ISSN 1816-6075 (Print), 1818-0523 (Online)
Journal of System and Management Sciences
Vol. 14 (2024) No. 4, pp. 72-85
DOI:10.33168/JSMS.2024.0405

Unraveling the Impact of Mobile Applications on Entrepreneurial Success in the Fashion Industry: A Comprehensive Analysis

Tangkas Udiono [1], Maryani [2], Hery Harjono Muljo[3], Zhofar Putra Wiradwimedia[4]

[1] Information Systems Department School of Information System Bina Nusantara University Jakarta, Indonesia 11480

[2] Information Systems Department School of Information System Doctor of Computer Science Bina Nusantara University Jakarta, Indonesia 11480

[3] Finance and Accounting Department Bina Nusantara University Jakarta, Indonesia 11480

[4] Computer Science Department School of Computer Science Bina Nusantara University Jakarta, Indonesia 11480

tangkas@binus.edu, yanie@binus.edu, hery@binus.edu, zhofar@binus.ac.id

Abstract. This research explores the significance of technopreneurs in driving economic growth and prosperity for nations. By investigating the factors influencing the adoption of mobile applications, the study aims to leverage technology to enhance the prospects of success within the business community. The Technology Acceptance Model (TAM) is employed to assess the acceptance of mobile application systems, with perceived ease of use, enjoyment, and usefulness as the influencing factors. The study focuses on the impact of mobile applications on business activities in various regions of Indonesia, utilizing the Sales function of the Marketplace mobile application. The research method employed is smart PLS, and the data from 404 respondents across different regions in Indonesia are analyzed. The study's findings reveal the positive and significant influence of perceived usefulness, perceived pleasure, and perceived ease of use as independent variables on the acceptance of mobile applications for business support. Therefore, all four variables, including perceived usefulness, perceived ease of use, perceived enjoyment, and acceptance of IT, are crucial for the successful adoption of mobile applications in the Fashion Sector's marketplace.

Keywords: Mobile Application, TAM, marketplace, Fashion

1. Introduction

E-commerce is now widely used a trend of very high usage phenomena. From this statement, based on a survey conducted by the Central Bureau of Statistics, it shows that e-commerce users have grown quite rapidly in recent years, e-commerce is also very helpful in the role of economic growth in Indonesia. With e-commerce, it can easily reach widespread business transaction processes and without requiring a very long time (Anthony & Sama, 2021). Reporting from the results of the price survey in Q3 2021, Shopee remains the e-commerce with the highest popularity on the social network Instagram. With an overall following of 8 million, Tokopedia comes in second with a total of 4 million, Lazada comes in third with a total of 3 million, Blibli comes in fourth with a total of 1.9 million, and Matahari comes in fifth with a total of 1.7 million. These five online shops have consistently maintained their appeal on Instagram since Q3 2020. The development of the internet is increasing rapidly, making almost half of the world's population use the internet. Social networks not only provide opportunities to promote business products but also directly contribute to increasing brand and businesss (Radavičiūtė, G. & Kavaliauskienė, L.M., 2023).

According to the Ministry of Cooperatives and Small and Medium Enterprises, 3.79 million micro, small, and medium-sized businesses (MSMEs) have advertised their goods online. This figure represents about 8% of Indonesia's 59.2 million MSMEs as a whole. The Ministry of Cooperatives, Small and Medium Enterprises, and the Ministry of Communication and Information launched the 8 Million MSMEs Go Online initiative to increase the number of MSMEs using the Internet. Indonesia's population is around 260 million people, and the number of national entrepreneurs reaches 8.06 million people. One of the cities in Indonesia that has achieved optimal economic growth is Several Regions in Indonesia. Until 2022, the number of MSMEs in several regions in Indonesia has reached approximately 1,503,713. From this number, it can be said that entrepreneurs in several regions in Indonesia are comparable to the ideal number of entrepreneurs in a region, namely 5% of the total population of several regions in Indonesia, which totals around 30 million people based on the population census in 2021. However, not all entrepreneurs in several regions of Indonesia use mobile applications in their businesses, especially businesses engaged in fashion.

One mobile application that supports entrepreneurs, especially businesses in the fashion sector, is the Marketplace application with a feature called Sales. This feature utilizes technology as a basis for conducting transaction processes, where the use of technology in entrepreneurship is called technopreneur. Technopreneurs are the success of the country in creating a better national economy depends on this. making use of technology, it creates opportunities for mobile applications to support the success of the entrepreneurial community by analysing the factors that influence the use of mobile applications. Of the several issues that have been raised, the researcher wants to know what the factors that influence acceptance of mobile application users. The Technology Acceptance paradigm (TAM) is a paradigm that is thought to be the most useful for describing how consumers adopt a technology, both theoretically and practically. Behavioural Information System which says Numerous research have examined TAM, and the findings generally concur that TAM is a good model (Jogiyanto, 2017). As contrasted to other models like Theory Reasoned Action (TRA) and Theory Planned Behavioural (TPB), TAM has also undergone extensive testing, and the results are consistent in showing that TAM is pretty good. The Technological Acceptance Model (TAM) model was adopted from research by (Billy Kardiono, 2016) (Budi Santoso, 2015) which uses 4 main constructs namely Perceived ease of use, Perceived Usefulness, Attitude toward using, and Behavioural Intention to Use. Researchers also included 1 additional construct adapted, namely Perceived Enjoyment to predict the level of comfort felt by users of mobile apps while using the application. The TAM (Technology adoption Model) model, which is impacted by three aspects, namely perceived usability, perceived usefulness, and perceived enjoyment, is used to assess the adoption of the technology utilized in mobile applications. The purpose of this study is to find out how much influence mobile applications have on entrepreneurial activities in several regions of Indonesia by using the Sales feature on mobile applications in marketplaces.

This study aims to determine using the TAM (Technology Acceptance paradigm) paradigm, which is influenced by three criteria, namely perceived ease of use, perceived utility, and perceived enjoyment, we can determine whether users would accept the technology utilized in mobile applications. By utilizing the mobile application's Sales feature on the Marketplace, the goal of this study is to determine how big of an impact the mobile application has on entrepreneurial activity in various Indonesian regions. The benefits of results of this research will have a positive impact such as: Being able to become part of a more attractive promotional media, and supporting entrepreneurs, especially businesses in the Fashion sector, which is a marketplace application with Sales features. This feature utilizes technology as a basis for conducting transaction processes, where the use of technology in entrepreneurship is called technopreneur.

2. Related Work

2.1.Mobile Application

(Irwansyah, et al, 2014) state that "Mobile Applications are software applications that are specifically made to run on tablets and smartphones as well." In the meantime, mobile applications are programs that operate on mobile devices like smartphones or tablet PCs (Irsan, 2015). Considering this, it may be said that a mobile application is a software program that is only compatible with tablet and smartphone computers. Applications that can be downloaded and have specific features that increase the functioning of the mobile device itself are referred to as mobile applications. Users can get the desired mobile application from certain websites based on the operating system they are using. Sites like Google Play and iTunes, for instance, provide a variety of Android applications.

2.2.Technopreneurship

Technopreneurship is the use of technology by a creative and imaginative businessperson to generate a good or service while taking full responsibility for any risks involved (Nurfaizal, 2014). Although it is believed (Purnomo, et al, 2018) that "Technopreneur is a person's ability to develop an entrepreneurial spirit by utilizing technology both in the manufacturing and marketing processes in accordance with their respective competency competencies". A technopreneur ship is the use of technology as a tool to market goods in accordance with an entrepreneur's competencies.

2.3.TAM

The adoption of information technology is studied using a sort of theory known as TAM, which takes a behavioral theory approach (Fatmawati, 2015). TAM is a type of theory that makes use of the behavioral theory methodology, which is frequently used to analysed how people embrace new technologies. However, what is referred to as a good model should ideally be able to explain as well as forecast. Evidently, the TAM model and its indicators can quantify how well technologies are adopted. Thus, by employing TAM, it will be possible to clarify whether users will accept the library's information system. TAM's definition of "A" (for "Acceptance") denotes agreement. As a result, it is possible to define TAM as an analytical model for predicting user behaviour in terms of technological acceptance. TAM is an information systems theory that models how consumers come to embrace and use a technology, according to the Wikipedia definition of the term. The point is that TAM is an information systems theory that models how users come to accept and use technology. Through TAM, the assumption is that when a user is going to use a new mobile application, there are 3 (three) factors that influence it, namely: 1. Perceived Ease of Use, 2. Perceived Usefulness, and 3. Perceived Usefulness like usability (Perceived Enjoyment).

If it refers to a mobile application, it indicates that the user thinks the app is simple to use, doesn't take much work, and won't have any problems. This comprises the information system's usability in accordance with user preferences. The findings (Davis, 1989) demonstrate that perceived ease can explain users' justifications for utilizing mobile applications and determine whether users will accept

mobile apps. Perceived Utility This indicates that individuals think utilizing the mobile app will help them perform better. This demonstrates how the system's users gain advantages in relation to many areas. In order to decide whether to utilize a mobile application or not, 1. faith in its usefulness is formed. The premise is that if the user thinks the mobile application is valuable, they will use it without a doubt; but, if they don't, the best course of action is to not use it. Perceived An attitude of loving or disliking the use of a thing is called enjoyment. An attitude of liking or disliking a thing is how it is perceived by users. This can be used to forecast a person's behavior or their desire to use.

3. Research Methodology Model and Hypotheses

In this study, from the results that have been carried out, there are several steps so that this research can run from beginning to end to achieve the research objectives. The research flow is shown in Figure 1.

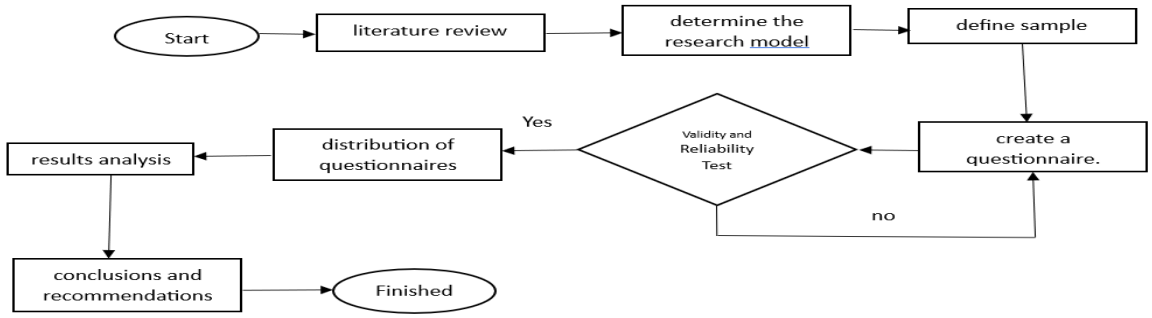

Fig. 1: Research Methodological Framework

3.1.Research Model

The study was carried out via quantitative research techniques. Three independent variables—perceived usefulness, perceived ease of use, and perceived enjoyment—as well as one dependent variable, acceptance of IT, were employed in this study. The following can be used to express the hypothesis put out in the process of creating the model shown in Figure 2.3: H1: Acceptance of IT is positively and significantly impacted by perceived use fullness. H2: Acceptance of IT is positively and significantly influenced by perceived ease of use. H3: Perceived enjoyment significantly and favorably influences acceptance of IT H3: Perceived enjoyment has a favorable and considerable impact on people's acceptance of technology.

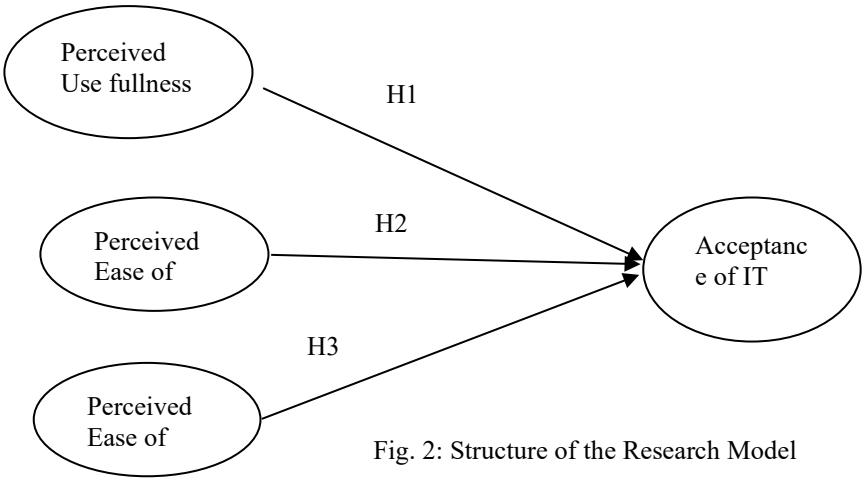

Fig. 2: Structure of the Research Model

3.2.Defining Samples

According to Sugiyono in (Yusrina, 2020) the sample can be defined as part of the number and characteristics possessed by the population. The sample is part or subset (subset) of a population. Because the population includes large amounts of data, it is impossible or difficult to conduct research on all of the data. Thus, a study can be conducted on the sample only. In this study, the method used to determine the sample was using the sample random sampling technique, for primary data obtained from the results of distributing a questionnaire containing 15 question items online via the Google form to entrepreneurs in the fashion sector. The secondary data of this research were obtained from previous research. The population in this study is Entrepreneurs in the field of Fashion totalling 1,503,713. The number of samples is determined using the Slovin formula with a precision level of 5% found in formula 1: Information: n: Sample Size N: Population Size e: The percentage of inaccuracy due to sampling errors in this study is taken 5% From the above calculation results, the total the sample in the research that must be obtained is at least 404 respondents.

3.3.Create Questionnaire

Retrieval of data used in the form of a questionnaire. The questionnaire was prepared in several stages including: 1. Referring to the operational data of the previously determined variables, 2. The questionnaire was distributed to respondents in 3 ways, namely the procedure for filling out the questionnaire, respondent data, and main questions regarding acceptance of Mobile Apps application users, 3. Questionnaire trial. In accordance with the model to be analysed in this study, the variables used include exogenous variables, endogenous variables, and indicators (measured variables) (Junaidi, 2018). The operational definitions of exogenous variables and endogenous variables are shown in Table 1. The Structural Equation Model (SEM) analysis tool was employed in this study's data analysis procedures, which were carried out using Smart-PLS version 4 software. According to the estimates mentioned above, 404 respondents will make up the study's sample size.

Table 1: Operational Constructs and Indicators

Construct	Indicator	Code	Source
Perceived Usefulness	- Increase effectiveness	PU1	Moris & Dilon, Budi
	- Improve performance	PU2	Santoso, Davis Palayama
	- Beneficial	PU3	
	- Simplify work processes	PU4	
Perceived Ease of Use	- Simple to learn	PEOU1	Davis, Weber, Budi Santoso, Hanggono et al
	- Simple and easy to understand	PEOU2	
	- Simple to use	PEOU3	
	- Flexible	PEOU4	
Perceived Enjoyment	- Comfort	PE1	Gahtani & King, Budi Santoso
	- Feels interesting	PE2	
	- Pleasant	PE3	
	- Enjoy Use	PE4	
Acceptance of IT	- Always use	TI1	Hardiani & Anggadwita, Sumarlinda
	- Always Access	TI2	
	-Satisfaction using	TI3	
	-Give feedback to use	TI4	

4. Result and Discussion

4.1.Results

4.1.1. Characteristics of Respondents

The description of the respondents in the study consisting of Gender, Age, Place of Residence, Occupation, Education, and Monthly Expenses who participated in this study can be presented in Table 2. below:

Table 2: Respondent Demographics

Information	Frequency	Percentage
Gender		
Man	195	48%
Woman	209	52%
Total	404	100%
Age		
< 20 years	31	16%
20-30 years	155	26%
31 – 40 years	140	23%
41 – 50 years	62	30%
≥50 years	16	5%
Total	404	100%
Residence		
Banten	32	8%
Yogyakarta	46	11%
DKI Jakarta	138	34%
West Java	80	20%
Central Java	78	19%
East Java	10	2%
West Kalimantan	10	2%
Sumatra	10	2%
Total	404	100%
Based on Occupation		
Lecturer	78	19%
Self-employed	76	19%
Private sector employee	121	30%
civil servant	39	10%
Other	90	22%
Total	404	100

4.1.2. Reliability and Validity of Measures

Since the research variables were measured using a variety of indicators, validity and reliability tests were conducted. There are 5 variables in this study, including website quality, website brand, trust, perceived risk, and purchasing decision variables. If the significance level is less than 5.0 percent, data are considered legitimate. The indicators in this study are indicators of the variables since, in research, the probability value of each indicator is lower at a significant level of 5.0 percent. Test reliability is demonstrated by the Cronbach Alpha value of the website quality variable, variable brand website, trust variable, risk perception variable and decision variable purchase in accordance with the terms of Cronbach's Alpha value ≥ 0.60. On research, the value Alpha Cronbach ≥ 0.60. This means the instrument for the variables in this study is reliable. The results of validity and reliability can be seen in Table 1. Structural Model Evaluation and Multiple Group Comparison After doing the Calculate PLS Algorithm, the results of the PLS model are obtained as follows:

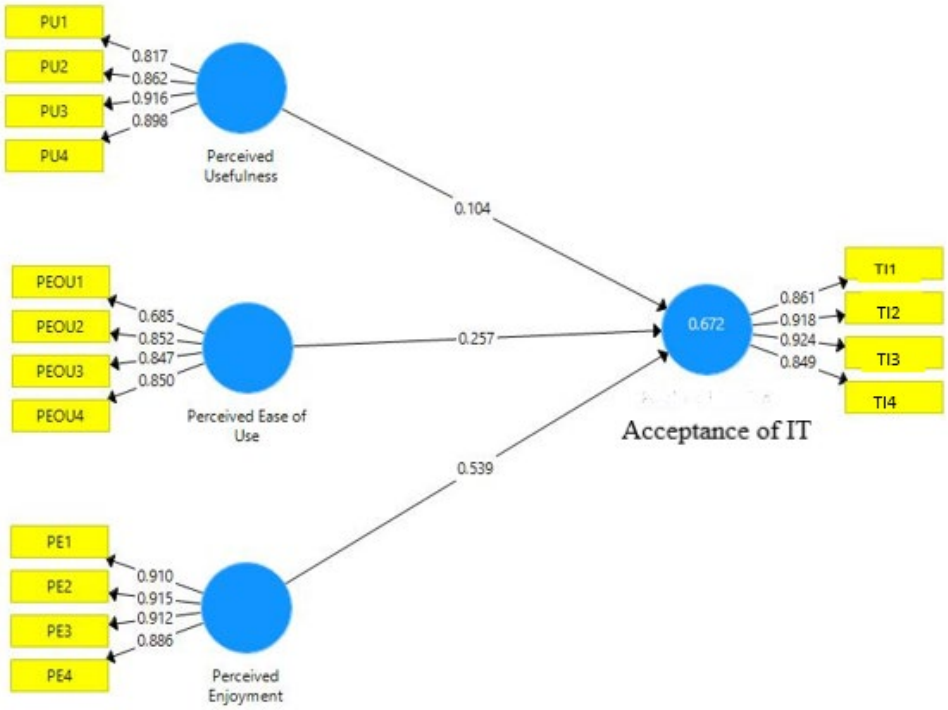

Fig.3: PLS Algorithm Output
Source: Researcher (2023)

In this study the Partial Least Square method will be used to calculate the outer model and the inner model will be explained as follows:

Calculating the Measurement Model (Outer)

• Outer Loading

The correlation between the indicator values and the construct values provides evidence of the measurement model's convergent validity. Figure 3's yellow box contains each indicator, with its corresponding outer model measurement. PEOU stands for perceived ease of use, PE stands for perceived enjoyment, and TI stands for acceptance of IT.

PE1–PE4 display the perceived enjoyment indication. PEOU1–PEOU4 display signs of perceived usability. On PU1-PUV, perceived use fullness indicators are displayed. Table 3's TI1–TI4 indicate the acceptance of IT indicators.

Table 3. Outer Loading Results

	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness	Acceptance of IT
PE1		0,910		
PE2		0,915		
PE3		0,912		
PE4		0,886		
PEOU1	0,852			
PEOU2	0,852			
PEOU3	0,847			
PEOU4	0,850			
TI1				0,861

TI2				0,918
TI3				0,924
TI4				0,849
PU1			0,817	
PU2			0,862	
PU3			0,916	
PU4			0,898	

Outer Loading Results

1. Perceived Enjoyment Variable

Table 4: Outer Loading Perceived Enjoyment (PE) Results

Indicator	Outer Loading	Validity
PE1	0,910	VALID
PE2	0,915	VALID
PE3	0,912	VALID
PE4	0,886	VALID

Source: Researcher (2023)

From the results of the analysis in Table 4, we can see that Perceived Enjoyment has an outer loading value of more than (>) 0.7, such that it may be argued that all indicators of Perceived Enjoyment are accurate. Because they have greater than a certain outer loading amount 0.7.

2. Perceived ease of use Variable

Table 5: Outer Loading Perceived ease of use (PEOU1) Results

Indicator	Outer Loading	Validity
PEOU1	0,852	VALID
PEOU2	0,852	VALID
PEOU3	0,847	VALID
PEOU4	0,850	VALID

Source: Researcher (2023)

From the results of the analysis in Table 5, we can see that Perceived Ease of Use has an outer loading value of more than (>) 0.7, because it has an outside loading value greater than 0.7, it may be concluded that all indications of Perceived Ease of Use are valid.

3. Perceived Use fullness Variable.

Table 6: Outer Loading Perceived Usefullness (PU) Results

Source: Researcher (2023)

Indicator	Outer Loading	Validity
PU1	0,817	VALID
PU2	0,817	VALID
PU3	0,817	VALID
PU4	0,817	VALID

Table 6, findings from the analysis mentioned above show that Perceived Use fullness has an outer loading value of more than (>), which means that all Perceived Use fullness indicators are valid because they have an outer loading value of more than 0.7.

4. Acceptance of IT Variable

Table 7: Outer Loading Acceptance of IT (TI) Results
Source: Researcher (2023)

Indicator	Outer Loading	Validity
TI1	**0,861**	VALID
TI2	**0,918**	VALID
TI3	**0,924**	VALID
TI4	**0,849**	VALID

From the results of the analysis of Table 7, we can see that Acceptance of IT has an outer loading value of more than (>) 0.7, This indicates that since each Acceptance of IT indicator has an outer loading value greater than 0.7, they can all be considered legitimate.

Average Variance Extracted (AVE)

The Average Variance Extracted value on the variable must be higher than 0.5. The following are the test results from the Average Variance Extracted (AVE):

Table 8: Average Variance Extracted Results
Source: researcher (2023)

	Average Variance Extracted (AVE)
Perceived Ease of Use	**0,659**
Perceived Enjoyment	**0,821**
Perceived Usefulness	**0,764**
Acceptance of IT	**0,790**

From the results of the analysis in Table 8, Each variable's Average Variance Extracted (AVE) value is more than 0.5.

Cross Loading

The measurement standard for assessing validity is carried out with a cross-loading value greater than 0.7 so that it is declared valid (Ghozali & Latan, 2016). The following are the results of the cross-loading test in this study:

Table 9: Cross-Loading Results
Source: Researcher (2023)

	Perceived Ease of Use	Perceived Enjoyment	Perceived Usefulness	Acceptance of IT
PE1	0,753	0,910	0,426	0,708
PE2	0,726	0,915	0,426	0,725
PE3	0,743	0,912	0,454	0,713
PE4	0,681	0,886	0,482	0,736
PEOU1	0,785	0,416	0,329	0,455
PEOU2	0,852	0,744	0,431	0,649
PEOU3	0,847	0,561	0,438	0,584
PEOU4	0,850	0,810	0,454	0,687
TI1	0,617	0,642	0,419	0,861
TI2	0,641	0,698	0,455	0,918
TI3	0,718	0,795	0,435	0,924

TI4	0,655	0,682	0,476	0,849
PU1	0,405	0,364	0,817	0,361
PU2	0,382	0,397	0,862	0,382
PU3	0,482	0,470	0,916	0,480
PU4	0,506	0,477	0,898	0,505

Notes: indicator: PU: Perceived Use fullness, PEOU: Perceived ease of use, PE: Perceived Enjoyment, TI: Acceptance of IT From Table 9, it can be concluded that:

1. Each indicator for the Perceived Use fullness variable has a cross-loading value that is higher than the indicator value for the other variables.
2. The indicator value for each Perceived ease of use variable cross-loading is higher than the indicator value for the other variables.
3. Each indicator for the Perceived Enjoyment variable has a cross-loading value that is higher than the indicator value for the other variables.
4. Each indicator value for the Acceptance of the IT variable has a cross-loading value that is higher than the indicator value for the other variables.

Based on Table 8, it can be concluded that all marked variables and indicators are able to predict higher indicators than indicators in other blocks because the cross-loading is greater than 0.7 so they are declared valid.

Composite Reliability

To test the reliability, each variable must be greater than 0.7. The following are the results of the research in the reliability test:

Table 10: Composite Reliability Results
Source: Researcher (2023)

	Composite Reliability
Perceived Ease of Use	**0,884**
Perceived Enjoyment	**0,948**
Perceived Usefulness	**0,928**
Acceptance of IT	**0,937**

It is clear from the information in Table 10, that the composite reliability value for all research variables is more than 0.70. This shows that all research variables have met composite reliability and have a high-reliability value because the composite reliability value is > 0.7.

Cronchbach's Alpha

In the Cronbach's alpha test, each variable must have a value greater than 0.7. And the following results of the reliability test in the study are as follows:

Table 11: Results of Croncbanch's
Source: Researcher (2023)

	Cronbach's Alpha
Perceived Ease of Use	**0,826**
Perceived Enjoyment	**0,927**
Perceived Usefulness	**0,898**
Acceptance of IT	**0,911**

Based on Table 11, Cronbach's Alpha value > 0.60, the question items in the questionnaire are reliable or it can be concluded that all indicators are reliable.

Hypothesis testing using SmartPLS 4.0 software with bootstrapping as follows:

Table 12: R Square Results\
Source: Researcher (2023)

	R Square
Acceptance of IT	0,672

From the results of the R-Square output (Table 12), the R-Square value is 0.672, it can be said that the influence of the variables Perceived ease of use (X1), Perceived Use fullness (X2), Perceived ease of use, on Acceptance of IT (Y) is 67.2 % while the remaining 32,8% is influenced by other variables outside this study which cannot be explained by independent variables or can be explained by variables outside the independent variable (error component).

4.2. Discussion

The aim of this study is to the TAM (Technology adoption Model) model, which is impacted by three aspects, namely perceived usability, perceived usefulness, and perceived pleasure, is used to determine the adoption of the technology utilized in mobile applications. By utilizing the Sales function of the mobile application on the Marketplace, the goal of this study is to determine the level of influence that mobile applications have on entrepreneurial activities in a number of regions of Indonesia. The bootstrapping approach is enjoyed in ascertaining the interaction between variables. A nonparametric representation of estimate precision is provided by the approach bootstrap. In the PLS approach, the significance value (P Value) and the value of the T-table are used to determine whether to accept or reject a hypothesis. By examining the parameter coefficient value and the statistical significance value of t in the SmartPLS 4.0 application, the significance value may be determined. If the t-value exceeds 1.96 and the p-value, at a significant threshold of 5%, is less than 0.05 (5%), the hypothesis is accepted and the alternative is rejected; otherwise, the hypothesis is accepted, and the alternative is rejected. The following are the hypotheses proposed in this study:

Hypothesis 1: Perceived Usefulness has a positive and significant effect on Acceptance of IT

From testing the research results, there is a positive and significant influence between Perceived Usefulness on Acceptance of IT. This is consistent with the path coefficients' findings, which show a positive number with an original sample value of 0.104 and a t-count value of 2.055 higher than the t-table value of 1.96, or it can be inferred from the p-value of 0.04, which is less than 0.05, that the variable "perceived usefulness" significantly affects the "acceptance of IT" variable. These results can be interpreted that the better the Perceived Use fullness, the Acceptance of IT will increase and vice versa if the Perceived Use fullness is bad, the Acceptance of IT for the Mobile Fashion Application will be low. This research is in accordance with previous research, Billy Kardiono (2016) and Budi Santoso (2015).

Hypothesis 2: Perceived ease of use has a positive and significant effect on Acceptance of IT

From testing the research results, there is a positive and significant influence between Perceived ease of use on Acceptance of IT. This is in line with the path coefficients' findings, which show a positive number with an original sample value of 0.257 and a t-count value of 3.801 higher than the t-table value of 1.96. Alternatively, the p-value of 0.00, which is less than 0.05, shows that the variable "perceived ease of use" significantly affects the variable "acceptance of IT". These findings can be understood to mean that the acceptance of IT will rise as perceived ease of use improves, and vice versa, as perceived ease of use declines, the acceptance of IT for the Mobile Fashion Application will fall. In line with earlier studies conducted by Billy Kardiono (2016) and Budi Santoso (2015), this study.

Hypothesis 3: Perceived Enjoyment has a positive and significant effect on Acceptance of IT

According to testing of the research's findings, perceived enjoyment has a favorable and significant

impact on the acceptance of IT. This is in line with the path coefficient results, which show a positive number with an original sample value of 0.539 and a t-count value of 8.036 greater than the t-table value of 1.96. It is also clear from the p-value of 0.00, which is less than 0.05, that the perceived enjoyment variable significantly affects the acceptance of IT. These findings suggest that the perception of enjoyment will influence acceptance of IT; conversely, if the perception of enjoyment is negative, acceptance of IT for mobile fashion would decrease.

5. Conclusion

This study analyzed the factors influencing the acceptance and use of mobile fashion applications by entrepreneurs in Indonesia using the Technology Acceptance Model. The results showed that perceived usefulness, perceived ease of use, and perceived enjoyment positively and significantly influenced entrepreneurs' acceptance of the mobile fashion application.

The findings suggest that enhancing the usefulness, usability, and enjoyment of mobile fashion apps can increase entrepreneurs' intention to use and adopt these technologies for their businesses, especially in the fashion sector. By leveraging the benefits of mobile apps, fashion entrepreneurs can potentially enhance efficiency, productivity, sales, and overall success.

Theoretical and practical implications stem from this research. The study contributes to the technology acceptance literature by evidencing TAM's applicability in the context of mobile fashion applications. For practice, the results provide valuable user-centric insights for fashion app developers and companies seeking to encourage the adoption of their platforms among entrepreneurial users.

While this study provides useful insights, some limitations should be acknowledged. First, the research was confined to fashion entrepreneurs in Indonesia. Further studies could examine if the findings generalize to other user populations, industries, and geographical contexts. Second, only perceived usefulness, ease of use, and enjoyment were assessed; investigating additional factors could offer a more comprehensive understanding of fashion app acceptance. Finally, the cross-sectional research design offers only a snapshot of usage intentions. Longitudinal designs could provide richer insights into changes in acceptance and actual system use behaviors over time.

Future research can build on this study by utilizing larger, more diverse samples; considering other theoretical models and variables; employing qualitative or mixed methods; and conducting longitudinal observations of real usage as mobile fashion apps evolve. Such efforts can expand knowledge on leveraging mobile technologies for entrepreneurial success.

5.1.Theoretical Implications

This study provides several theoretical implications. First, the results of this study contribute to the literature on IT adoption, particularly in the field of Fashion with 3 variables observed Perceived Use fullness, Perceived ease of use, and Perceived Enjoyment. Second, developing a mobile Application model using IT technology that can be used as a reference for other researchers to continue to develop in line with developments in online fashion purchasing and other fields that use mobile applications.

5.2.Practical Implications

First, contribution to society, where the results of this study are evaluating fashion products according to user intentions, namely with an IT platform that uses a mobile application so that it is expected to increase purchases in the fashion sector. Second, contribution to fashion entrepreneurs, where this research will produce a Fashion Application mobile platform that can be used to increase sales of fashion products in Indonesia in particular.

References

Anthony, L., & Sama, H. (2021). Studı Kualıtatıf Mengenaı Faktor Penerımaan Aplıkası E-CommerceShopee Dan Fıntech Shopeepay Bagı Masyarakat Senıor. *Journal Conference on Management, Business, Innovation, Education and Social Science*, *1*(1), 678–686.

Faizah, O. A., Suparti, S., & Hoyyi, A. (2022). Analisis Technology Acceptance Model Pada Aplikasi Platform Shopee Dengan Pendekatan Partial Least Square (Studi Kasus Pada Mahasiswa Universitas Diponegoro).Jurnal Gaussian, 10(4), 532–543. https://doi.org/10.14710/j.gauss.v10i4.33100.

Fatmawati, E. (2015). Technology Acceptance Model (TAM) Untuk Menganalisis Penerimaan Terhadap Sistem Informasi Perpustakaan, 0(1), 1–13.

Hardiani, K. B. I., & Anggadwita, G. (2016). Analisis Identifikasi Rancangan Mobile Application Untuk Menunjang Keberhasilan Berwirausaha Masyarakat, 3(2), 990–994.

Irsan, M. (2015). Rancang Bangun Aplikasi Mobile Notifikasi Berbasis Android Untuk Mendukung Kinerja Di Instansi Pemerintahan.

Irwansyah, E., & Moniaga, J. V. (2014). Pengantar Teknologi Informasi. Yogyakarta: Deepublish.

Iskandar, J. (2022). Analisis penerimaan sistem informasi akademik universitas bhinneka pgri menggunakan integrasi model tpb dan tam. 07, 254–263.

Juhri, K., & Dewi, C. K. (2016). KEPERCAYAAN DAN PENERIMAAN LAYANAN MOBILE MONEY TC-ASH DI BANDUNG DENGAN PENDEKATAN TECHNOLOGY ACCEPTANCE MODEL (TAM). 10(1), 36–51.

Junaidi. (2018). Aplikasi AMOS dan Structural Equation Model (SEM).

Kardiono, B. S. P. (2016). Analisis Perilaku Pengguna Layanan internet Banking dengan Menggunakan Pendekatan Technology Acceptance Model dan Perceived Enjoyment di Surabaya. 2(2), 35–49.

Kharismaya, C., Dewi, L. S., Arisawati, E., & Handayanna, F. (2017). Analisa Kemanfaatan Dan Kemudahan Terhadap Penerimaan Sistem OPAC Menggunakan Metode TAM, (1), 37

Lestari, I., Studi, P., Informasi, S., Sains, F., Teknologi, D. A. N., Islam, U., & Sunan, N. (2022). ANALISIS FAKTOR PENERIMAAN DAN KESUKSESAN E-COMMERCE MENGGUNAKATENCHNOLOGY ACCEPTANCE MODEL (TAM).

Nurfaizal, Y. (2014). Perilaku Technopreneur Mahasiswa Teknik Informatika : Tinjauan Pada Self-Sufficiency, 14(2), 13–25.

Oktapiani, Y., Rosario, M., & Nehemia, A. (2020). Analisis Minat Penggunaan Aplikasi Brimo Dengan Pendekatan Technology Acceptance Model (TAM). 2(3).

Purnomo, S., & Triyono, M. B. (2018). Efektifitas Technopreneurship Dengan Model Pembelajaran Cooperative Learning By Technopreneur For SMK Untuk Siswa Di SMK, 6(4).

Radavičiūtė, G. & Kavaliauskienė, L.M. (2023). The Impact of Social Networks on Supply Chain Management: Case Studies of the Food, Fashion, and Cosmetics Industries. Journal of Service, Innovation and Sustainable Development. Vol. 4 (2023) No. 1, pp. 32-41. DOI:10.33168/SISD.2023.0104

Ratsidyaningtyas, febri., Kartika, & Andriana. (2016). Analisis Penerimaan e-Faktur Melalui Pendekatan Technology Acceptance Model pada Pengusaha Kena Pajak (Studi Empiris pada Pengusaha Kena Pajak yang Terdaftar Menggunakan e- Faktur Pada Kantor Pelayanan PajakPratama Jember) Receptions Analyze of e-Invoi. Artikel Ilmiah Mahasiswa, 1, 7.

Santoso, B. (2015). Pengaruh Perceived Usefulness, Perceived Ease of Use, dan Perceived EnjoymentTerhadap Penerimaan Teknologi Informasi. Jurnal Studi Akuntansi Indonesia, 1998, 1–15.

Sejati, P. (2019). Analisis Technology Acceptance Model (Tam) Terhadap Penerapan E-Commerce Di Ukm Kota Semarang. 5(September), 52–63.

Sugiyono. (2017). Studi Pustaka: Pengertian, Tujuan dan Metode. Penerbit buku deepublish. https://penerbitbukudeepublish.com/studi-pustaka/

Sumarlinda, S. (2015). Evaluasi Implementasi Sistem Kartu Rencana Studi Berbasis Web Dengan Technology Acceptance Model (Studi Kasus STMIK Duta Bangsa Surakarta). (1), 83–91.

Tresnawati, Y. (2019). Analisis Penerimaan Sistem Pembelajaran Berbasis Edmodo Bagi Peserta Didikdengan Menggunakan Technology Acceptance Model (TAM). 01(01), 5–10.

Tyas, E. I., Darma, E. S., Studi, P., Universitas, A., & Yogyakarta, M. (2019). Pengaruh Perceived Usefulness , Perceived Ease of Use , Perceived Enjoyment , d an Actual Usage Terhadap Penerimaan Teknologi Informasi : Studi Empiris Pada Karyawan Bagian Akuntansi dan Keuangan Baitul Maal Wa Tamwil Wilayah Daerah Istimewa Yogyakarta dan Sekitarnya. 1(1), 25–35.

Yusrina. (2020). Analisis Pengaruh User Experience Terhadap Kepuasan Pengguna Mobile Application E-commerce Shopee Menggunakan Model Delon & MClean.