

# Investigating the Influencing Factors of Online Purchase in E-commerce Platforms

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## Abstract

E-commerce platform development has changed the way consumers make purchases from traditional shopping to online shopping. The convenience of online shopping has made e-commerce become dominant, leading to an increase in online purchases. However, there is a gap in understanding the specific factors that influence consumers' online purchase intention on e-commerce platforms among different states in Malaysia. The complaints from consumers about the inconvenience of traditional shopping are also rising. Hence, this study is to determine the relationship between influencing factors, which are perceived usefulness, perceived ease of use, perceived risk, perceived benefits, with consumers' online purchase intention in e-commerce. The simple random sampling method was applied in this study to ensure the validity and reliability of the findings. A quantitative method was used to collect the data from 384 e-commerce platforms users in Johor using questionnaires with a response rate of 74.22%. The data collected were analysed using descriptive and correlation analysis. The results indicated that influencing factors related to are perceived usefulness, perceived ease of use, perceived risk, perceived benefits have significant relationship with online purchase intention. Therefore, the e-commerce business should consider these factors while designing strategies and enhancing platform features to effectively meet consumers' needs and drive online purchase intentions.

## 1. Introduction

E-commerce platforms also known as a digital marketplace that enables businesses and consumers to sell and buy merchandise and services promptly over the cyberspace in anywhere of the world (Jain *et al.*, 2021). In recent years, the electronic commerce which called e-commerce has been surged due to the significant advancement in the technology (Musa *et al.*, 2022). The rapidly changing and development of the internet in Malaysia had influenced people in changing their way to make purchase from the traditional shopping into online shopping by using e-commerce platforms. Malaysia reported 33.59 million internet users in the first quarter of 2024, with a 97.4% internet penetration rate (Kemp, 2024). With the significant expansion of the internet and its integration into the daily habits of Malaysians, there is a need to have a extensive information of the elements that influence consumers' online purchases.

Based on Internet Usage 2022 (IUS 2022), the percentage of internet users in 2022 had grown by 4.0% compared to 2020. There are 66.6% respondents who use e-commerce platforms for shop online, which is higher than the 45% rate from 2020. This shift reflects the growing preference for online shopping over traditional

methods, driven by digitalization advancements and the convenience it offers (Aryani *et al.*, 2021). The complaints from consumers about the inconveniences of traditional shopping are also rising, such as time-consuming, limited comparison options, and limited product availability. Therefore, understanding consumers' online purchase behavior is crucial for companies to maintain competitiveness in the digital marketplace, with a few prior research from Ventre & Kolbe (2020), Hanjaya *et al.* (2019), Aziz & Wahid (2018) show that factors such as perceived usefulness, ease of use, risk, and benefits as key determinants in affecting consumers' online purchase intentions.

Shopee ranks first in website visits and mobile app downloads, with Lazada following closely in terms of monthly active app users (Kiong, 2019). Previous studies typically focus on one platform, such as the study on Shopee by Wong *et al.* (2024) and Ru *et al.* (2021), or the study on Lazada by Le-Hoang (2020). This research will focus on multiple e-commerce platforms in Johor. Ching *et al.* (2021) stated that there is still a gap in tolerant the definite factors that influence consumers' online purchase intention on e-commerce platforms among different states in Malaysia, such as Johor. Johor is committed to digital transformation and emphasizes digital economy growth (Wave, 2022).

Therefore, to reach the research objectives, the influencing factors of online purchase intention in e-commerce platforms are identified. Furthermore, the consumers' online purchase intention in e-commerce platforms also determined. Consequently, the relationship between influencing factors of online purchase intention and consumers' online purchase intention in e-commerce platforms is determined.

## 2. Literature Review

### 2.1 E-commerce in Malaysia

E-commerce refers to that transaction of merchandise and services to shoppers directly over website, or the internet platforms (Jain *et al.*, 2021). Malaysia's e-commerce has become a rising trend presently (Perumal *et al.*, 2019). Moreover, Malaysia has also realized the significant contribution of Internet technologies to shaping the new economy. The growth of e-commerce is led by huge penetration of the internet (Jain *et al.*, 2021). Malaysia had more than 29.5 million Malaysians using the internet and 89% smartphone penetration, which represents more than 89% of the total population of the country (Kashyap, 2024). The development of mobile industry in Malaysia is being grown at a faster rate than overall e-commerce and is forecasted to reach US\$8.9 billion market by 2023, rising at a CAGR of 19.7% (Kashyap, 2024).

### 2.2 Online Purchase Intention

Lee *et al.* (2022) stated that online purchase intention refers to a consumer's probability to buy merchandise or services from an online marketplace. It includes the choices and decisions consumers make when considering online purchases and predicts consumer behavior in online negotiations (Mainardes *et al.*, 2019). Online purchase intention can be related to the degree or level that consumers are likely to buy products or services via e-commerce platforms (Wang *et al.*, 2023). It can be identified through the consumers' motivation, desire, likelihood, and planning to purchase advertised products. Finally, a consumer's purchase intention represents the final stage of their decision-making process in online shopping (Athapaththu & Kulathunga, 2018). As a result, a strong overview of online purchase intentions is vital for the businesses that want to succeed and grow in the dynamic digital marketplace.

### 2.3 Influencing Factors

#### 2.3.1 Perceived Usefulness

In the context of online purchase intention, perceived usefulness is described as the belief that utilizing a particular product or service can enhance the online shopping experience and encourage repeat purchases (Wong *et al.*, 2024). This term indicates benefits such as convenience, efficiency, and price comparison (Aziz & Wahid, 2018). Personalized recommendations significantly influence purchase intentions, highlighting the importance of tailored suggestions (Kim, 2020). Perceived usefulness is identified by advantages like convenience, price comparison, enjoyment, and effectiveness in online shopping (Aziz & Wahid, 2018). There are studies indicated that perceived usefulness plays a vital role in influencing consumers' intention to shop online (Raed *et al.*, 2023). Hence, this understanding can help e-commerce companies enhance their platforms to increase purchase intentions.

### 2.3.2 Perceived Ease of Use

Perceived ease of use in e-commerce means users find applications or websites that are easy to use without difficulty (Saksono & Untoro, 2023). This factor is important for female users due to generally lower computer skills (Mee *et al.*, 2019). It involves the time and effort consumers spend learning and adapting to new systems (Wilson, 2019). Consumer acceptance of new technologies directly influences their purchase intentions, with expectations for easy, user-friendly, and efficient platforms (Hanjaya *et al.*, 2019). As technology advances, e-commerce companies must adapt to meet diverse consumer needs. There are studies show perceived ease of use significantly impacts mobile commerce applications interest, as consumers prioritize convenience and simplicity in online shopping (Fachrulamry & Hendrayati, 2021). This perception is crucial for determining users' behavior and adoption of e-commerce platforms (Lu *et al.*, 2020). Consequently, perceived ease of use having the essential impact towards consumers' online purchase intention.

### 2.3.3 Perceived Risk

Perceived risk refers to consumers' suspicions about purchasing merchandise or services online (Dong *et al.*, 2021). It includes various types of risks such as financial, product, convenience, non-delivery, and return policy risks (Wai *et al.*, 2019). These risks can cause disappointment when products or services do not meet expectations and influence online purchase decisions (Kim, 2020). The lack of consumer depends on e-commerce often due to the insufficient information and knowledge about after-sale services and guarantees (Mainardes *et al.*, 2019). According to Ventre & Kolbe (2020), product attributes like durability, flexibility, and complexity heighten perceived risk. Additionally, sharing personal details for online payments significantly increases perceived risk (Kim, 2020). Hence, the higher the perceived risk, the lower the intent for consumers to shop online.

### 2.3.4 Perceived Benefits

According to Dong *et al.* (2021), perceived benefits such as ease, convenience, trustworthiness, time savings, and low risk significantly contribute to consumer fulfillment and enjoyment in online shopping. A broad selection of choice from different brands makes online shopping more convenient and enjoyable (Wang *et al.*, 2021). Larano *et al.* (2023) highlighted benefits of online buying, including convenience, product variety, and reasonable prices. The study measures perceived benefits related to consumers' online purchase intentions through 24/7 availability, easy price comparison, multiple payment options, broader selection, unique product accessibility, detailed product information, user reviews, and better deals and promotions. Overall, the perceived benefits of convenience, variety, and cost savings shape consumers' preference for online purchase.

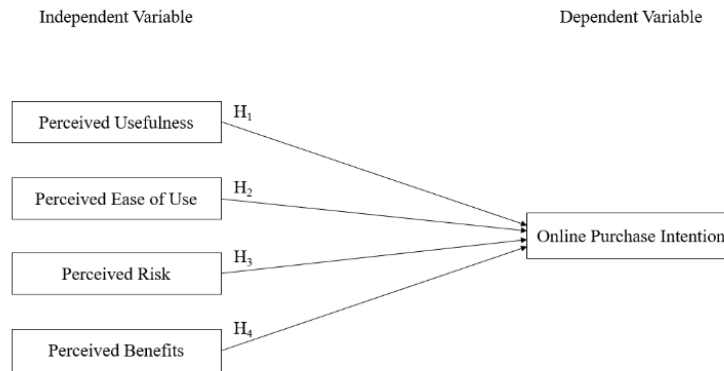
## 2.4 Underpinning Theory

In this study, the underpinning theory is based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). TAM stated that PU and PEOU are important for technology acceptance, with PU outlined as the grade to which utilizing a system builds up task performance, and PEOU as the ease of system use (Davis, 1989). These perceptions influence consumers' attitudes towards technology and behavioral intentions (Chiu *et al.*, 2009). Consumers feel that online shopping enhances efficiency and convenience in e-commerce, and when platforms are viewed as helpful and simple to use, positive attitudes and purchase intentions will keep on growing (Gefen *et al.*, 2003).

TPB stated that behavioral intentions are shaped by attitudes, subjective norms, and perceived physiological control (Ajzen, 1991). According to Tanadi *et al.* (2015), perceived risk involves concerns about time, privacy, and quality, while perceived benefits include a wider product range, better prices, and convenience (Larano *et al.*, 2023). Higher perceived benefits and lower risks enhance online purchase intentions (Pavlou, 2003). Thus, applying both TAM and TPB provides a robust framework for understanding online purchase intention in e-commerce platforms (Bhatti & Ur Rehman, 2019).

## 2.5 Research Framework

The research framework in Fig. 1 shows that there are two variables identified in this study which are the independent variable (perceived usefulness, perceived ease of use, perceived risk, perceived benefits) and the dependent variable (online purchase intention).



**Fig. 1** Research framework of this study

### 3. Research Methodology

#### 3.1 Research Design

Research design was an essential strategic framework for conducting research (Abutabenjeh & Jaradat, 2018). It outlined the research progress, guided the entire research process and detailed how a study progressed from its initial purpose to the desired outcomes. Research designs could be quantitative, qualitative, and mixed methods, and each addressing specific research objectives (Gupta, 2023). Quantitative research was a method that focused on quantifying data and analyzing numerical information to understand patterns, relationships, or trends (Mohajan, 2020). It aimed to examine hypotheses, investigate causal relationships, and make predictions based on numerical data analysis (Apuke, 2017). This method was appropriate for testing the relationship between factors influencing online purchase intention. Hence, this study engaged a quantitative survey to collect data from the targeted respondents.

This research was restricted in Johor. The target respondents in this study is the users of e-commerce platforms in Johor. Johor has a well-developed infrastructure with high internet penetration and a wide range of e-commerce platform applications (Wave, 2022). The questionnaires were developed and distributed to a sample size of 384 respondents through platforms like WhatsApp, Telegram and Instagram to collect data from target respondents.

#### 3.2 Population and Sampling Design

The target population in this study were stated as the e-commerce platforms users in Johor, Malaysia. In year 2023, the total population in Johor was about 4,100,900 people (Department of Statistics Malaysia, 2023). Based on sample determination table by Krejcie and Morgan (1970), the total community of society in Johor was more than 1 million population that the sample size chosen in this study could be amounted to 384 respondents. Sampling design referred to the strategy used to select a subgroup from a larger population for study. There were two major types of sampling designs which were probability sampling and non-probability sampling (Sekaran & Bougie, 2016). The researcher applied simple random samplings in this study. According to Sekaran & Bougie (2016), simple random sampling was a type of probability sampling. By using simple random samplings in this research, every e-commerce platform user in Johor had an equal chance to be selected. The sampling method minimizing bias and enhancing the validity and reliability of the findings.

#### 3.3 Data Collection Methods

Data collection was an essential step in the research procedure as it allowed researchers to answer the relevant questions and evaluate outcomes with precision. It involved obtaining and measuring data on targeted variables and could be tailored to different fields and research objectives. The primary and secondary data have been used in this study. According to Sileyew (2020), primary data was gathered directly from the source by the researcher for a specific objective, making it original and reliable. The examples included interviews, experiments, questionnaires, and observations. In this study, questionnaires were utilized as the main method for collecting primary data. Secondary data was pre-existing information collected and published by others for different purposes (Sileyew, 2020). The examples included books, academic journals, websites, government publications, databases, and previous research studies. The researcher had gathered secondary data from published articles, scholarly books, and government publications for this study.

### 3.4 Research Instrument

This study applied an online questionnaire as a research instrument in this study. Table 1 presents the questionnaire design. The researcher adopted and adapted a questionnaire from previous studies to address research questions and as a tool for collecting primary data. The questionnaire was divided into two parts. Part A looked at demographic information, and Part B included items related to factors influencing online purchase intention on e-commerce platforms. Part B included the scales for perceived usefulness, perceived ease of use, perceived risk, perceived benefits, and online purchase intention, with items adopted from Dong *et al.* (2021) and adapted from Hanjaya *et al.* (2019). The study used nominal scales for demographic information and 5-point Likert scale shown in Table 2 for Part B, which varied from “1 = Strongly Disagree” to “5 = Strongly Agree”. Hence, the data collected was analysed by utilising the SPSS software.

**Table 1** Design of questionnaire form

Part	No	Type of data
Demographic	7	Nominal
Perceived Usefulness	4	5-point Likert Scale
Perceived Ease of Use	4	5-point Likert Scale
Perceived Risk	6	5-point Likert Scale
Perceived Benefits	6	5-point Likert Scale

**Table 2** The 5-point Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

### 3.5 Pilot Test

Pilot testing was crucial in research to assess the study’s viability and identify hidden issues before the main study. It evaluated the feasibility, reliability, and validity of the research methodology and processes. By testing tools like questionnaires on a small sample, researchers could detect and address potential problems early, improving the quality and reducing risks in the formal survey. The Cronbach’s alpha was calculated, with values above 0.6 considered acceptable and 0.8 or higher indicating very good reliability (Shrestha, 2021). According to Bujang *et al.* (2024), at least 30 respondents were needed to ensure questionnaire reliability.

### 3.6 Reliability and Validity

Reliability and validity were crucial in research methodology. Cronbach’s alpha was a measure of the instrument's reliability, with values below 0.6 indicating low reliability, 0.6 to 0.8 classified as good, and over 0.8 regarded as outstanding (Cresswell, 2012). According to Hajjar (2018), as a general guideline, construct validity was considered satisfied if the item-to-item correlation exceeded 0.5 and the item-to-item correlation exceeded 0.3. In this research, ensuring reliability and validity increased the trustworthiness and accuracy of the research results.

### 3.7 Data Analysis

The data collected was recorded and utilized SPSS software to carry out the data analysis. Researchers used it for organize data, run statistical tests, and create graphs and charts. It helped them find patterns, relationships, and trends in their data, making it easier to understand and draw conclusions.

#### 3.7.1 Descriptive Analysis

Descriptive analysis involved summarizing and describing the main characteristics of a dataset using techniques like measures of the central tendency, distribution, and dispersion (Mishra *et al.*, 2019). It systematically examined and summarized data to gain insights into its characteristics and patterns. Descriptive statistics like mean, median, mode, range, and standard deviation were used in this study to analyze the demographics of the respondents. It helped researchers to understand the nature of the data before proceeding to more complicated analysis.

#### 3.7.2 Correlation Analysis

Correlation analysis was used to examine the relationship between variables (Senthilnathan, 2019). The Pearson correlation coefficient, often known as ‘r’, was used to measure the strength and direction of the relationship. The coefficient ranged from -1.0 to +1.0, with positive values indicating both variables increased together, negative values signifying single variable increased while the additional decreased, and zero indicating no linear

relationship. According to Douglas (2022), a higher correlation represented a stronger linear connection between two variables. In this study, correlation analysis aided researchers to comprehend the link between the influencing factors and online purchase intention in e-commerce platforms.

## 4. Results and Discussion

### 4.1 Response Rate

This study was mainly focused on e-commerce platforms users in Johor, with a population of 4,100,900 people and sample size of 384. There was a total of 384 questionnaires sent to the target respondents through social media. A total of 285 sets of questionnaires were successfully returned from the targeted 384 respondents and the survey response for this study was 74.22%. Table 3 showed the questionnaire response rate.

**Table 3** Response rate for questionnaires

Population	Sample Size	Questionnaire Distributed	Questionnaire Returned	Percentage
4,100,900	384	384	285	74.22%

### 4.2 Reliability Test

The reliability test was conducted to assess the consistency and stability of the questionnaires, using Cronbach's alpha to measure internal consistency. According to Shrestha (2021), a Cronbach's alpha value over 0.7 was considered acceptable.

#### 4.2.1 Pilot Test

A pilot test was applied to evaluate the reliability of the questionnaires. There were 38 sets of questionnaires utilised by the researcher to perform the pilot test. Based on Table 4, the pilot test results indicated that Cronbach's alpha values for all variables demonstrated acceptable to good internal consistency. The Cronbach's alpha for the dependent variable, Online Purchase Intention ( $\alpha=0.870$ ), indicated good internal consistency. For the independent variables, Perceived Usefulness ( $\alpha=0.845$ ), Perceived Ease of Use ( $\alpha=0.872$ ), and Perceived Benefits ( $\alpha=0.811$ ) all fell within the 0.8 to 0.9 range, indicating good consistency. Perceived Risk, with a Cronbach's alpha of 0.746, fell within the 0.7 to 0.8 range, which was considered acceptable. These results showed that the scales used were valid for further analysis.

**Table 4** Pilot test

Variables	Cronbach's Alpha	N- item in scale	Interpretation
Independent Variables			
Perceived Usefulness	.845	4	Good
Perceived Ease of Use	.872	4	Good
Perceived Risk	.746	6	Acceptable
Perceived Benefits	.811	6	Good
Dependent Variables			
Online Purchase Intention	.870	4	Good

#### 4.2.2 Actual Test

The result of the actual test was determined through the analysis of data collected from the respondents. There were 285 respondents who participated in the survey and provided their responses to the questionnaire. Based on Table 5, the actual test results showed high internal consistency, with Cronbach's Alpha value for each item above 0.8, indicating good reliability. The Cronbach's alpha for the dependent variable, Online Purchase Intention ( $\alpha=0.883$ ), showed good consistency. For the independent variables, Perceived Usefulness ( $\alpha=0.860$ ), Perceived Ease of Use ( $\alpha=0.850$ ), Perceived Risk ( $\alpha=0.884$ ), and Perceived Benefits ( $\alpha=0.885$ ) all fell within the 0.8 to 0.9 range, reflecting good internal consistency. These results suggested that the questionnaire items were highly reliable, enhancing the validity of the actual test results.

**Table 5** Actual test

Variables	Cronbach's Alpha	N- item in scale	Interpretation
Independent Variables			

Perceived Usefulness	.860	4	Good
Perceived Ease of Use	.850	4	Good
Perceived Risk	.884	6	Good
Perceived Benefits	.885	6	Good
Dependent Variables			
Online Purchase Intention	.883	4	Good

### 4.3 Demographic Analysis

Table 6 shows the demographic analysis of a total of 285 respondents. The demographic profile of respondents in Part A consisted of 8 questions, including gender, age, race, education level, monthly income, how frequently you have used online shopping, and how frequently you have used online shopping. The data gathered from the surveys was examined, and the results were presented in tables and pie charts, illustrating frequencies and percentages.

**Table 6** Summary of demographic analysis

Demographic	Category	Frequency	Percentage (%)
Gender	Male	139	48.8
	Female	146	51.2
Age	< 20 years old	26	9.1
	21-30 years old	148	51.9
	31-40 years old	91	31.9
	41-50 years old	15	5.3
	> 50 years old	5	1.8
Race	Malay	98	34.4
	Chinese	105	36.8
	Indian	82	28.8
	Others	0	0
Education Level	Degree/Master/PhD	129	45.3
	STPM/Diploma/A level	87	30.5
	O level/SPM/Professional certificate	60	21.1
	Below SPM	9	3.2
Monthly Income	< RM 1,500	49	17.2
	RM 1,500 - RM 2,499	59	20.7
	RM 2,500 - RM 3,499	131	46.0
	RM 3,500 - RM 4,999	33	11.6
	> RM 5,000	13	4.6
How frequently have you used online shopping?	1-3 times a month	114	40.0
	4-6 times a month	123	43.2
	7-10 times a month	32	11.2
	More than 10 times a month	16	5.6
Which e-commerce platforms that you used for online shopping?	Lazada	204	71.6
	Shopee	236	82.8
	PG Mall	56	19.6
	Zalora	81	28.4
	TikTok Shop	178	62.5
	Taobao	89	31.2

### 4.4 Descriptive Analysis

Table 7 showed that all independent variables had a high central tendency. Perceived Usefulness had the highest average mean score at 4.22, while Perceived Benefits followed closely at 4.19, Perceived Ease of Use (4.18), and

Perceived Risk (4.10), which still indicated a high central tendency. The dependent variable, Online Purchase Intention, also showed a high central tendency with an average mean score of 4.23 and a standard deviation of 0.991, indicating a strong overall intention among respondents to make online purchases.

**Table 7** Summary Analysis of Each Average of Mean

Variables	Average Mean Score	Average Standard Deviation	Level
Independent Variables			
Perceived Usefulness	4.22	0.722	Very High
Perceived Ease of Use	4.18	0.987	High
Perceived Risk	4.10	1.118	High
Perceived Benefits	4.19	0.976	High
Dependent Variables			
Online Purchase Intention	4.23	0.991	High

#### 4.5 Normality Test

A normality test was conducted before the correlation analysis to determine the appropriate method for analyzing the relationships between variables. Table 8 showed the results of the normality test which indicated that all variables significantly deviated from a normal distribution (Sig. < .001). This violation of the normality assumption suggested that Spearman's rho correlation analysis, a non-parametric test, might have been more suitable for the subsequent analysis.

**Table 8** Normality test for independent variables and dependent variables

Variables	Kolmogorov-Smirnov Test		
	Statistic	df	Sig.
Independent Variables			
Perceived Usefulness	.365	285	<.001
Perceived Ease of Use	.349	285	<.001
Perceived Risk	.304	285	<.001
Perceived Benefits	.340	285	<.001
Dependent Variables			
Online Purchase Intention	.361	285	<.001

#### 4.6 Correlation Analysis

Table 9 presents the results of a correlation analysis, which examined the connection between perceived usefulness, perceived ease of use, perceived risk, perceived benefits and online purchase intention. Spearman's rho showed that there was a significant positive correlation between all the variables indicating that the higher the perceptions of perceived usefulness, perceived ease of use, and perceived benefits, the higher the intention to purchase online, while perceived risk showed a weaker positive relationship. Perceived usefulness had the strongest correlation ( $r = 0.579$ ,  $p < 0.001$ ), followed by perceived ease of use ( $r = 0.577$ ,  $p < 0.001$ ), perceived benefits ( $r = 0.533$ ,  $p < 0.001$ ), and perceived risk ( $r = 0.297$ ,  $p < 0.001$ ). These results showed the importance of improving perceptions of usefulness, ease of use, and benefits while addressing risks to enhance online purchase intention.

**Table 9** Correlation analysis between independent variables and dependent variables

			Online Purchase Intention
Spearman's rho (r)	Perceived Usefulness	Correlation Coefficient	.579**
		Sig. (2-tailed)	<.001
	Perceived Ease of Use	Correlation Coefficient	.577**
		Sig. (2-tailed)	<.001
	Perceived Risk	Correlation Coefficient	.297**
		Sig. (2-tailed)	<.001
	Perceived Benefits	Correlation Coefficient	.533**
		Sig. (2-tailed)	<.001

## 5. Conclusion

This study examined the factors influencing online purchase intentions on e-commerce platforms in Johor. The first objective was to examine the factors influencing online purchase intentions, focusing on perceived usefulness, perceived ease of use, perceived benefits, and perceived risk. The results showed that perceived usefulness was the most significant factor influencing online purchase intentions, with a high average mean score of 4.22. This highlighted the importance of convenience and efficiency in enhancing shopping experiences, consistent with Moorthy *et al.* (2023) and Wong *et al.* (2024). Perceived ease of use and perceived benefits also significantly impacted purchase intentions, with an average mean score of 4.18 and 4.19, respectively, with user-friendly platforms and advantages like product variety and cost-effectiveness playing critical roles, as supported by studies such as Siagian *et al.* (2022) and Zhao *et al.* (2020). Conversely, perceived risk, with an average mean score of 4.01, showed a weaker but still significant positive relationship, as concerns about product quality, delivery reliability, and return policies affected consumer decisions, aligning with Wai *et al.* (2019) and Nguyen *et al.* (2022). The second objective was to determine consumers' online purchase intentions in e-commerce platforms. Overall, consumers in Johor demonstrated strong online purchase intentions, as showed by an average mean score of 4.23. The third objective examined the relationships between the influencing factors and online purchase intentions. Correlation analysis revealed moderate positive relationships between perceived usefulness (0.579), perceived ease of use (0.577), and perceived benefits (0.533) with purchase intentions, while perceived risk showed a weaker correlation (0.297).

The purpose of this study was to examine the relationship between influencing factors of online purchase intention and consumers' online purchase intention in e-commerce platforms. This study explored the determinants affecting online purchase intentions among e-commerce users in Johor, focusing on 285 respondents. The findings showed that perceived usefulness was the most important factor, highlighting the need for convenience and efficiency in online shopping. Perceived ease of use and perceived benefits, such as product variety and competitive pricing, also strongly impacted purchase intentions, emphasizing the importance of user-friendly and value-driven platforms. Although perceived risk had a weaker influence, it still emphasized worries regarding product quality, delivery reliability, and after-sales service. Overall, the study suggested that e-commerce businesses should enhance positive factors while addressing risks to build trust and improve consumer satisfaction.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Ong Yee Ching and Alina Shamsuddin; **data collection:** Ong Yee Ching; **analysis and interpretation of results:** Ong Yee Ching; **draft manuscript preparation:** Ong Yee Ching and Alina Shamsuddin. All authors reviewed the results and approved the final version of the manuscript.

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