

Digital Consumer Intention Toward Bukalapak: UTAUT-Based Technology Acceptance Analysis.

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Abstract - This research addresses declining Bukalapak traffic and competitiveness against platforms such as Shopee, Tokopedia, and Lazada. This study examines the influence of performance expectancy, effort expectancy, social influence, and facilitating conditions on consumers' intention to continue using the Bukalapak application in Indonesia. A quantitative approach was employed through a survey of 100 respondents selected using purposive sampling. Data were analyzed using validity, reliability, coefficient of determination, t-test, and F-test. Findings show that all four independent variables positively and significantly influence users' intention to continue using Bukalapak, with social influence demonstrating the strongest contribution. The coefficient of determination indicates that these variables explain 65.9% of variance in behavioral intention. These findings support the applicability of the Unified Theory of Acceptance and Use of Technology (UTAUT) in explaining consumer behavior in digital marketplaces. The study recommends strengthening innovation, ecosystem integration, social-commerce engagement, and technological infrastructure to improve sustainable user adoption and competitiveness.

Keywords - E-Commerce, Effort Expectacy, Intention to Use, Performance Expectacy, UTAUT.

INTRODUCTION

The growth of e-commerce in Indonesia has rapidly reshaped consumer purchasing patterns through the widespread adoption of digital marketplace platforms such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak. Although the industry continues to expand, several platforms have struggled to maintain their competitiveness in the increasingly dynamic digital market. One notable example is Bukalapak, which has shown a substantial decline in user traffic over the last few years, indicating weakening public interest and engagement with the platform [1].

Based on Table 1. The data demonstrates that Bukalapak experienced a dramatic decrease in monthly visits, dropping by more than 80% within five years. This condition reflects declining user engagement and decreasing platform attractiveness among Indonesian consumers. According to the Unified Theory of Acceptance and Use of Technology (UTAUT), reduced user adoption may occur when social influence and social expectancy toward a technology become weaker, causing users to lose motivation to continue using the platform [2].

The decline in Bukalapak's popularity also suggests a weakening social influence compared with competing marketplaces. Previous studies revealed that social influence significantly affects technology adoption behavior, especially in digital commerce ecosystems where recommendations, trends and community engagement strongly influence consumer decisions [3-4]. When a platform loses its social relevance, users are more likely to migrate toward competitors with stronger market visibility and broader ecosystem interaction.

Table 1. Bukalapak Website Visits [1]

Year	Monthly Visits
2019	287.16 million
2020	142.91 million
2021	119.52 million
2022	88.2 million
2023	56.08 million

Another major issue relates to the limitations of Bukalapak's platform features compared to competing marketplaces. Several important digital commerce features that are commonly available in rival applications are either absent or less optimized in Bukalapak.

Table 2. Feature Comparison of Indonesian E-Commerce Platforms [5]

Feature	Shopee	Tokopedia	Lazada	Blibli	Bukalapak
Live Shopping	✓	✓	✓	×	×
Content Commerce	✓	✓	✓	×	×
Official Stores	✓	✓	✓	✓	×
Logistics Service	✓	✓	✓	✓	×
Subscription Program	✓	✓	✓	✓	×
Social Commerce	Strong	Strong	Moderate	Limited	Weak

Based on the Table 2. The comparison indicates that Bukalapak lacks several strategic features that support digital shopping experiences. Within the UTAUT framework, this condition may reflect weak performance expectancy, effort expectancy and facilitating conditions because users generally prefer platforms that provide comprehensive services, easier accessibility and stronger technological support systems [5] [6]. From the perspective of business performance, Bukalapak also remains significantly behind other major marketplaces in terms of Gross Merchandise Value (GMV).

Table 3. E-Commerce GMV in Indonesia [5]

Platform	GMV
Shopee	± IDR 480 trillion
Tokopedia (TikTok Shop)	± IDR 320 trillion
Lazada	± IDR 56 trillion
Blibli	± IDR 24 trillion
Bukalapak	± IDR 8 trillion

Based on the Table 3. The substantial difference in transaction value highlights Bukalapak's weaker market performance compared to its competitors. This situation indicates challenges associated with performance expectancy, effort expectancy and facilitating conditions, which are considered important determinants of technology acceptance and continued usage behavior [6], [7].

Furthermore, declining social expectancy has become increasingly visible as Bukalapak loses public exposure and influence within the digital marketplace environment. Studies have shown that social reinforcement and community perception strongly contribute to users' intention to adopt and continuously use e-commerce platforms [8], [9]. When a platform becomes less visible or less

discussed among consumers, its perceived value gradually decreases, encouraging users to switch to more dominant competitors.

From the perspective of the Unified Theory of Acceptance and Use of Technology (UTAUT), the decreasing intention to continue using Bukalapak can be linked to the weakening of users' perceptions regarding performance expectancy, effort expectancy and facilitating conditions. Consumers tend to discontinue or reduce their use of a digital platform when the system is perceived as providing fewer advantages, lacking convenience, or failing to deliver a seamless and effective online shopping experience [10].

Previous studies have widely examined the relationship between UTAUT dimensions and users' behavioral intention to adopt digital platforms. However, research specifically discussing the decline in consumers' intention to use Bukalapak amid increasingly intense marketplace competition still remains limited. Therefore, further studies are needed to analyze how performance expectancy, effort expectancy, facilitating conditions and social influence affect consumers' intention to continue using Bukalapak [3], [11].

Based on these conditions, the declining number of visitors, limited platform innovation, and weakening competitive position indicate the existence of structural problems related to technology acceptance. These issues can be analyzed comprehensively through the UTAUT models, particularly regarding how performance expectancy, effort expectancy, social influence and facilitating conditions influence users' intention to continue using the Bukalapak application.

The purpose of this study is to analyze the influence of performance expectancy, effort expectancy, social influence, and facilitating conditions on consumers' intention to continue using the Bukalapak application in Indonesia. The study also seeks to identify the most influential factor affecting users' behavioral intention and provide empirical evidence regarding the applicability of the UTAUT model in explaining continued e-commerce usage

Performance expectancy refers to an individual's belief that the use of a particular technology can enhance productivity, effectiveness and overall transaction performance [12]. Within the e-commerce sector, users generally demonstrate

stronger interest in platforms that provide advanced functionality, efficient transaction mechanisms, integrated services and reliable operational systems. The absence of several competitive features in Bukalapak compared with other dominant marketplaces may reduce users' perceptions regarding the platform's capability to fulfill their shopping needs effectively [13]. Numerous studies have demonstrated that performance expectancy serves as a major determinant influencing user acceptance, adoption intention and continuance behavior toward digital marketplace applications [14]

H1: Performance expectancy positively and significantly influences the intention to use the Bukalapak application.

Effort expectancy reflects the degree to which a technology is perceived as easy to understand, operate and utilize by users. Digital platforms offering simple navigation, responsive interfaces, efficient transaction procedures and user-friendly systems are more likely to encourage continued usage intention among consumers. Comparative evaluations of marketplace applications indicate that interface quality and user experience substantially affect consumer satisfaction and behavioral intention. The relatively less competitive interface and usability performance of Bukalapak compared to platforms such as Shopee and Tokopedia may contribute to declining user interest and reduced continuance intention [4], [15].

H2: Effort expectancy positively and significantly influences the intention to use the Bukalapak application.

Social influence represents the extent to which individuals perceive encouragement, recommendations, or pressure from their social environment to adopt and use a technology. In modern digital commerce ecosystems, consumer decisions are strongly shaped by trends, peer interaction, social engagement and online community dynamics. The declining public exposure and weakening market popularity of Bukalapak may negatively affect consumers' perceptions regarding the platform's relevance and desirability. Previous empirical findings emphasized that social influence plays a substantial role in explaining user intention and adoption behavior within e-commerce environments [3], [13], [14], [16],

H3: Social influence positively and significantly influences the intention to use the Bukalapak application.

Facilitating conditions refer to the availability of supporting infrastructure, technological compatibility, operational resources and service systems that assist users in utilizing a platform effectively [15]. In the context of e-commerce, these conditions include logistics integration, payment systems, technical support, ecosystem connectivity and service accessibility. [16]

Compared with competing marketplaces, Bukalapak demonstrates several limitations in terms of logistics services, ecosystem integration and supporting operational facilities, which may weaken user confidence and reduce convenience during platform usage. [17] Previous studies consistently found that facilitating conditions significantly contribute to technology acceptance and sustainable usage behavior, [18], [19],

H4: Facilitating conditions positively and significantly influence the intention to use the Bukalapak application.

User intention toward a digital marketplace platform is not shaped by a single determinant, but rather emerges from the interaction of multiple technological, operational and social factors simultaneously [20]. The UTAUT framework provides a comprehensive perspective in explaining how performance expectancy, effort expectancy, social influence and facilitating conditions collectively influence behavioral intention in technology adoption contexts [21]. Prior studies confirmed that these variables simultaneously exert significant influence on users' decisions to adopt and continue utilizing digital marketplace applications [22]

H5: Performance expectancy, effort expectancy, social influence and facilitating conditions simultaneously have a positive and significant effect on the intention to use the Bukalapak application.

Based on the proposed hypotheses, the framework of this study analyzes the effects of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions on Intention to Use Bukalapak based on the UTAUT model, as illustrated in the model below. The Figure 1 will explain about the research model [23], [24], [25]

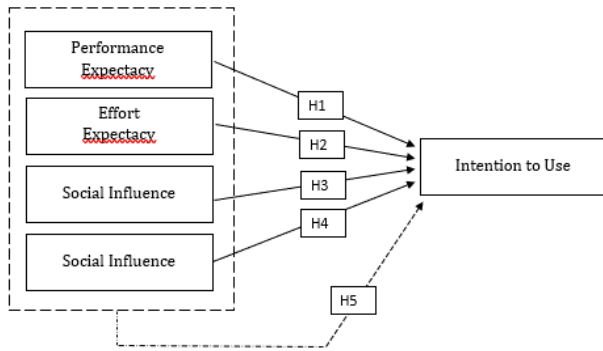


Figure 1. Research Model

METHODS

Research Design, Location, and Time

This study applies a Quantitative Research Approach using a survey method to analyze the effects of performance expectancy, effort expectancy, social influence and facilitating conditions on the intention to use the Bukalapak application in Indonesia. The quantitative design is employed because the study focuses on measuring the relationships among variables objectively through numerical data and statistical procedures.

The research adopts an explanatory framework to investigate both individual and simultaneous influences among the variables included in the model. Data collection is conducted through structured questionnaires distributed to respondents who meet the established research criteria. The study is carried out in Indonesia during the 2026 research period.

Population, Sample, and Sampling Technique

The population consists of individuals who have experience using the Bukalapak application for online shopping activities. Since the exact number of users cannot be accurately determined, the sample size is calculated using the Lemeshow formula, which is commonly applied in studies involving unknown populations [26]. This approach is intended to ensure that the selected sample adequately represents the target population. In addition, the adequacy of the sample size is supported by the recommendation of [27] which suggests that multivariate studies should involve a minimum sample size equivalent to five to ten times the number of research indicators.

The study employs a purposive sampling technique, where respondents are selected based on specific criteria relevant to the research objectives. The

criteria include individuals aged at least 17 years old, respondents who have previously used the Bukalapak application and users who are familiar with the platform's features and services.

Types and Methods of Data Collection

The research utilizes primary data collected directly from respondents through questionnaire distribution. The questionnaire is designed based on indicators representing performance expectancy, effort expectancy, social influence, facilitating conditions and intention to use the Bukalapak application. This The Item of questionnaire based on the UTAUT measurement [2].

Table 4. Measurment Items [2]

Variable	Code	Item
Performance Expectancy	PE1	Perceived usefulness in shopping activities
	PE2	Increased shopping productivity
	PE3	Faster transaction completion
	PE4	Improved effectiveness in online shopping
Effort Expectancy	EE1	Ease of learning the platform
	EE2	Clarity and understandability of the system
	EE3	Ease of platform operation
	EE4	Ease of becoming skillful in usage
Social Influence	SI1	Influence from important people
	SI2	Influence from surrounding environment
	SI3	Recommendations from friends or family
	SI4	Social encouragement to use the platform
Facilitating Conditions	FC1	Availability of supporting resources
	FC2	Availability of knowledge to use the system
	FC3	Compatibility with user devices and technology
	FC4	Availability of technical assistance
Intention to Use	IU1	Intention to continue using the platform
	IU2	Prediction of future platform usage
	IU3	Planned continuous usage behavior

Based on Table 4. Each item is measured using a Likert scale 1-5 to assess respondents' levels of agreement toward the proposed indicators. Data collection is conducted through both online and

offline methods to increase respondent coverage and improve data diversity. Online questionnaires are distributed through digital platforms and social media, while offline questionnaires are administered directly to selected respondents. Prior to the main survey process, the questionnaire instrument is reviewed to ensure the clarity and relevance of each statement item.

Data Processing and Analysis

The collected data are processed through editing, coding, tabulation and statistical analysis stages. The editing process is carried out to verify the completeness and consistency of responses, while coding and tabulation are performed to facilitate data classification and analysis procedures. The analytical technique employed in this study is inferential statistical analysis using statistical software.

The analysis aims to evaluate both partial and simultaneous relationships among performance expectancy, effort expectancy, social influence, facilitating conditions and intention to use the Bukalapak application. In addition, validity and reliability tests are conducted to ensure that the measurement instruments are accurate and consistent in measuring the intended constructs. The data are processed using SPSS 32 application. Through these procedures, the study is expected to produce objective and empirically reliable findings regarding consumer acceptance behavior toward digital marketplace applications in Indonesia.

RESULTS AND DISCUSSION

Table 5. Distribution of Respondents by Age

No	Age Category	Frequency	Percentage (%)
1	17–22 years	24	24%
2	23–28 years	36	36%
3	29–34 years	20	20%
4	35–40 years	12	12%
5	> 41 years	8	8%
Total		100	100%

Based on the Table 5. The age-based demographic profile reveals that respondents are predominantly concentrated within the 23–28 years age group, which contributes the highest proportion at 36%. This finding indicates that the majority of participants belong to the young adult segment, a demographic generally characterized by high levels of digital literacy and active engagement in online marketplace activities.

Respondents aged 17–22 years constitute 24% of the sample, further emphasizing the dominance of younger users within the study. Meanwhile, participants aged 29–34 years account for 20%, followed by respondents aged 35–40 years at 12%. Individuals older than 41 years represent the smallest segment, comprising only 8% of the total respondents. Overall, the distribution demonstrates that the intention to use the Bukalapak application is more strongly represented among younger and technologically adaptive consumer groups.

Table 6. Distribution of Respondents by Educational Background

No	Education Level	Frequency	Percentage (%)
1	Junior High School	6	6%
2	Senior High School	42	42%
3	Diploma	14	14%
4	Bachelor's Degree	30	30%
5	Master's Degree	6	6%
6	Doctorate	2	2%
Total		100	100%

Based on Table 6. educational attainment, respondents are largely dominated by senior high school graduates, accounting for 42% of the total sample. Bachelor's degree holders form the second-largest group with a proportion of 30%, indicating that a considerable number of participants possess relatively advanced educational qualifications. Diploma graduates contribute 14% of the sample, while respondents holding master's and doctoral degrees represent 6% and 2%, respectively. In contrast, respondents with junior high school educational backgrounds account for only 6%. This educational composition suggests that most respondents possess sufficient knowledge and cognitive ability to evaluate digital marketplace systems, including platform functionality, convenience and technological support features offered by Bukalapak.

Table 7. Distribution of Respondents by Domicile

No	Region	Frequency	Percentage (%)
1	Sumatra	18	18%
2	Java	46	46%
3	Kalimantan	10	10%
4	Sulawesi	16	16%
5	Others	10	10%
Total		100	100%

Based on Table 7. The domicile distribution indicates that respondents are geographically dispersed across several major regions in Indonesia. The largest proportion originates from Java, representing 46% of the total sample. This dominance reflects the high concentration of internet

users, digital commerce activities and technological infrastructure within the region.

Respondents residing in Sumatra account for 18%, while participants from Sulawesi contribute 16%. Kalimantan and other regions each comprise 10% of the sample population. The relatively balanced regional distribution demonstrates that the research captures perspectives from various parts of Indonesia, thereby improving the representativeness of findings related to user acceptance behavior toward the Bukalapak application.

Table 8. Confirmatory Factor Analysis (CFA)

Variable	Indicator	Loading Factor	Remark
Performance Expectancy	PE1	0.79	Valid
	PE2	0.82	Valid
	PE3	0.80	Valid
	PE4	0.77	Valid
Effort Expectancy	EE1	0.76	Valid
	EE2	0.81	Valid
	EE3	0.79	Valid
	EE4	0.75	Valid
Social Influence	SI1	0.83	Valid
	SI2	0.80	Valid
	SI3	0.78	Valid
	SI4	0.82	Valid
Facilitating Conditions	FC1	0.77	Valid
	FC2	0.81	Valid
	FC3	0.79	Valid
	FC4	0.76	Valid
Intention to Use	IU1	0.85	Valid
	IU2	0.87	Valid
	IU3	0.84	Valid

Based on Table 8. The confirmatory factor analysis demonstrates that all indicators included in the measurement model achieve loading factor values exceeding the minimum acceptable threshold of 0.50. These results confirm that every indicator possesses sufficient capability to explain and represent its respective latent construct. Consequently, the overall measurement model fulfills convergent validity requirements and is considered statistically appropriate for subsequent structural model evaluation.

Table 9. Fornell-Larcker Test (Discriminant Validity)

Variable	PE	EE	SI	FC	IU
PE	0.795				
EE	0.681	0.778			
SI	0.644	0.627	0.808		
FC	0.658	0.672	0.619	0.783	
IU	0.701	0.689	0.665	0.674	0.853

Based on the Table 9. The discriminant validity test was evaluated using the Fornell-Larcker Criterion. The results show that the root AVE value of each

construct is higher than its correlations with other constructs. Therefore, all variables meet the discriminant validity requirement, indicating that each construct is distinct and adequately measures its perspective concept.

Table 10. Reliability Statistics (Cronbach's Alpha)

Variable	Cronbach's Alpha	Interpretation
Performance Expectancy	0.851	Reliable
Effort Expectancy	0.824	Reliable
Social Influence	0.843	Reliable
Facilitating Conditions	0.816	Reliable
Intention to Use	0.887	Reliable

Based on the Table 10. The reliability assessment indicates that all constructs generate Cronbach's Alpha values above the recommended minimum threshold of 0.70. This outcome signifies that the research instrument demonstrates strong internal consistency and stability across all measurement items. Therefore, the questionnaire used in this study is considered reliable and capable of producing dependable data for further statistical analysis.

Table 11. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error
1	0.812	0.659	0.644	0.386

Based on the Table 11. The coefficient of determination analysis reveals that performance expectancy, effort expectancy, social influence and facilitating conditions collectively explain 65.9% of the variance in users' intention to use the Bukalapak application. The remaining 34.1% of the variation is influenced by additional external factors not incorporated within the present research framework. These findings indicate that the proposed variables possess substantial explanatory power in predicting behavioral intention toward the Bukalapak platform.

Table 12. Partial Test (t-test)

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	1.245	0.268	—	4.645	0.000
Performance Expectancy	0.298	0.074	0.281	4.027	0.001
Effort Expectancy	0.254	0.077	0.236	3.299	0.002
Social Influence	0.341	0.073	0.327	4.671	0.000
Facilitating Conditions	0.287	0.075	0.274	3.826	0.001

Based on the Table 12. The partial hypothesis testing results indicate that all independent variables exert

statistically significant effects on the intention to use the Bukalapak application, as evidenced by significance values below the 0.05 threshold. Among the examined predictors, social influence demonstrates the strongest contribution, reflected by the highest standardized beta coefficient. This finding suggests that social encouragement, public perception, and marketplace popularity play major roles in shaping users' behavioral intention toward the Bukalapak platform.

Table 13. Simultaneous Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	24.672	4	6.168	58.437	0.000
Residual	10.032	95	0.106		
Total	34.704	99			

Based on the Table 13. The simultaneous testing results demonstrate that the proposed regression model is statistically significant, as indicated by a significance value of 0.000, which is substantially below the accepted probability threshold of 0.05. This outcome confirms that performance expectancy, effort expectancy, social influence and facilitating conditions collectively influence users' intention to use the Bukalapak application. Accordingly, the research model is considered suitable for explaining technology acceptance behavior within the context of digital marketplace usage in Indonesia.

Effect of Performance Expectancy on Intention to Use Bukalapak

Performance expectancy exerts a significant influence on users' intention to continue utilizing Bukalapak. The findings imply that consumers are more likely to sustain their engagement with a marketplace when the platform is perceived as capable of delivering practical advantages, transaction efficiency, convenience and effective support for online purchasing activities. This outcome aligns with the UTAUT perspective, which positions performance expectancy as a central factor affecting behavioral intention in technology usage contexts [28].

Similar conclusions have been identified in previous studies related to e-commerce adoption, indicating that users' perceptions of usefulness and functional benefits strongly determine their willingness to continuously use digital platforms [29], [30]. Within the increasingly competitive Indonesian marketplace industry, platform performance has also become a critical factor influencing user retention

and the tendency of consumers to switch between competing e-commerce services [31], [32].

A deeper interpretation of these findings indicates that contemporary consumers no longer assess marketplace quality solely based on the availability of basic transaction functions [33]. Instead, users increasingly evaluate platforms according to their ability to provide integrated, adaptive and seamless digital experiences that correspond with evolving patterns of online consumption.

In Bukalapak's case, the declining trend in platform traffic may reflect changing consumer perceptions regarding the marketplace's capability to compete with rival platforms that offer broader ecosystem integration, more responsive operational systems, and more innovative shopping features [34]. This interpretation supports earlier studies emphasizing that modern digital consumers place substantial importance on interface simplicity, integrated payment services, personalized shopping recommendations and interactive marketplace experiences [35], [36],

Unlike many earlier studies that predominantly focused on initial technology acceptance, the present findings demonstrate that performance expectancy also plays a strategic role in shaping continuance intention, especially when consumers actively compare service quality among multiple marketplace platforms [37].

In addition, the findings reveal a broader transformation in consumer expectations resulting from rapid technological development and innovation-driven marketplace competition. Users increasingly associate the usefulness of a digital platform with the platform's responsiveness, technological adaptability, operational reliability and ecosystem connectivity. [38], [39]

As a result, marketplaces that are unable to continuously improve service innovation and maintain competitive technological quality may gradually experience declining perceptions of usefulness among users. This condition is consistent with previous studies reporting that insufficient digital innovation and lower service competitiveness can reduce consumer loyalty and weaken continuance intention toward e-commerce platforms [11], [40].

Research conducted within Indonesian marketplace environments likewise confirms that operational

effectiveness, feature diversity and system efficiency remain dominant determinants influencing both behavioral intention and long-term user retention [17]. Therefore, the current study not only supports previous empirical findings but also extends the discussion by illustrating that performance expectancy in modern marketplace competition reflects a broader consumer evaluation of the overall quality and sustainability of the digital ecosystem provided by the platform. [41],

Effect of Effort Expectancy on Intention to Use Bukalapak

Effort expectancy shows a substantial influence on users' intention to continuously engage with Bukalapak. The findings suggest that consumers are more likely to sustain their usage of a digital marketplace when the platform is perceived as uncomplicated, easy to navigate and capable of facilitating efficient transaction activities.

Within the UTAUT perspective, effort expectancy represents the extent to which users perceive a technological system as requiring minimal effort during operation and interaction processes [2]. This outcome is in line with earlier studies emphasizing that simplicity of use, interface clarity and operational convenience significantly contribute to the formation of behavioral intention toward digital technologies and e-commerce platforms [17], [42]. In the context of today's highly competitive marketplace industry, ease of use has evolved into one of the most important dimensions influencing customer experience and digital platform competitiveness [42],

A more critical interpretation of these findings indicates that modern consumers increasingly prioritize seamless and intuitive digital experiences rather than merely functional transaction systems. In Bukalapak's context, limitations in interface adaptability and the comparatively narrower ecosystem of supporting features may reduce users' perceptions of convenience when compared with competing marketplaces [12], [14].

Digital consumers currently expect platforms capable of offering integrated payment methods, streamlined checkout procedures, responsive navigation systems and interactive social-commerce functionalities that reduce transactional friction during online shopping activities [16], [41].

Previous studies examining e-marketplace adoption similarly reveal that users demonstrate stronger

preferences toward applications that minimize operational complexity while simultaneously maximizing accessibility and transactional efficiency [36], [18]. Unlike earlier discussions that mainly concentrated on the early stages of technology acceptance, the present findings indicate that ease of use also serves as a crucial determinant in sustaining long-term platform engagement within digital marketplace ecosystems [20].

In addition, the findings reflect broader transformations in consumer expectations caused by rapid technological progress and the intensification of innovation-based competition among e-commerce platforms [38]. Consumers increasingly associate a positive shopping experience with systems that are adaptive, visually intuitive, responsive and operationally efficient.

Consequently, platforms perceived as difficult to operate, technologically outdated, or less responsive may gradually lose their attractiveness, especially when alternative marketplaces provide more practical and user-oriented digital experiences. [23] This interpretation corresponds with previous research indicating that higher levels of perceived complexity can weaken continuance intention and reduce users' willingness to repeatedly utilize digital systems [21]. Studies conducted in Indonesian marketplace environments also confirm that interface responsiveness, transaction convenience, and operational simplicity remain dominant factors influencing consumer satisfaction and sustainable platform usage behavior [31], [38].

Therefore, the present study not only supports prior empirical findings but also expands the understanding that effort expectancy in contemporary e-commerce competition represents consumers' broader expectations for seamless, adaptive, and frictionless digital interactions rather than merely technical ease of operation [9].

Effect of Social Influence on Intention to Use Bukalapak

Social influence exerts a considerable impact on users' intention to continuously use Bukalapak. The findings indicate that behavioral intention within digital marketplace environments is not formed solely through individual evaluations of platform functionality, but is also substantially shaped by external social dynamics surrounding users [39]. Within the UTAUT perspective, social influence refers to the degree to which individuals perceive encouragement, approval, or expectations from their

surrounding environment regarding the use of a particular technology [32].

This result corresponds with prior studies demonstrating that social interaction, peer influence, online communication, and collective behavioral patterns play an essential role in determining technology adoption and continuance intention across various digital commerce contexts [40] [41]. In the increasingly interconnected digital marketplace landscape, social visibility and community engagement have become strategic elements influencing both platform sustainability and user retention behavior.

A more critical interpretation of these findings reveals that contemporary marketplace competition extends beyond technological functionality and transaction efficiency. Consumers increasingly evaluate digital platforms based on their ability to generate social engagement, maintain relevance within online communities, and create strong digital interaction ecosystems. In Bukalapak's context, the consistent decline in web traffic and decreasing public exposure may indicate weakening marketplace visibility and reduced social relevance among digital consumers [38].

Modern online shopping behavior is strongly influenced by social-commerce activities, including community discussions, viral social media content, influencer endorsements, and collective purchasing trends circulating within digital environments [34]. Marketplaces capable of sustaining high levels of public interaction and community participation generally possess stronger influence in shaping consumer perceptions and encouraging continuous platform usage [16], [29].

Compared with earlier studies that primarily concentrated on the role of social influence during the initial adoption stage, the present findings demonstrate that social influence also functions as a critical determinant in preserving long-term engagement within highly competitive and rapidly evolving marketplace ecosystems. [33]

In addition, the findings reflect broader transformations in consumer behavior caused by the expansion of digitally connected lifestyles and socially driven consumption patterns. Consumers increasingly depend on electronic word-of-mouth communication, online customer reviews, influencer recommendations and social media interactions when evaluating marketplace credibility and making

purchasing decisions [42]. Consequently, when a platform experiences declining popularity, lower public discussion intensity and reduced visibility within digital communities, consumers may gradually perceive the marketplace as less trustworthy, less attractive and less socially relevant. This interpretation is supported by previous studies indicating that weakened social exposure and declining marketplace reputation can negatively affect users' confidence, loyalty and continuance intention toward digital platforms [34], [35].

Research conducted within Bukalapak-related contexts likewise confirms that marketplace reputation, promotional communication and community-based evaluations significantly shape consumer perceptions and behavioral responses [31], [33], [37]. Therefore, the present study not only strengthens previous empirical findings but also extends the discussion by illustrating that social influence within contemporary e-commerce competition represents a broader process of maintaining social relevance, digital visibility and collective consumer engagement across interconnected online ecosystems.

Effect of Facilitating Conditions on Intention to Use Bukalapak

Facilitating conditions positively influence users' behavioral intention toward Bukalapak usage continuity. Supporting infrastructure, technological compatibility, payment accessibility, logistics integration, customer service responsiveness and system reliability represent fundamental components shaping users' confidence in utilizing digital marketplaces [2], [10]. Consumers are more likely to continue using e-commerce platforms when adequate supporting facilities are consistently available throughout transaction processes.

Comparative evaluations among major Indonesian marketplaces indicate that Bukalapak demonstrates limitations in several supporting ecosystem features relative to dominant competitors [8]. The absence of certain integrated services, subscription programs, logistics capabilities and interactive commerce functions may weaken users' perceptions regarding platform readiness and operational support [12], [41]. Prior studies consistently explain that facilitating conditions significantly strengthen user acceptance behavior because consumers tend to prioritize platforms offering stable technological infrastructure and comprehensive transactional assistance [5], [6], [15].

Moreover, digital consumers increasingly expect synchronized ecosystems integrating payment gateways, real-time logistics monitoring, customer support systems and adaptive mobile experiences [17], [18]. When supporting facilities are perceived as insufficient or less competitive, users may experience lower confidence in continuing platform utilization [25], [28].

Research associated with Bukalapak also demonstrates that transaction quality, customer service performance and operational support systems directly influence customer satisfaction and platform sustainability [32], [33], [36], [39]. Therefore, facilitating conditions become a critical structural factor affecting Bukalapak's competitiveness and its ability to sustain long-term consumer engagement.

Simultaneous Effect of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions on Intention to Use Bukalapak

Collectively, performance expectancy, effort expectancy, social influence and facilitating conditions simultaneously have a significant effect on users' intention to continue using Bukalapak. The findings indicate that continuance intention in digital marketplace environments is shaped through the interaction of perceived usefulness, operational convenience, social influence and technological support systems rather than by a single factor alone [2], [37]. This result confirms that consumer decisions regarding sustained platform usage are multidimensional and strongly influenced by the overall quality of the marketplace ecosystem.

A deeper interpretation of these findings suggests that contemporary consumers evaluate e-commerce platforms comprehensively by considering transaction efficiency, interface simplicity, social relevance, ecosystem integration and service reliability at the same time [1], [16], [40]. Marketplaces capable of combining effective operational performance, intuitive user experiences, strong digital engagement and integrated supporting services generally possess greater potential to maintain long-term user loyalty [3], [8], [20].

Previous studies also emphasize that behavioral intention toward digital platform usage is strongly influenced by the interaction of functional, psychological, social and infrastructural dimensions [17]. Unlike earlier studies that frequently examined these variables separately, the present findings

highlight that continuance intention reflects a broader evaluation of the platform's overall digital ecosystem quality [35].

Furthermore, the results reflect structural challenges faced by Bukalapak within Indonesia's increasingly competitive digital marketplace industry. Declining platform traffic, weaker feature ecosystems and reduced social prominence may indicate weakening consumer perceptions regarding the platform's competitiveness and relevance [12], [13]. Consumers increasingly expect seamless transactions, adaptive technological services, integrated ecosystems and socially engaging shopping experiences.

Previous studies similarly reveal that marketplace continuance intention is strongly shaped by perceptions of usefulness, usability, social credibility and technological readiness [18], [21], [29]. Consumer migration between marketplaces is also increasingly influenced by ecosystem superiority rather than promotional strategies alone [14], [23], [25].

Studies involving Bukalapak users additionally confirm that customer satisfaction, transaction quality, promotional communication and marketplace reputation collectively influence behavioral intention and continued platform usage Bukalapak [31], [37], [38], [42]. Therefore, the present study strengthens previous literature while also demonstrating that sustaining user retention in modern e-commerce competition requires comprehensive improvements involving technological innovation, interface optimization, ecosystem integration, social-commerce development and infrastructural enhancement.

CONCLUSION

This study reveals that performance expectancy, effort expectancy, social influence and facilitating conditions exert a positive and significant influence on users' intention to continue utilizing Bukalapak. The results suggest that continuance intention within digital marketplace platforms is largely determined by users' evaluations of platform usefulness, operational simplicity, social-driven encouragement and the availability of adequate technological support. Among the examined constructs, performance expectancy and social influence emerge as the most dominant factors affecting users'

willingness to sustain their engagement with the platform.

From a theoretical standpoint, these findings further confirm the applicability of the UTAUT framework in interpreting consumer behavioral intention within the e-commerce context. In addition, this research contributes to the existing literature by concentrating specifically on continuance intention toward Bukalapak within the highly competitive Indonesian digital marketplace landscape. In contrast to earlier studies that primarily emphasized initial technology adoption or investigated e-commerce platforms in a broader sense, the present study focuses on the issue of sustaining user engagement on Bukalapak amid indications of declining platform usage. Consequently, the study provides a more contextual understanding of user retention behavior in contemporary marketplace competition.

From a practical perspective, the findings indicate that Bukalapak should continuously strengthen its platform capabilities through service enhancement, technological innovation, operational efficiency, and broader ecosystem integration in order to maintain competitiveness within Indonesia's rapidly evolving e-commerce industry. Furthermore, improving social-commerce initiatives, expanding digital interaction with users and optimizing supporting facilities such as payment systems, logistics integration and customer assistance services are considered essential strategies for increasing user satisfaction and encouraging long-term platform usage.

This study also suggests that future research incorporate additional determinants, including electronic word-of-mouth (e-WOM), trust, customer satisfaction, perceived security and loyalty intention, to develop a more comprehensive explanation of consumer behavior in e-commerce environments. Expanding research coverage across different demographic groups and marketplace platforms is also necessary to obtain more comprehensive findings regarding digital technology adoption behavior.

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