

Determinant Factors that Influence the Behavioral Intention to Use an Online Beauty Service Platform

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Abstract - Beauty service industry has become a promising industry as appearance is one of every human's important asset. The need to find beauty services sometimes becomes a problem due to several factors, therefore an online beauty service platform can be a solution to simplify the need to find beauty services. With the existence of online beauty service platforms, the behavioral intention to use the platform has never been further identified. By determining the factors that will influence the intention to use the platform, it can help the further development of beauty service industry. This paper analyzes the factors that influence the behavioral intention to use an online beauty service platform by using three independent variables from UTAUT which are Performance Expectancy, Effort Expectancy and Social Influence with included Perceived Risk and Perceived Trust as external variables. This research used quantitative method and Multiple Linear Regression to analyze the data, 229 respondents has been collected through online questionnaires. This study found that Performance Expectancy and Perceived Trust are significantly influencing the behavioral intention to use an online beauty service platform.

Keywords—Beauty Service Platform, Intention to Use, Perceived Risk, Perceived Trust, UTAUT

I. INTRODUCTION

Human beings are visual and social creatures, appearance is one of the important assets of every human, therefore it will make sense if every human is concerned about their look. Women are continually reminded of what is known as beautiful. There are dozens of advertisements that encourage this enigmatic beautiful image to all women [1]. The existence of this concern regarding appearance is supported by the growth of the beauty industry. The beauty industry has become a promising industry, the global beauty industry has grown by an average of 4.5 percent a year in the last 20 years, with annual growth rates varying from about 3 percent to 5.5 percent [2]. Globaldata, the world's largest data research firm, forecasts that Indonesia's beauty and personal care industry size will cross IDR 10.51 trillion in 2023, compared to IDR 7.3 trillion in 2018 [3].

Beauty industry is divided into two sectors which are beauty services and beauty products. One of the promising jobs for beauty service industry is makeup artists. Usually, makeup artists and other beauty services

sector workers are self-employed. The need of finding a beauty artist sometimes becomes a problem due to several factors. Therefore, there is an opportunity that is aligned with the growth of this industry which brings Indonesian entrepreneurs building new start-ups related to the beauty service platform. However, the proportion of users that use beauty service platforms can be considered as low. It is in accordance with the preliminary study done by the researchers on 100 respondent of woman who live in West Java and Jabodetabek with an age range between 16-35 years old, where 98% of respondents have not used beauty service platforms. In relation to that, knowing user acceptance in using a beauty service platform must be analyzed in order to understand acceptance factors and build the right implications for the businesses. As a result, the gap continues to be an intriguing situation to do further research in Indonesia that aims to explore the acceptance factors that have a potential to raise the market proportion for beauty service platform companies in Indonesia.

This research aims to find out the factors that influence the intention to use a beauty service platform. For the analysis of factors affecting user intention towards use of technology, a number of models and approaches have been used. The unified theory of acceptance and use of technology (UTAUT) is one of the most valid and recent technology acceptance models. There are four fundamental elements in this model, which are performance expectancy, effort expectancy, social influence, and facilitating conditions that have a major effect on user acceptance towards technology adoption. However, facilitating conditions is not used in this study since this study will determine only for its behavioral intention. Based on previous study, performance expectancy, effort expectancy and social influence has a significant influence on the behavioral intention to use a technology in mobile commerce context [4].

Despite the fact that the UTAUT model has been widely adopted, there are concerns about its ability to explain individual technology acceptance. As a result, the UTAUT model has been extended. There is a need to better articulate the role of perceived risk and perceived trust as they are also related to the behavioral intention. Therefore, conceptual framework and hypothesis are as follows:

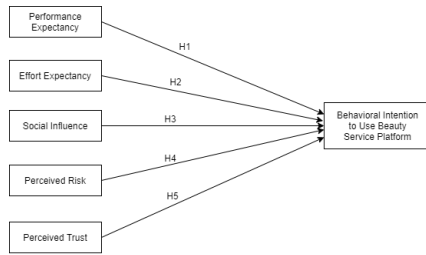


Fig. 1. Conceptual Framework

H1: Performance Expectancy has a significant and positive influence on the behavioral intention to use beauty service platform.

H2: Effort Expectancy has a significant and positive influence on the behavioral intention to use beauty service platform.

H3: Social Influence has a significant and positive influence on the behavioral intention to use beauty service platform.

H4: Perceived Risk has a significant and negative influence on the behavioral intention to use beauty service platform.

H5: Perceived Trust has a significant and positive influence on the behavioral intention to use beauty service platform.

II. METHODOLOGY

In this study, the researcher used a quantitative approach and used questionnaires to collect the data to find out and investigate the hypothesis that has been proposed. The quantitative approach will be used to find out factors that influence the intention to use a beauty service platform. This survey method will be conducted through questionnaires because to obtain information, the survey approach is used by collecting data from the respondents [5]. This study's measurements are based on a seven-point likert scale, with values varying from 1 to 7 in the questionnaire. Reference [6] shows that seven-point scales have a greater association with t-test performance.

The population in this research is people who lived in West Java and Jakarta with the age range between 16 - 35 years old and have an interest in using a beauty service platform. This study will use a non-probability sampling technique to get the relevant sample in order to achieve the objective of this study since the population is unknown. The sampling procedure is a purposive sampling which selects a sample of participants that is conveniently collected, encountered, and accessed that satisfies the requirement for a test sample that the researcher has determined.

This research determined sample size with a minimum of 150 respondents. Support from [7] which stated that the minimum sampling size is between 150 and 400 people if the population is unknown. This study will conduct multiple linear regression as the analytical method. The purpose of multiple linear regression analysis is to figure out how two or more independent variables affect the dependent variable [8]. The

questionnaires are distributed to the respondents that fit the population's criteria.

III. RESULTS

From questionnaire that have been distributed, 229 respondents have been collected. The data shows that the majority of respondents is a college student with an age range between 16–25 years old. To analyze the data, Multiple Linear Regression analysis is used. All of the variables have passed the validity and reliability test as the R-value is higher than R-table and the Cronbach alpha's value greater than 0.7. Before conducting the hypothesis testing, classical assumption test is needed. Based on the classical assumption test, the data is normally distributed and does not have any multicollinearity and heteroscedasticity. Therefore, the data can continue to analyze using multiple linear regression analysis.

A. Regression Analysis

TABLE 1
F-TEST ANALYSIS

Model	Df	Mean Square	F	Sig
Regression	5	299.783	50.316	.000
Residual	223	5.958		
Total	228			

F-Test is used to determine if the independent variables simultaneously affect the dependent variable. The independent variables can be stated to equally influence the dependent variable if the F-value is higher than F-table and the significance value is less than 0.05. From the data, it shows that the F-value is 50.316, greater than F-Table (2.41) and the significance value is less than 0.05. Thus, it can be concluded that all independent variables (performance expectancy, effort expectancy, social influence, perceived risk and perceived trust) can influence the behavioral intention to use an online beauty service platform simultaneously.

TABLE 2
COEFFICIENT CORRELATION AND COEFFICIENT OF DETERMINANT

Model	R	R Square	Adjusted R Square	Std. Error
1	0.730	0.532	0.522	2.441

Coefficient correlation is a statistical measure to determine how strong the relationship between independent variables and dependent variable is. As it is seen in the table above, the coefficient correlation (R) value is 0.73 and it represents that there is a strong relationship between independent variables and dependent variables. It also shows that the Adjusted R Square score is 0.522, it indicates that 52% of the influences of independent variables on the dependent variable can be explained. While the other 48% explained by other variables that are not found in this research.

TABLE 3
T-TEST ANALYSIS

Variables	Unstandardized Coefficients	T	Sig.
	B		
(Constant)	1.134		
Performance Expectancy	.211	2.415	.017
Effort Expectancy	.026	.298	.766
Social Influence	.086	1.403	.162
Perceived Risk	.041	1.272	.205
Perceived Trust	.499	8.710	.000

Table 1 shows the T-Test analysis using SPSS. T-Test is used to evaluate whether or not independent variables have significantly influenced the dependent variable. The significance value of less than 0.05 and T-value higher than T-table indicate the term of influence. The data shows that performance expectancy and perceived trust have a significance value less than 0.005 with 0.017 significance value for performance expectancy and 0.000 significance value for perceived trust. While effort expectancy, social influence and perceived risk have a significance value higher than 0.05. Thus, only two variables that have a significant influence on the behavioral intention.

In this study, the regression model equation is as follow:

$$Y = 1.134 + 0.211PE + 0.499PT + \epsilon$$

Description:

Y = Behavioral intention to use the platform
 PE = Performance Expectancy
 PT = Perceived Trust
 ϵ = Error

From the regression equation above, it can be inferred that the constant value of behavioral intention to use is 1.134 if there are no independent variables of performance expectancy and perceived trust. With

addition of one unit of performance expectancy, the behavioral intention to use will increase by 0.211. Also, with addition of one unit of perceived trust, the behavioral intention to use will increase by 0.499.

B. Hypothesis Testing Result

H1: Performance Expectancy has a positive influence on the behavioral intention to use online beauty service platform.

Performance Expectancy has a significance value of 0.017 which is less than 0.05. Thus, it indicates that the hypothesis is accepted. This indicates that the usefulness for simplifying them in booking beauty services affects the intention to use online beauty service platforms.

H2: Effort Expectancy has a positive influence on the behavioral intention to use online beauty service platform.

The significance value of effort expectancy is 0.766 which is higher than 0.05. Therefore, it can be concluded that the hypothesis is rejected. It indicates that the ease of accessing online beauty service platform will make no difference to the enhancement of behavioral intention to use the platform.

H3: Social Influence has a positive influence on the behavioral intention to use online beauty service platform.

The third hypothesis is not supported because social influence has a significance value of 0.162 which indicates greater than 0.05. This means that the influence of the society does not affect the behavioral intention to use online beauty service platform. However, it depends on their preferences to book beauty services.

H4: Perceived Risk has a negative influence on the behavioral intention to use online beauty service platform.

Perceived risk has a significance value of 0.205 higher than 0.005. It indicates that the hypothesis was also rejected. This means that the perceived risk will not affect the behavioral intention to use online beauty service platform.

H5: Perceived Trust has a positive influence on the behavioral intention to use online beauty service platform.

Perceived trust has a significance value of 0.00 which is less than 0.05. Thus, it can be inferred that the hypothesis is accepted. Hence, it can be concluded that perceived trust will influence the behavioral intention to use online beauty service platform.

IV. DISCUSSION

From the data analysis, it can be seen that only two variables that have a significant influence on the

behavioral intention to use online beauty service platform, which are performance expectancy and perceived trust. The discussion regarding the results are as follows:

Performance expectancy has significantly influencing behavioral intention to use beauty service platform.

The first hypothesis which indicates the influence between performance expectancy towards behavioral intention to use a beauty service platform is supported. This indicates that the usefulness for simplifying them in booking beauty services affects the intention to use online beauty service platforms. It is similar with the research finding by Leong et al.[9] which stated that one of the elements influencing adoption intention is usefulness. It is also consistent with the research study by Venkatesh et al.[10] which stated that performance expectancy would affect the behavioral intention in using a technology.

Effort expectancy are not significantly influencing behavioral intention to use beauty service platform.

For the relationship between effort expectancy and behavioral intention, the hypothesis is not supported. This indicates that the ease of using the beauty service platform does not affect the intention to use it, possibly because users discovered that using the technology requires less effort. Thus, it reduces their intention to use a technology since they do not see it as a necessary component. This finding is inconsistent with Venkatesh et al. (2003) that assumed that effort expectancy has an influence on the behavioral intention to use a technology. But the research from Christiono and Brahmana[11] and Masa'deh et al. [12] support the hypothesis which stated that effort expectancy does not have an influence in behavioral intention to use online platform.

Social influence is not significantly influencing behavioral intention to use beauty service platform.

According to the hypothesis result, social influence is not significantly influencing the behavioral intention. It can be assumed that the intention of customers to use beauty service platform are not from the influence from their closest ones, the ones who influence their behavior, and the ones whose opinion is valued by the customers. However, it depends on their preferences to book beauty services. This hypothesis is inconsistent with the finding by Venkatesh et al. (2003) which states that social influence has an influence in behavioral intention to use a technology. However, it is confirmed by the research study by Sa'idah[13] that states social influence does not affect behavioral intention to use an online platform.

Perceived risk is not significantly influencing behavioral intention to use beauty service platform.

Perceived risk does not have an influence towards behavioral intention to use a beauty service platform, therefore the hypothesis is not supported. Researchers suspect that perceived risk has no effect on behavioral

intention because customers still consider that companies that provide online platforms are able to maintain their trust and pay attention to information and security during the booking process on the platform. Although it is inconsistent with the finding from Featherman and Pavlou[14] that stated perceived risk has negatively influencing the behavioral intention, this finding is supported by research study by Lu et al. [15] which stated that perceived risk does not have any effect or influence on the behavioral intention to use online applications.

Perceived trust has significantly influencing behavioral intention to use beauty service platform.

Based on the result of the hypothesis test, the influence between perceived trust towards behavioral intention is supported. It indicates that trust positively influences behavioral intention to use a beauty service platform. If customers trust the online platform provided by the company, then it allows them to increase their intention to make online booking. To support this finding, previous study has found that people's willingness to use an online platform rises as they trust them [16].

V. CONCLUSION

The objective of this study is to examine factors that influence the intention to use online beauty service platform along with the propose or suggestion that can be adapted to beauty service platform companies in Indonesia. The researcher used three variables from Unified Theory of Acceptance and Use of Technology (UTAUT) which are performance expectancy, effort expectancy and social influence with perceived risk and perceived trust as the extended variables to determine the factors that influence the intention to use online beauty service platform. The data was gathered from an online questionnaire with a total of 229 respondents and it was analyzed using multiple linear regression.

According to the result of the research, it shows that two variables which consist of performance expectancy and perceived trust, have a positive influence on the behavioral intention to use online beauty service platform. It can be concluded that their acceptance in online beauty service platform is based on the benefit they will gain through using the platform. Moreover, their trust regarding the platform also becomes a concern. The more they trust the platform, the higher their intention to use it.

On the other hand, effort expectancy, social influence and perceived risk does not have any significant influence on the behavioral intention to use online beauty service platform. This might happen since people discovered that using a technology becomes more effortless, therefore the ease of using online beauty service platforms does not affect the intention to use it. Also, the intention to use an online beauty service platform is not influenced by their significant others, probably because to book a beauty services, it might depend on their preferences.

Researchers also suspect that customers still consider that companies that provide online platforms are able to maintain their trust and pay attention to information and security during the booking process on the platform. Thus, perceived risk has no effect on behavioral intention. Moreover, different technologies have different factors that affect their acceptance [17].

The result of this study can give implications for beauty service platform companies in Indonesia to help improve the platform regarding the acceptance factors. However, there are limitation in this study. The online beauty service platform is still in its early stages, and the market is still developing. Therefore, the outcome might be change in the future. Further research can explain more about the use behavior since this research only found out the behavioral intention to use. Apart from variables discussed in this study, there might be other factors that affect a level of acceptance towards online beauty service platform. Thus, other factors can be explored in further research.

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