Electronic Commerce Research*. 11, 1, 53-72. [Internet]. [cited 5 December 2019]. Available from: <http://www.csulb.edu/journals/jecr/issues/20101/paper5.pdf>

[7] Awatara, I., Hamdani, A., Fatonah, S., Susila, L. N., and Gunardi, A. 2018. Analysis of internal barriers toward the growth of startup business in Indonesia. *International Journal of Business and Economic Development*. 6, 1, 48-55. [Internet]. [cited 5 December 2019]. Available from: [http://www.ijbed.org/cdn/article\\_file/content\\_67454\\_18-04-04-07-10-13.pdf](http://www.ijbed.org/cdn/article_file/content_67454_18-04-04-07-10-13.pdf)

[8] Yuldinawati, L., Deursen, A. J. A. M. Van, and Dijk, J. A. G. M. Van. 2018. Exploring the Internet Access of Indonesian SME Entrepreneurs. *International Journal of Business*. 23, 3. [Internet]. [cited 5 December 2019]. Available from: [https://ris.utwente.nl/ws/portalfiles/portal/75452687/V233\\_2.pdf](https://ris.utwente.nl/ws/portalfiles/portal/75452687/V233_2.pdf)

[9] Anwar, M., and Djawad, Y. A. 2019. ICT Strategy and Micro-Entrepreneurs Growth: The Indonesian Case. *Journal of Physics: Conference Series*. 1244, 1-7. DOI=<https://doi.org/10.1088/1742-6596/1244/1/012038>

[10] Venkatesh, V., Thong, J. Y. and Xu, X. 2012. Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*. 36, 1, 157-178. [Internet]. [cited 5 December 2019]. Available from: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2002388](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2002388)

[11] Morosan, C., and Defranco, A. 2016. International Journal of Hospitality Management It's about time: Revisiting UTAUT2 to examine consumers' intentions to use NFC mobile payments in hotels. *International Journal of Hospitality Management*. 53, 17-29. DOI=<https://doi.org/10.1016/j.ijhm.2015.11.003>

[12] Alalwan, A. A., Dwivedi, Y. K., and Rana, N. P. 2017. Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*. 37, 3, 99-110. DOI=<https://doi.org/10.1016/j.ijinfomgt.2017.01.002>

[13] Raza, S. A., Shah, N., and Ali, M. 2018. Acceptance of mobile banking in Islamic banks: evidence from modified UTAUT model. *Journal of Islamic Marketing*. 10, 1, 357-376. DOI=<https://doi.org/10.1108/JIMA-04-2017-0038>

- [14] Megadewandanu, S., Suyoto, and Pranowo. 2016. Exploring Mobile Wallet Adoption in Indonesia Using UTAUT2 an Approach from Consumer Perspective. *2016 2nd International Conference on Science and Technology-Computer (ICST)*. [Internet]. [cited 5 December 2019]. Available from: <https://ieeexplore.ieee.org/abstract/document/7877340/>
- [15] Tandon, U., Kiran, R., and Sah, A. N. 2016. Understanding Online Shopping Adoption in India: Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) With Perceived Risk Application. *Service Science*. 8, 4, 420-437. DOI=<https://doi.org/10.1287/serv.2016.0154>
- [16] Tam, C., and Oliveira, T. 2016. Performance impact of mobile banking: Using the task-technology fit (TTF) approach. *International Journal of Bank Marketing*. 34, 4. [Internet]. [cited 5 December 2019]. Available from: <https://www.emerald.com/insight/content/doi/10.1108/IJBM-11-2014-0169/full/html>
- [17] Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.CV
- [18] Ghozali, I. 2008. *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Semarang: Badan Penerbit Universitas Diponegoro.