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# Analysis of Indonesian User Behavior Distribution on Facebook Marketplace

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## Abstract

**Purpose:** The purpose of this study is to find out whether it has a significant effect or not, the 5 hypotheses proposed include the Attitude toward behavior variable on behavioral intention, Subjective norm on behavioral intention, Perceived behavioral control on behavioral intention, Behavioral intention on behavior and Perceived behavioral control on Behavior. **Research design, data and methodology:** The data processing method in this study uses the SEM method based on Partial Least Squares (PLS), The study was conducted on 100 respondents as a sample. **Results:** Based on the results of data analysis, it is concluded that from the 5 hypotheses proposed, only 2 have a significant effect, namely the subjective norm variable has a significant effect, on behavioral intention and the perceived behavioral control variable has a significant effect on behavior while the other 3 hypotheses have no significant effect. The results of this study are expected to help the public to make decisions in utilizing the distribution of facebook marketplace. **Conclusion:** This study concludes that the distribution of the use of the Facebook marketplace is a subjective norm variable has a positive effect on the behavioral intention variable and the perceived behavioral control variable has a positive effect on the behavior variable.

**Keywords:** Behavior, Facebook, Marketplace, Theory of Planned Behavior, Distribution.

**JEL Classification Code:** D23, D30

## 1. Introduction

Indonesia is the largest share of online shopping application users. The Distribution of Indonesia's marketplace ranking has increased in terms of transactions and visits to websites. The number of visitors who attended made e-commerce in Indonesia growing. Moreover, online shopping behavior itself is increasingly popular in Indonesia. Of course, the development of this visitor increased from 2012, 2014 to 2015. The first Indonesian marketplace

ranking in 2020 was occupied by Shopee, which is the top e-commerce in Indonesia 2020 with a total number of visits reaching 97.7 million. Since recording the first positive case of Covid-19 in Indonesia in March, the number of visits to the Shopee website has increased from 76.5 million to 97.7 million in June 2020 (Priambodo, Sasmoko, Abdinagoro, & Bandur, 2021). The second is occupied by Tokopedia with 89.7 million visitors. In June 2020, Tokopedia visitors experienced a decrease from 91.4 million in May 2020 to 89.7 million as of June 2020. Third, Bukalapak, the number

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of visits to the Bukalapak site was 34.4 million in June 2020, this figure is adrift of very far from its competitors such as Tokopedia and Shopee. Fourth, Lazada, E-commerce Lazada is one of many e-commerce originating from Singapore, besides Shopback. Lazada's e-commerce network is located in various Southeast Asian countries including Lazada Indonesia. In Indonesia, this marketplace is ranked fourth in the top e-commerce 2020. With the number of visits to the Lazada.co.id website reaching 21.4 million. The five bliblis are e-commerce owned by one of the largest cigarette companies in Indonesia, namely Djarum. One of the most purchased products in this Indonesian marketplace is sports equipment. In June 2020, the number of visits to their site reached 16.6 million and decreased compared to May 2020 of 21.1 million visits (Ariansyah, Sirait, Nugroho, & Suryanegara, 2021; Hasan, Amrusi, Musfiana, & Mardhani, 2021; Kurniawan, Wibowo, Rahayu, Yulianti, Annisa, & Riswanto, 2021; Purwati, Budiyanto, Suhermin, & Hamzah, 2020).

Kampar Regency is one of the big regencies in Riau province with Bangkinang as the capital. Kampar Regency has a population of 851,837 people in 2018. This makes Kampar very productive potential in developing the business and industrial world. However, from the large population in Kampar Regency, the average population of Kampar Regency is not sensitive and cares about the changing times that are full of technology, both young and old, especially in the field of social media. Missing out on opportunities in the use of technology, of course, hinders opportunities to see business opportunities. All the necessities of human life, especially in terms of doing business to be able to make a living. Marketplace users in Kampar are still lacking in using the marketplace, based on knowledge in using market-places. Micro, Small, Medium Enterprises (UMKM) in Kampar Regency are still minimal in utilizing the Distribution Facebook marketplace feature to promote their wares. This causes MSMEs to be underdeveloped to support their production, advertising, sales and financial management. One thing that has not been done seriously is online advertising through internet media or commonly called internet advertising, the current conditions will greatly help increase promotions and sales (Aminullah & Kritiyono, 2021; Purwati & Hamzah, 2019).

Then people's poor understanding of the marketplace, has an impact on people who tend to be unsure of doing online shopping transactions. Many of the other consumers who give this negative stigma make people reluctant to find out what benefits are obtained from using the marketplace feature on Facebook to help their business or find the goods they need. This has an impact on the motivation of consumers to shop online very minimally. The amount of negative information obtained is easily accepted by consumers through reviews on the internet or from the

mouths of consumers or other users who have used the distribution Facebook marketplace. a certain product or service resulted in a new trend of consumers in making purchasing decisions. The existence of recommendations or reviews given by other consumers will be able to influence consumer purchasing decisions. Lack of creativity in sorting out information makes people easy to believe and to issues without any prior justification (Nguyen, Dang, Tran, & Nguyen, 2022).

There is no public interest in using the marketplace. Many factors influence it, one of which is the assessment of users or other consumers who provide an assessment of the product they have purchased, if the consumer is satisfied or dissatisfied with the consumption of the product, the consumer will tell other people about the product review. Next, customers use online media with the aim of sharing their own experiences with a brand, product, or service that they have experienced themselves. In addition, consumers also take advantage of the experiences of others when they want to buy something before finally deciding to make a purchase of an item or service (Hamzah, Purwati, Jamal, Sutoyo, & Rizki, 2021).

Lack of training or seminars for new and old Facebook market-place users, this is because there are many assumptions that the facebook marketplace distribution can be done by anyone, even if they graduate from junior high school and senior high school. who dominate the distribution Facebook marketplace users. In addition, other reasons are limited time and lack of interest in increasing knowledge. This has an impact on errors that often occur, such as in several procedures regarding rules and restrictions in using the marketplace so as not to harm others, lack of understanding of the right steps makes people often act without proper rules and governance (Hou & Elliott, 2021).

People are reluctant to use the Facebook marketplace because they are afraid that it will become a habit without being able to be controlled. Behavior like this affects people's behavior somewhat less frequently or as necessary depending on their needs. This is due to community control related to the perceived ease or difficulty in making online purchases. People tend to limit using the marketplace because when they look at the products being sold, they will generate interest and interest in a product and eventually become self-conscious.

The spread of the internet is the impact of the development of information technology infrastructure. From these developments, a new paradigm emerged in conducting business processes, namely by using the internet and information technology infrastructure. The business process carried out through the media of information technology and the internet is known as e-commerce. E-commerce is a business that uses virtual space as a place to carry out its operations. Some of these e-commerce

companies provide space for other business actors to display their products on the e-commerce website. This has led to the creation of an electronic market which we know as a marketplace. Marketplace is a solution created from the rapid development of information technology and the internet that is attacking the trading industry. In this marketplace, every business actor can display their products for sale without the hassle of building a system. The existence of the marketplace is very beneficial for business actors, especially small and medium-sized businesses. Marketplace makes it easier for small and medium business actors to carry out operations. With this virtual market, business actors only need to provide complete information about the products they sell in the marketplace such as product information, prices, delivery and others (Toader, Firtescu, Roman, & Anton, 2018).

Facebook was originally a development of web 2.0 which is an updated version of web 1.0. Having an account on one of today's social networking sites, seems to be a must. Because this proves that a person exists both in the real world and in the virtual world. Facebook can connect us with a number of people that we cannot meet in the real world. The tendency of high internet usage in Indonesian society and even the world, shows that online activities are in great demand because it has various benefits and conveniences for users. Of the many existing social media, Facebook remains the number one social media that is most in demand. The growing development of facebook, on May 14, 2007 Mark Zuckerberg launched the facebook marketplace feature. However, so far it has not been seen how the user experience related to the Facebook marketplace feature has been. Therefore, now Facebook is not only a social media for friendship, but has expanded to a system that provides stalls for online buying and selling transactions or better known as a marketplace. With this marketplace, sellers and buyers can transact from different locations, making it easier for business actors without incurring extra costs (Distefano, Fähndrich, Logozzo, & O'Hearn, 2019).

In this research, it is explained that the behavior shown by a person arises because there is an interest in behaving. The theory of planned behavior is devoted to a person's particular attitude, as well as to the overall attitude and interest of a person to behave predictably. In TPB, behavioral intention is determined based on 3 main aspects, namely: attitude toward behavior, subjective norm, and perceived behavior control. Attitude toward the behavior is a person's overall assessment of the positive or negative to show a certain attitude. Subjective norm is a person's belief about the demands of other people who are considered meaningful according to him to be willing to show or not show a certain attitude in accordance with the demands. Perceived behavioral control is a person's assumption about

his ability to display a certain behavior. Behavioral interest and behavior are two different things. Behavioral interest is a person's willingness (interest) to carry out a certain attitude. A person will do something if he has the will or interest to do it. On the other hand, behavior is a real action taken by a person. This theory is designed to deal with human behavior (Ahmadi, Rahimian, & Movahed, 2021; Ajzen, 2020; Hagger, Cheung, Ajzen, & Hamilton, 2022; Yuriev, Dahmen, Paillé, Boiral, & Guillaumie, 2020).

People have a large degree of volitional control and assume that all behavior is the domains of character and social psychology. This theory also explicitly understands the possibility that many attitudes are not entirely under personal control. If a person perceives the result of showing a positive attitude, he will have a positive attitude towards that attitude, and vice versa. This theory begins with measuring Behavioral intention (the actor's interest) as a predictor of behavior. Behavioral intention is influenced by 3 main variables, namely attitudes towards behavior, subjective norms and perceived attitude control. The variables were explored into 15 statements with each variable in the form of 3 statements, measured using a Likert scale and information analysis procedures SEM (Structural Equation Model) with the independent variable behavior and behavioral interest and the dependent variable attitude towards behavior, subjective norms and behavioral control perception (Bangun & Handra, 2021; Chetioui, Butt, & Lebdaoui, 2021; Sutisna & Handra, 2022).

## 2. Literature Review

### 2.1. Facebook

Facebook is a social networking website where users can join communities such as cities, work, schools, and regions to bond and connect with other people. People can also increase their friends, send messages, and update individual profiles so that others can see about him.

According to Young (2017), Facebook is a social networking service and website launched in February 2004 which is operated and owned by Facebook, Inc. Facebook was founded by Mark Zuckerberg with his roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. Membership to this website was initially limited to Harvard students only, after which it was expanded to other academies in Boston, the Ivy League, and Stanford University. As of January 2011, Facebook has more than 600 million active users. User statistics information shows that the US is at the top with 146 million users and the penetration rate is 47.25 percent.

## 2.2. Facebook Marketplace Business Model

Facebook users in Indonesia have reached 120 million people, and Facebook is not an application that is not known by the wider community, especially when it is recorded that almost the totality of the nation's children who already have a cellphone and can read have used it. Facebook is a popular social media service. However, there are still many Indonesian citizens who still do not use the latest features on Facebook, one of which is a marketplace with this feature, residents have the potential to increase their income by trading methods without having to pay expensive rents and residents can easily find the goods or services they want. need in an easy method too, without using other applications that make smartphone memory storage very limited, in an application that provides free services, of course, there are reciprocal advantages that they have application users and can be seen from the business model (Kusumawati, Augustinah, Alhabsyi, & Suharyono, 2021; Putra, 2019).

In this model, the researchers see that the system used by the Facebook marketplace is basically the same as other marketplaces based on the traditional market operating system, only that the difference is that buyers can only use mobile phones or applications and are always at home or through applications and to make it even more convincing for consumers. look at the product, can come to meet the seller.

## 2.3. Theory of Planned Behavior

This theory was originally called Theory of Reasoned Action (TRA), developed in 1967, then the theory was continuously revised and expanded by Icek Ajzen and Martin Fishbein. Starting in the 1980s the theory was used to study human attitudes and to develop more effective interventions. In 1988, another matter was added to the existing reasoned action model and after that it was named Theory of Planned Behavior (TPB), to overcome the shortcomings encountered by Ajzen and Fishbein through their research using TRA (Lin, Yang, Sia, & Tang, 2019; Mi, Chang, Lin, & Chang, 2018; Procter, Angus, Blaszczynski, & Gainsbury, 2019).

## 2.4. Relationship Between Variables and Hypotheses

### 2.4.1. Attitude toward behavior has an effect on behavioral intention

Consumer behavior is a process that is closely related to the buying process, at which time consumers search, research, and evaluate products. Consumer behavior is the things that underlie consumers to make research decisions. Consumers using the marketplace to make product purchases based on the knowledge they have is a good idea.

Attitude has a significant positive effect on people's behavior in online purchases using the marketplace. This is due to the significant value obtained from the results of the predetermined significance test. It can be concluded that, the higher the sense of pleasure, the sense of benefit or the high tendency of the community to enjoy online purchases, the higher the behavior of these people to realize or carry out online transactions with the marketplace. Thus, attitude can be one of the determinants of a person's behavior in using the Facebook marketplace.

**H1:** Attitude toward behavior has a positive effect on behavioral intention

### 2.4.2. Subjective norm has an effect on behavioral intention

Subjective norms are a person's assumptions or assumptions with existing expectations of certain behaviors or will not do them. Subjective norms are individual beliefs about the expectations of people who are considered meaningful to show certain attitudes or not. Support from people around who are meaningful and influential will certainly play a big role in predicting the behavior that someone wants to show. That means a recommendation from a very influential person in life. The public's poor understanding of the marketplace, both from their own experience and from other people's experiences, has an impact that people tend not to believe in conducting online transactions. Marketplace users who get support from the people around them will encourage their inner willingness to learn and take advantage of this information technology. Not only that, the greater the expectations of people who are considered important to the individual regarding a certain behavior, it will lead to a desire to fulfill these expectations or carry out their desired behavior. The greater the expectations of people who are considered important, the greater the desire to fulfill these expectations so that the greater the interest in implementing the expected behavior.

**H2:** Subjective norm has a positive effect on behavioral intention

### 2.4.3. Perceived behavioral control has an effect on behavioral intention

Perceived behavioral control mostly arises because of the belief that the individual can carry out a behavior and the belief that the perceived factors will facilitate or limit the act of carrying out an attitude. Perceived behavioral control will reflect past experiences and also anticipate existing obstacles. In this study, people have not thought about or attempted to use the marketplace and there is also no encouragement to use digital media as something that produces. People who understand the benefits and

conveniences that will be obtained compared to the obstacles in using the marketplace so that it can be predicted that interest will be created to use the marketplace. Users who have good academic skills will continue to look for convenience and will not stop learning, meaning they still have the motivation and desire to continue to use the marketplace.

**H3:** perceived behavioral control has a positive effect on behavioral intention

#### 2.4.4. Perceived behavior control has an effect on behavior

Perceived behavioral control mostly arises because of the belief that the person is able to carry out a behavior and the belief that the perceived factors will facilitate or limit the performance of a behavior. Users who understand the usability and convenience that will be obtained compared to obstacles in using the marketplace so that it can be predicted that interest will be created to use the marketplace. Perceived behavioral control as a function based on beliefs called control beliefs, is an individual's belief about the presence or absence of factors that support or limit individuals to cause a behavior. The use of the marketplace is expected to have the expertise to buy products online, can be controlled, have the knowledge and expertise to shop online, and feel safe when shopping online. Marketplace user control related to the ease or difficulty experienced in making online purchases can influence users to realize the online buying behavior. Thus, behavioral control can be one of the determinants of a person's behavior.

**H4:** Perceived behavior control has a positive effect on behavior

#### 2.4.5. Behavioral intention affects behavior

The behavior shown by a person arises because of the intention to behave. Behavioral interest is a person's willingness (interest) to carry out a certain behavior. A person wants to carry out a behavior if he has the will or interest to carry it out. Users who have a strong will to use the marketplace will tend to take advantage of the facilities provided in the marketplace. the tendency of consumers to use marketplace applications to buy a product. Determined to use the marketplace in the future. How to find out the interest in using an information technology for online purchases is to recognize whether the technology already has the convenience when used, and whether the technology has benefits that can improve job performance.

**H5:** behavioral intention has a positive effect on behavior

#### 2.4.6. Research Framework

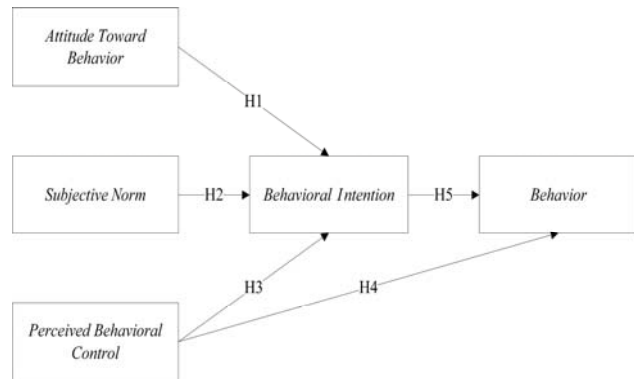


Figure 1: Research Framework

### 3. Research Methods and Materials

Distribute questionnaires to marketplace users in Kampar district, Riau, Indonesia. In this study, the population is very wide and infinity so that certain assessments are made of the characteristics of the sample which are considered in accordance with the purpose of the study or purposive sampling technique. To get a sample that can describe the population, the tool for determining the number of samples in this study used the Lemeshow formula (Daulay, Hafni, Nasution, & Jufrizen, 2022). While determining the sample size in this study using the Lemeshow formula, this is because the number of populations is unknown. From the Lemeshow formula, the sample results are 96.

Then the results obtained that the minimum number of samples required in this study were 96 respondents but were rounded up to 100 respondents. The type of questionnaire distributed is a closed questionnaire which is assessed in the form of a Likert scale. Processing data from the results of distributing questionnaires as many as 100 respondents using the Structural Equation Model (SEM) and using the SmartPLS version 3.0 tools.

The data processing method in this study uses the SEM method based on Partial Least Squares (PLS). Which consists of two sub-models, namely the Outer Model (Measurement Model) and Inner Model (Structural Model). The Outer Model and Inner Model were analyzed through the previously designed path diagram. So that with the path diagram it can produce values from the Outer Model measurements and the Inner Model values carried out through the Smart-PLS 3.0 program.

Outer Model evaluation was carried out to measure the validity and reliability of the model. There are two modes to



evaluate the Outer Model, namely mode a (reflexive) and mode b (formative). Model a (reflexive) was evaluated through Convergent Validity and Discriminant Validity of latent construct indicators and Composite Reliability and Cronbach Alpha for the indicator. The outer model with b (formative) mode is evaluated by looking at the significance of its weight. So that there is no need to test the validity and reliability of the construct, to get the weight significance, it must go through a resampling (bootstrapping) procedure. If the T-statistics weight significance value is 1.96, it can be concluded that the construct indicator mode b (formative) is valid. In this research, the constructs with reflexive indicators are Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control, Behavioral Intention and Behavior. Validity test aims to find out whether the research elements used are valid or not. In the Validity testing session, there are two methods, namely by measuring Convergent Validity and Discriminant Validity.

#### **4. Results**

Marketplace users in Kampar are still lacking in using the marketplace, based on knowledge in using the marketplace. Micro, Small, Medium Enterprises (MSMEs) in Kampar Regency are still minimal in utilizing the Facebook marketplace feature to promote their wares. This causes MSEs to be underdeveloped to support their production, advertising, sales and financial management. One thing that has not been done seriously is online advertising through internet media or commonly called internet advertising, the current conditions will greatly help increase promotions and sales.

Poor public understanding of the marketplace means that people tend to be unsure of making transactions. Many of the other consumers who give this negative stigma make people reluctant to find out what benefits are obtained from using the marketplace feature on Facebook to help their business or find the goods they need. This has minimal impact on consumers' motivation to shop online. The amount of negative information obtained is easily accepted by consumers through reviews on the internet or from word of mouth of consumers or other users who have used the Facebook marketplace. a particular product or service resulted in a new trend of consumers in making purchasing decisions. The existence of recommendations or reviews given by other consumers will be able to influence consumer purchasing decisions. Lack of creativity in sorting information makes people easy to believe and to issues without any prior justification.

There is no public interest in using the marketplace. Many factors influence it, one of which is the assessment of users or other consumers who provide an assessment of the

product they have purchased, if the consumer is satisfied or dissatisfied with the consumption of the product, the consumer will tell other people about the product review. Next, customers use online media with the aim of sharing their own experiences with a brand, product, or service that they have experienced themselves. In addition, consumers also take advantage of other people's experiences when they want to buy something before finally deciding to make a purchase of an item or service.

Lack of training or seminars for new and old Facebook market-place users, this is because there are many assumptions that the Facebook marketplace can be done by anyone, even if they graduate from junior high school and high school on facebook marketplace. In addition, other reasons are limited time and lack of interest in increasing knowledge. This has an impact on errors that often occur, such as in several procedures regarding rules and restrictions in using the marketplace so as not to harm others, lack of understanding of the right steps makes people often act without proper rules and governance.

People are reluctant to use the Facebook marketplace because they are afraid that it will become a habit without being controlled. This kind of behavior affects people's behavior somewhat less frequently or as necessary depending on their needs. This is due to community control related to the perceived ease or difficulty in making online purchases. People tend to limit using the marketplace because when they look at the products being sold, they will generate interest and interest in a product and in the end they forget themselves.

The object of this research is the marketplace user community who lives or is domiciled in Kampar district as many as 100 respondents. Characteristics of respondents are used to determine the diversity of respondents based on gender, age, last education and monthly income. This is expected to provide a fairly clear picture of the condition of the respondents and their relation to the problems and objectives of this research. The description of respondents can be known if we have conducted interviews and also distributed questionnaires. In conducting interviews, we will know the identity of the respondent by asking the parties involved in the interview.

##### **4.1. Convergent Validity**

The individual value is said to be large if it is 0.70 correlated with the variable to be measured, however, for research in the early stages of developing a measurement scale, a loading value of 0.50 to 0.60 is considered sufficient. From the path diagram that has been designed, the next step that must be done is to estimate the path to see if the loading value of Convergent Validity has met the criteria of Convergent Validity. If it is found that the loading value of

the indicator < 0.50 then the path diagram must be modified (redesigned) by issuing an indicator whose loading value is < 0.50.

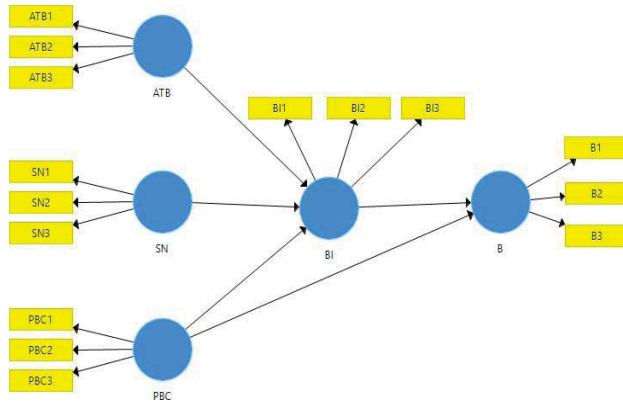


Figure 2: Results of the Path Diagram that has been designed

4.2. Discriminant Validity

The following are the test results of Discriminant Validity based on cross loading and Average Variance Extracted (AVE) from the calculated model results, namely in Table 1.

Table 1: Value of Discriminant Validity Variable (Cross Loading)

	ATB	B	BI	PBC	SN
ATB1	0,897	0,494	0,543	0,458	0,429
ATB2	0,722	0,621	0,211	0,439	0,517
ATB3	0,754	0,729	0,196	0,437	0,456
B2	0,662	0,712	0,201	0,320	0,273
B3	0,533	0,916	0,339	0,562	0,415
BI1	0,196	0,253	0,712	0,203	0,328
BI3	0,523	0,310	0,918	0,524	0,477
PBC1	0,560	0,516	0,399	0,828	0,578
PBC2	0,454	0,479	0,485	0,891	0,478
PBC3	0,324	0,410	0,374	0,958	0,420
SN1	0,483	0,345	0,286	0,376	0,912
SN2	0,316	0,136	0,271	0,432	0,750
SN3	0,505	0,625	0,218	0,409	0,624

Source: Data Processed SmartPLS (2022)

From the cross loading table above, another way to assess discriminant validity apart from the cross loading value is to look at the average variance extracted (AVE). A good model is required if the AVE of each variable is > 0.50 which can be seen in Table 2.

Table 2: Average Variance Extracted(AVE)

	Average Variance Extracted (AVE)
Attitude Toward Behavior(ATB)	0,632
Behavior(B)	0,673
Behavioral Intention(BI)	0,675
Perceived Behavioral Control(PBC)	0,700
Subjective Norm(SN)	0,594

Source: Data Processed SmartPLS (2022)

The AVE output results above show that the AVE value of attitude toward behavior is 0.632 > 0.50, the AVE behavior value is 0.673 > 0.50, the AVE value for behavioral intention is 0.675 > 0.50, the AVE value perceived behavioral control is 0.700 > 0.50 and the AVE subjective norm value is 0.594 > 0.50. The results of the AVE output above show that the AVE value is good and shows a good discriminant validity value as well.

4.3. Reliability Test

Not only validity test, model measurement is also carried out to test the reliability of a variable. The reliability test was tried to prove the accuracy, consistency and accuracy of the instrument in measuring variables. To measure the reliability of a variable with formative indicators, it can be done in two ways, namely with composite reliability and Cronbach's alpha. However, the use of Cronbach's alpha to test the reliability of variables will give a lower value (under estimate) so it is more advisable to use composite reliability in testing the reliability of variables. Evaluations are commonly used to take into account the reliability of variables and are declared reliable if the value of composite reliability and Cronbach's alpha > 0.60.

4.4. Composite Reliability

The following in Table 3 is the result of testing the reliability of the composite of the research model.

Table 3: Composite Reliability

	Composite Reliability
Attitude Toward Behavior(ATB)	0,836
Behavior(B)	0,802
Behavioral Intention(BI)	0,803
Perceived Behavioral Control(PBC)	0,875
Subjective Norm(SN)	0,811

Source: Data Processed SmartPLS (2022)

From the SmartPLS 3 output, it can be seen that the Composite Reliability value from attitude toward behavior is 0.836, the value is > 0.60, the Composite Reliability value

from behavior is 0.802, the value is > 0.60, the Composite Reliability value from behavioral intention is 0.803, the value is > 0.60. the Composite Reliability value from perceived behavioral control is 0.875, the value is > 0.60 and the Composite Reliability value from subjective norm is 0.811, the value is > 0.60, so all of the above variables have the same value.

**4.5. Cronbach’s Alpha**

Furthermore, in the reliability test of the variables, you can see the results of Cronbach's Alpha, a variable in the study is called reliable if it has a Cronbach's Alpha number > 0.60. The following table Cronbach's Alpha which can be seen in Table 4.

**Table 4:** Cronbach's Alpha

	<i>Cronbach's Alpha</i>
Attitude Toward Behavior (ATB)	0,771
Behavior(B)	0,541
Behavioral Intention (BI)	0,546
Perceived Behavioral Control (PBC)	0,786
Subjective Norm (SN)	0,682

Source: Data Processed SmartPLS (2022)

**4.6. Inner Model**

In calculating the structural model with SmartPLS 3, it begins by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model. Changes in the value of R-Square can be used to explain the main effect. R-Square value of 0.75 is said to be strong, 0.50 is said to be moderate and 0.25 is said to be weak. The results of the R-Square value with SmartPLS 3 can be seen in Table 5.

**Table 5:** R-Square

	<i>R-Square</i>
Behavior(B)	0,323
Behavioral Intention(BI)	0,338

Source: Data Processed SmartPLS (2022)

From the results above, it can be seen that the R-Square value for the behavior variable is 0.323 which means it is included in the weak category then the R-Square value for the behavioral intention variable is 0.338 which means it is included in the weak category. Then the second is to look at the significance of T Statistics to find out whether the hypothesis in the model can be accepted or rejected, and if the T Statistics test value is > from T Table (1.96) then the hypothesis is accepted and if T Statistics is < from the T Table value (1.96) then the hypothesis is rejected, it can be seen in Table 6.

**Table 6:** Path Coefficients

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T-Statistics (O/STDEV)</b>	<b>P Values</b>
ATB -> BI	0,227	0,238	0,141	1,607	0,109
SN -> BI	0,253	0,279	0,108	2,341	0,020
PBC -> BI	0,211	0,192	0,124	1,703	0,089
BI -> B	0,092	0,088	0,096	0,956	0,340
PBC -> B	0,519	0,514	0,103	5,052	0,000

Source: Data Processed SmartPLS (2022)

**4.7. Hypothesis Testing**

The last process of testing the bootstrapping of the PLS analysis is hypothesis testing which has the provision that if the T Statistics test value is > from T Table (1.96) then the hypothesis is accepted and if T Statistics < from T Table value (1.96) then the hypothesis is rejected, it can be seen in Table 7.

**Table 7:** Path Coefficients

<b>Hypotheses</b>	<b>Variable</b>	<b>T Table</b>	<b>T-Statistics (O/STDEV)</b>	<b>P Values</b>
1	ATB -> BI	1,96	1,607	Rejected
2	SN -> BI	1,96	2,341	Accepted
3	PBC -> BI	1,96	1,703	Rejected
4	BI -> B	1,96	0,956	Rejected
5	PBC -> B	1,96	5,502	Accepted

Source: Data Processed SmartPLS (2022)

**4.8. Discussion**

1. Influence of Attitude Toward Behavior on Behavioral Intention

Based on the results of statistical calculations, it can be concluded that the attitude variable towards attitude toward behavior has no significant effect on the behavioral intention variable of interest. This can be seen from the t statistics value of 1.607 which is smaller than the t table value (1.96) and it is a factor causing the first hypothesis to be rejected, which indicates I like to make purchases through social media or digital marketplaces, Make purchases through media social or digital marketplace is a good thing, making purchases through social media or digital marketplaces is very profitable, it doesn't affect attitudes in interest in using the facebook marketplace (Hwang, Kim, & Lee, 2021; Mailizar, Burg, & Maulina, 2021).

2. The Influence of Subjective Norm on Behavioral Intention

Based on the results of statistical calculations, it can be concluded that the subjective norm variable has a significant effect on the behavioral intention variable. This can be seen



from the t statistic value of 2.341 which is greater than the t table value (1.96) and it is a factor that causes the second hypothesis to be accepted, which indicates that the subjective norm of interest in using the facebook marketplace is quite good (Fischer & Karl, 2022).

### 3. Effect of Perceived Behavioral Control on Behavioral Intention

Based on the results of statistical calculations, it can be concluded that the perceived behavioral control variable does not have a significant effect on the behavioral intention variable. This can be seen from the t statistics value of 1.703 which is smaller than the t table value (1.96) and it is a factor causing the third hypothesis to be rejected, which indicates I believe that I can make purchases through social media or digital marketplaces. social media or digital marketplace is an easy thing, my decision to make purchases through social media or digital marketplaces is under my control does not affect behavioral interest in using the facebook marketplace (Sembada & Koay, 2021).

### 4. Influence of Behavioral Intention on Behavior

Based on the results of statistical calculations, it can be concluded that the behavioral intention variable has no significant effect on the behavioral variable. This can be seen from the t statistics value of 0.956 which is smaller than the t table value (1.96) and it is a factor causing the fourth hypothesis to be rejected, which indicates that I do not have a strong intention to make purchases through social media or digital marketplaces. continue to make purchases through social media or digital marketplaces which are clearly halal even though they are more expensive than other social media or digital marketplaces, I would like to recommend buying through social media or digital marketplaces to friends, relatives and other closest people, not influencing unethical behavior. to use the facebook marketplace (Yan, Kim, Min, & Hernandez-Calderon, 2021).

### 5. Effect of Perceived Behavioral Control on Behavior

Based on the results of statistical calculations, it can be concluded that the perceived behavioral control variable has a significant effect on the behavioral behavior variable. This can be seen from the t statistic value of 5.502 which is greater than the t table value (1.96) and it is a factor that causes the fifth hypothesis to be accepted, which indicates that perceived behavioral control influences behavior to use the facebook marketplace (Sembada & Koay, 2021).

## 5. Conclusions and future research

Based on the proposed 5 hypotheses, only 2 hypotheses

have a positive effect, namely the subjective norm variable has a positive effect on the behavioral intention variable, because the T Statistics value is  $2.341 > T$  table value (1.96) and the perceived behavioral control variable has a positive effect on the behavior variable, because the T Statistics value is  $5.502 >$  the T table value (1.96). While the other 3 hypotheses have no positive effect, namely the attitude toward behavior variable does not have a positive effect on the behavioral intention variable, because the T Statistics value is  $1.607 <$  T table value (1.96), the perceived behavioral control variable does not have a positive effect on the behavioral intention variable, because the T value The statistics are  $1.703 <$  the T table value (1.96), the behavioral intention variable has no positive effect on the behavior variable, because the T Statistics value is  $0.956 <$  the T table value (1.96).

The implications of this research are recommendations for Improvement of Behavioral Variables to use the facebook marketplace distribution to support activities promoting merchandise, supporting production, advertising, sales. Recommendations for Improvement of Behavioral Intention Variables to use the facebook marketplace distribution increase interest in using the facebook marketplace distribution online media with the aim of sharing their own personal experiences with a brand, product, or service that they have experienced themselves. Recommendations for Improvement of Attitude Toward Behavior Variables for the facebook marketplace It is better to respond positively to whether or not it is necessary to conduct training or seminars for new and old users of the facebook marketplace distribution. the creation of progress in Kampar district. Recommendations for Improvement of Subjective Norm Variables for using the facebook marketplace distribution increase awareness of using social media facebook also allows us to form a group or community where we can connect in a communication network. Increased knowledge sharing activities among fellow users of the facebook marketplace distribution in a way that effective so that other users are motivated to further encourage knowledge sharing activities about the uses and benefits of the marketplace for business actors. Recommendations for Improvement of Perceived Behavioral Control Variables to use the facebook marketplace distribution increase the desire to use the facebook marketplace, by increasing skills and experience through the use of facebook social media and don't assume it's not important and don't affect the performance of buying and selling businesses even if facebook social media is used to promote products buying and selling will actually increase the reach of market segmentation.

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