

The Implementation of Theory of Reasoned Action (TRA) to Understand Factors that Influence Working Mothers to Rent Breast Pumps using PLS-SEM

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ABSTRACT

Breastfeeding rates in Jakarta have seen a significant increase, with a rise from 37.88% to 65.63% in exclusive breastfeeding for six months between 2015 and 2021. This achievement is not limited to full-time housewives but also includes working mothers who face the challenge of being away from their babies for extended periods. While breastfeeding is often promoted as a cost-effective option, working mothers encounter hidden expenses associated with breastfeeding equipment such as breast pumps, storage containers, and nursing accessories, with costs ranging from IDR 2.6 million to IDR 8.8 million per year. Consequently, in the present circumstances, the act of renting a breast pump has transformed into an essential requirement for employed mothers who are committed to breastfeeding. This decision allows them to mitigate superfluous costs and financial burdens. The research utilizes the Theory of Reasoned Action (TRA) framework to understand the impact of attitudes and subjective norms on behavioral intention, considering factors such as perceived usefulness, ease of use, compatibility, personal innovativeness, interpersonal influence, and external influence. Additionally, the research employs Structural Equation Modelling (SEM) to test the TRA. The TRA Analysis highlights the significance of internal and external influences, particularly in supporting subjective norms as the primary driver of behavior.

Keywords: Exclusive-breastfeeding, PLS-SEM, rental-services, theory-of-reasoned-action.

Submitted: May 28, 2023

Published: August 15, 2023

ISSN: 2507-1076

DOI: 10.24018/ejbmr.2023.8.4.2011

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I. INTRODUCTION

The awareness and promotion of exclusive breastfeeding for six months have been increasing in Indonesia, accompanied by various breastfeeding campaigns. In Jakarta, the percentage of babies receiving exclusive breastfeeding for six months has risen from 37.88% in 2015 to 65.63% in 2021 (Badan Pusat Statistik, 2022). This achievement can be attributed not only to stay-at-home mothers who can breastfeed their babies around the clock but also to working mothers who face the challenge of being away from their babies for 8-12 hours a day. Furthermore, many companies and organizations in Jakarta are adhering to the Manpower Act, which mandates supporting the rights of breastfeeding mothers in the workplace by providing flexibility for breastfeeding during working hours.

For working mothers, the common practice is to pump breast milk while at work and store it in appropriate containers for later use by their babysitters at home. While breastfeeding is often touted as a cost-effective feeding method, there are hidden expenses involved, especially for working mothers who engage in long-distance breastfeeding. They need to invest in various breastfeeding equipment, including freezers, breast pumps, cooler bags, breast milk containers, and nursing aprons.

The experiences of individuals highlight the varying costs associated with breastfeeding, with expenditures ranging

from IDR 2.6 million to IDR 8.8 million per year. This information sheds light on the financial aspects of breastfeeding, emphasizing the need for further research on spending related to breastfeeding. Therefore, currently, renting a breast pump has become a necessity for working breastfeeding mothers to reduce unnecessary expenses.

The Theory of Reasoned Action (TRA) offers a valuable framework for understanding how individuals' behavior is influenced by their behavioral intentions, which in turn are shaped by attitudes and subjective norms. Its primary objective is to delve into the underlying motivations that drive actions. Due to its relevance, many marketing researchers employ this theory in their studies. In the research, the aim is to investigate the motivations behind working mothers in Jakarta choosing to rent breast pump equipment.

To analyze TRA, a commonly used statistical method is structural equation modeling (SEM), specifically partial least square structural equation modeling (PLS-SEM), given that survey data collected through questionnaires will be utilized. The primary purpose of employing PLS-SEM in this study is to comprehend the connections between each concept within TRA in the context of breast pump rentals.

II. OBJECTIVES

The objective of this study is to identify the primary drivers behind consumer behavior when selecting Breast Pump

Rental Services. It aims to understand the decision-making process of consumers in choosing to rent a breast pump and analyze the factors that influence working mothers in Jakarta to opt for breast pump rentals. This analysis will be conducted using the Theory of Reasoned Action (TRA) framework and employing PLS-SEM as the statistical method.

III. LITERATURE REVIEW

A. Theoretical Foundation

The Theory of Reasoned Action, originally proposed by Icek Ajzen and Martin Fishbein in 1967, has undergone significant revisions to enhance its approach. This theory suggests that an individual's behavior is influenced by their intention to engage in that behavior, which is in turn shaped by their attitudes and subjective norms. The primary objective of the Theory of Reasoned Action (TRA) is to understand human behavior by examining the fundamental motivations that drive actions. As a result, researchers in various fields, including marketing, human resources, health, and sports, utilize this theory for their investigations. For instance, in a study titled "The theory of reasoned action applied to brand loyalty," the goal is to integrate three dimensions of brand loyalty and explore the relationships between various determinants of behavioral brand loyalty by incorporating the theory of reasoned action (Ha, 1998). Another study applies the Theory of Reasoned Action to senior executives in organizations, focusing on the methodology employed to identify the underlying reasons for resistance to adopting strategic information systems (Mykytyn & Harrison, 1993).

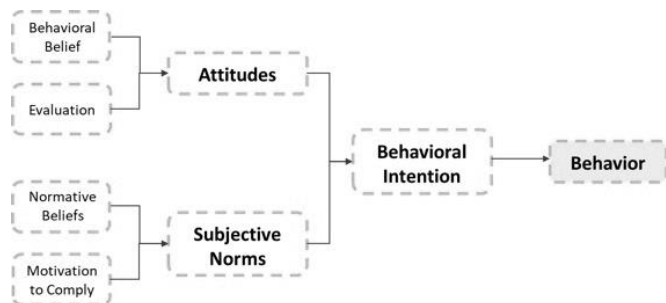


Fig. 1. Theory of Reasoned Action.

B. Conceptual Framework

This study utilizes the TRA framework developed by Martin Fishbein and Icek Ajzen, in which behavioral intention is influenced by attitudes and subjective norms. Additionally, the attitudes and subjective norms are shaped by various factors identified from previous research on consumer behavior when making decisions regarding product rentals. These factors encompass perceived usefulness, perceived ease of use, compatibility, and personal innovativeness, which influence attitudes, as well as interpersonal influence and external influence, which impact subjective norms.

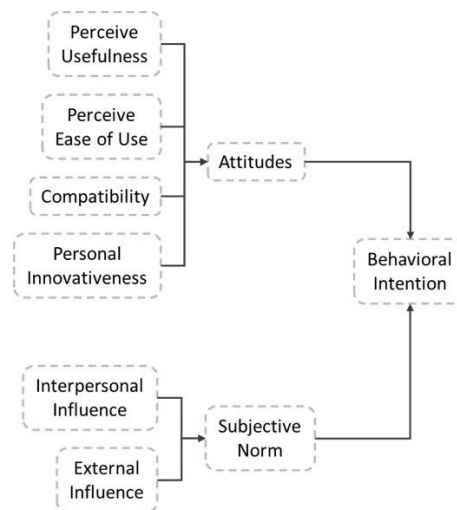


Fig. 2. Conceptual framework.

C. Behavioral Intention

Behavioral intention is influenced by attitude and subjective norms, serving as a subjective indication of an individual's likelihood to engage in a specific behavior (Ajzen & Fishbein, 1980). When it comes to breast pump rental, a positive behavioral intention can be shaped by perceiving the usefulness and ease of using a breast pump, as well as receiving support and encouragement from important individuals like partners or healthcare providers. Personal innovativeness, interpersonal influence, and external factors also play a role in influencing behavioral intention. For instance, a mother's openness to innovation or positive reviews and recommendations on social media can contribute to a favorable behavioral intention towards renting a specific breast pump.

D. Attitude

Attitude refers to an individual's evaluation of a behavior, such as renting a breast pump. It is influenced by beliefs about the behavior's consequences and the importance placed on those consequences. A positive attitude towards renting a breast pump increases the likelihood of engagement in the behavior (Taylor & Todd, 1995). In the context of breast pump rental, attitude is shaped by the mother's evaluation of the behavior and its alignment with her beliefs and values. If the mother views renting a breast pump positively, she is more likely to have a favorable attitude and intend to rent one. Factors like perceived usefulness, ease of use, compatibility, and personal innovativeness influence attitude. Marketing strategies can target these factors to improve the mother's attitude towards renting a breast pump.

E. Subjective Norm

Subjective norm refers to the perceived social influence on an individual's behavior (Ajzen & Fishbein, 1980). It is determined by normative beliefs and motivation to comply. Normative beliefs are beliefs about the expectations of others, while motivation to comply is the drive to conform to those expectations. In the context of breast pump rental, subjective norm encompasses the influence of social expectations from family, friends, and healthcare professionals regarding renting a breast pump. Understanding subjective norms is essential for developing effective marketing strategies to

increase mothers' intention to rent a breast pump.

F. Perceived Usefulness

Perceived usefulness refers to an individual's belief in the practical benefits of using a specific system or tool (Tu & Hu, 2018). In the context of renting a breast pump, it relates to the extent to which a mother believes that renting a breast pump will support her breastfeeding journey. If a mother perceives renting a breast pump as beneficial in terms of expressing milk efficiently and maintaining a milk supply, she is more likely to have a positive attitude and intention towards renting one. Understanding perceived usefulness can shed light on mothers' attitudes and intentions regarding renting a breast pump.

G. Perceived Ease of Use

Perceived ease of use refers to the belief that using a specific system or tool will be effortless and convenient (Tu & Hu, 2018). In the context of renting a breast pump, it relates to the belief that renting a breast pump will be easy and require minimal effort in setup and operation.

H. Compatibility

Compatibility refers to how well an innovation aligns with an individual's values, experiences, and needs (Tu & Hu, 2018). In the case of renting a breast pump, compatibility refers to whether a mother perceives the rental service as fitting her lifestyle and meeting her breastfeeding requirements, such as comfort, efficiency, and hygiene. For instance, a working mother may view a breast pump rental service as compatible with her schedule, providing the flexibility to express milk conveniently while being away from her baby.

I. Personal Innovativeness

Personal innovativeness refers to an individual's inclination and ability to adopt and utilize new ideas or innovation. It is a personal trait that impacts one's attitude towards innovation and their willingness to engage in innovative practices (Tu & Hu, 2018). In the context of breast pump rental, personal innovativeness relates to the degree to which an individual is receptive to exploring novel and inventive approaches to obtaining breast milk for their baby. For instance, someone with a high level of personal innovativeness may be more willing to try renting a breast pump as a means to support their breastfeeding objectives, while an individual with low personal innovativeness may exhibit more resistance towards unfamiliar tool or methods.

J. Interpersonal Influence

Interpersonal influence refers to how the opinions and recommendations of others impact an individual's attitude and behavior towards utilizing a technology or service. It is a social factor that shapes an individual's subjective norm, which is their perception of social pressure regarding the use or non-use of a technology (Bhattacharjee, 2000). In the context of breast pump rental, interpersonal influence can be understood as the effect of others' opinions and recommendations on an individual's choice to rent a breast pump. For instance, when a healthcare professional or a trusted friend who has had a positive experience with renting a breast pump offers a recommendation, it may influence the

individual to consider renting a breast pump themselves.

K. External Influence

External influence, in the context of information sources, encompasses various forms such as mass media, expert opinions, and non-interpersonal information, that can impact an individual's subjective norm and decision-making (Bhattacharjee, 2000). In the context of breast pump rental, external influences can be recommendations from healthcare professionals, advice from family and friends, online reviews, and marketing efforts. Positive reviews and recommendations, as well as effective marketing strategies, can enhance perceived usefulness and ease of use, while negative experiences or opinions may deter individuals from renting a specific breast pump. Considering and leveraging these external influences in marketing and communication strategies can increase awareness and adoption of breast pump rental services.

IV. RESEARCH METHODOLOGY

A. Data Collection Method

To collect primary data, a quantitative approach will be used based on the specific characteristics of each analysis. Quantitative research involves testing objective theories by examining the relationships between measurable variables using statistical procedures. Quantitative researchers make assumptions about deductive theory testing, bias control, consideration of alternative explanations, and the ability to generalize and replicate findings (Creswell & Creswell, 2018). Surveys will be conducted through online platforms to gather data from breastfeeding mothers in general.

The research targets all working mothers in Jakarta, although the exact population size is unknown due to data unavailability. However, the minimum sample size can be determined using the inverse square root method, which considers the probability of the ratio between a path coefficient and its standard error exceeding the critical value of a test statistic at a given significance level (Kock & Hadaya, 2018).

Assuming a power level of 80% and a significance level of 5%, the minimum sample size (denoted as n_{min}) is calculated using the following equation, where p_{min} represents the path coefficient value with the smallest magnitude in the PLS path model:

$$n_{min} > \left(\frac{2.486}{|p_{min}|} \right)^2$$

In the context of this research study, a specific parameter, p_{min} , has been defined as 0.2. This value of p_{min} plays a significant role in subsequent calculations and analyses. Upon employing this value, it has been found that the corresponding value of n_{min} is calculated as 154.50. However, in order to align with the practical constraints and requirements of the research, it is customary to round up n_{min} to the nearest whole number, resulting in a final value of 155. This rounded-up value ensures the accuracy and precision needed for the subsequent steps of the research, providing a reliable basis for further analysis and interpretation of the gathered data.

TABLE I: LATENT VARIABLES AND ITS INDICATORS

| Latent Variable | Indicator | Question | Source |
|-------------------------|-----------|---|--|
| Perceived Usefulness | PU1 | <i>In my opinion, renting a breast pump is very convenient.</i> | Davis <i>et al.</i> |
| | PU2 | <i>In my opinion, renting a breast pump is beneficial for me.</i> | (1989); |
| | PU3 | <i>In my opinion, renting a breast pump can make me cooler.</i> | Taylor and |
| | PU4 | <i>In my opinion, renting a breast pump can provide the product I want quickly.</i> | Todd (1995); |
| | PU5 | <i>In my opinion, renting a breast pump can save my money.</i> | Tu and Hu |
| | PU6 | <i>In my opinion, by renting a breast pump, I can save storage space.</i> | (2018) |
| Perceived Ease of Use | PE1 | <i>In my opinion, the process of renting a breast pump is clear and very easy to understand.</i> | Davis <i>et al.</i> |
| | PE2 | <i>In my opinion, it doesn't take a long time to rent a breast pump.</i> | (1989); |
| | PE3 | <i>In my opinion, learning about the breast pump through renting is easy and straightforward.</i> | Taylor and |
| | PE4 | <i>In my opinion, by renting a breast pump, I can choose a breast pump according to my needs.</i> | Todd (1995); Tu and Hu (2018) |
| Compatibility | C1 | <i>I believe the breast pump rental products align with my values about renting.</i> | Taylor and |
| | C2 | <i>I believe the breast pump rental products are consistent with my current lifestyle.</i> | Todd (1995); |
| | C3 | <i>I think the breast pump rental products are very appealing to me.</i> | Tu and Hu (2018) |
| Personal Innovativeness | PI1 | <i>I am more open to new ideas or creativity than my friends.</i> | Tu and Hu (2018) |
| | PI2 | <i>I enjoy trying something new.</i> | |
| | PI3 | <i>If I hear about a new breast pump available for rent, I will give it a try.</i> | |
| | PI4 | <i>Generally, I am slow to try new rental products.</i> | |
| Interpersonal Influence | II1 | <i>My family members believe that I should use a breast pump rental service to rent a breast pump.</i> | Bhattacharjee |
| | II2 | <i>My friends believe that I should use a breast pump rental service to rent a breast pump.</i> | (2000); |
| | II3 | <i>My family members influence me to use a breast pump rental service.</i> | Tu and Hu |
| | II4 | <i>My friends influence me to use a breast pump rental service.</i> | (2018) |
| External Influence | EI1 | <i>I believe that mass media influences my intention to rent a breast pump.</i> | Bhattacharjee |
| | EI2 | <i>I think that the views present in online forums influence my intention to rent a breast pump.</i> | (2000); |
| | EI3 | <i>I believe that what influencers say affects my intention to rent a breast pump.</i> | Tu and Hu |
| | EI4 | <i>I believe that healthcare advice influences my intention to rent a breast pump.</i> | (2018) |
| Attitude | ATB1 | <i>I think the idea of renting a breast pump is a good one.</i> | Ajzen and Fishbein, (1980); Tu and Hu (2018) |
| | ATB2 | <i>I think renting a breast pump is a wise decision.</i> | |
| | ATB3 | <i>I enjoy renting a breast pump.</i> | |
| Subjective Norm | SN1 | <i>I believe that people who can influence my decisions think that I should rent a breast pump.</i> | Ajzen and Fishbein, (1980); Tu and Hu (2018) |
| | SN2 | <i>I believe that people who are important to me (peers or family members) support my decision to rent a breast pump.</i> | |
| | SN3 | <i>I believe that the people I care about hope that I will rent a breast pump.</i> | |
| Behavioral Intention | BI1 | <i>I choose to rent a breast pump rather than buy one.</i> | Ajzen and Fishbein, (1980); Tu and Hu (2018) |
| | BI2 | <i>I am trying to switch from buying a breast pump to renting one.</i> | |
| | BI3 | <i>In the future, I will rent a breast pump instead of buying one.</i> | |
| | BI4 | <i>In the future, I will willingly share my thoughts about renting breast pumps.</i> | |

The questionnaire employed in this study includes indicators for latent variables, which are measured using a survey approach. These indicators referred to as manifest variables, are assessed using a Likert scale ranging from 1 to 5. Respondents are asked to indicate their level of agreement with the questions presented in the questionnaire using the following scale: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The latent variables and their corresponding indicators (listed in Bahasa) can be found in Table I.

B. Data Analysis Method

To test the TRA, this research will utilize Structural Equation Modeling (SEM), which creates a model incorporating measures of attitudes, subjective norms, and behavior. The model can also include other relevant variables like demographics or past behavior. Through SEM, the relationships between these variables can be estimated and tested against the TRA predictions. SEM can handle more complex models involving mediating or moderating variables, contributing to a better understanding of behavioral

influences.

SEM is a statistical method that models relationships between observed and latent variables. It enables researchers to test intricate theoretical models and hypotheses involving multiple variables. The process involves specifying a theoretical model with equations describing the relationships among the observed and latent variables (Hox & Bechger, 1998).

C. PLS-SEM

PLS-SEM (Partial Least Squares Structural Equation Modeling) is a statistical approach that estimates models with latent variables and their relationships using iterative OLS regression (Avkiran & Ringle, 2018). PLS-SEM consists of two components: the structural model (inner model) and the measurement models (outer models). Composite indicator models represent the latent variables, with each indicator linked to a specific construct. The goal is to estimate scores of latent variables that maximize the explained variance of endogenous constructs in the path model, which can also be used for predictive purposes.

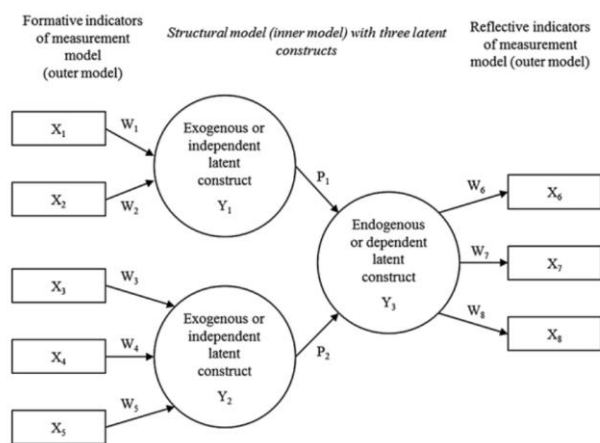


Fig. 3. Illustrative representation of a predictive PLS-SEM model.

Fig. 3 provides a visual representation of PLS-SEM modeling. The circles in the diagram represent the latent variables or constructs within the structural model. On the left-hand side, rectangular shapes (labeled as $X_1 - X_5$) contain the formative indicators, which are composite indicators representing the underlying sources of the exogenous latent constructs. On the right-hand side, rectangular shapes (labeled as $X_6 - X_8$) contain the reflective indicators, which represent the consequences of the endogenous or target latent construct. The connections between the indicators and constructs are referred to as outer relationships, which can be either outer weights or regression weights (when the relationship is from indicators to constructs, see constructs Y_1 and Y_2 and their outer weights $W_1 - W_5$) or outer loadings or correlation weights (when the relationship is from constructs to indicators, see constructs Y_3 and the outer loadings $W_6 - W_8$). The path coefficients for the exogenous latent constructs (labeled as P_1 and P_2) explaining the endogenous latent construct (labeled as Y_3) are denoted as Y_1 and Y_2 , respectively. It is important to note that the number of indicators depicted in Fig. 3 is only for illustrative purposes. Additionally, when latent variables are defined using composite indicators, they are typically represented by hexagons (Rademaker, 2020).

Formative indicators in PLS-SEM represent the sources forming exogenous latent constructs, and composite indicator models are used. Composite indicators are estimated as proxies for these models, aiming to minimize overlap among indicators. In contrast, reflective indicators represent the outcomes or manifestations of underlying latent constructs, and there is usually a significant overlap among them. Composites are estimated as proxies for effect indicator models associated with reflective constructs. PLS-SEM utilizes correlation weights or regression weights to calculate scores as proxies for constructs, with correlation weights used for reflective models and regression weights used for formative models. The focus of this research analysis is on the reflective measurement model.

D. Reflective Measurement Model

Each reflective indicator is connected to a particular construct or latent variable through a straightforward regression relationship:

$$x_h = \pi_{h0} + \pi_h \xi + \varepsilon_h$$

In this equation, $x_{h=1,\dots,p}$ represents the h th regression, where a reflective indicator serves as the dependent variable. The parameter π_{h0} denotes the intercept, π_h represents the single regression parameter (outer loading) that needs to be estimated, and ξ is the latent variable. The residual ε_h is uncorrelated with the latent variable.

1) Indicator Reliability

Outer loadings in PLS-SEM should ideally exceed 0.7, and the squared loadings indicate the communality, representing the proportion of variation explained by the construct. Measurement error variance is obtained by subtracting the communality from 1. For loadings between 0.4 and 0.7, the decision to retain or remove an item depends on other high loadings and criteria like composite reliability and convergent validity.

2) Internal Consistency

Composite reliability evaluates the internal consistency of a construct. A value of 0.7 or higher is considered acceptable. The formula for calculating composite reliability is as follows:

$$\rho_c = \frac{(\sum \lambda_i)^2 var F}{(\sum \lambda_i)^2 var F + \sum \theta_{ii}}$$

In the formula provided, the variables represented by λ_i , F , and θ_{ii} correspond to the factor loading, factor variance, and unique or error variance, respectively. The variable denoted by i represents the indicator variable associated with a particular construct.

3) Convergent Validity

An Average Variance Extracted (AVE) value greater than 0.5 is preferred, indicating that more than 50% of the variance in the reflective indicators is explained by the latent variable. Higher and consistent loadings of reflective indicators are desired, indicating effective representation of the underlying construct. The formula for calculating AVE is as follows:

$$AVE = \frac{(\sum \lambda_i)^2 var F}{(\sum \lambda_i^2) var F + \sum \theta_{ii}}$$

4) Discriminant Validity

The Heterotrait-Monotrait Ratio of Correlations (HTMT) is used to assess discriminant validity in reflective measurement models. Comparing HTMT values to a threshold of 0.90, values below this threshold indicate discriminant validity. HTMT outperforms other criteria like the Fornell-Larcker criterion and cross-loadings assessment in this regard.

E. Structural Model

After validating the measurement or outer model, the next step is to analyze the structural or inner model. This analysis focuses on confirming the hypothesized connections between the exogenous constructs and the endogenous construct, providing evidence that supports the theoretical model.

$$\xi_j = \beta_{j0} + \sum_i \beta_{ji} \xi_i + v_j$$

In this (multiple) regression model, the endogenous construct is denoted by ξ_j , and the exogenous constructs are represented by ξ_i . The constant terms in the regression model are indicated by β_{j0} , the regression coefficients are denoted by β_{ji} , and the error term is represented by v_j .

1) Collinearity

Collinearity refers to high intercorrelation between predictor constructs. VIF values exceeding 5 indicate potential collinearity issues, but problems can still arise even at VIF values between 3 and 5. To address collinearity, one possible solution is to create higher-order constructs. VIF is calculated using the formula:

$$VIF_i = \frac{1}{(1 - R_i^2)}$$

The term R_i^2 is the proportion of variance of construct i that is explained by other constructs with the same endogenous construct.

2) Significance of Coefficient

To evaluate path coefficients in a structural model, use 95% BCa bootstrap confidence intervals. They determine the statistical significance reliably.

3) Coefficient of Determination

The statistic measures how much the exogenous construct(s) explain the endogenous construct. Values of 0.25, 0.50, and 0.75 indicate weak, moderate, and substantial levels of explanation. However, be cautious in complex models with multiple converging paths, as the coefficient can be biased upward. Also, consider the discipline of the research to determine if the achieved value is substantial. In some fields, even 0.2 can be considered relatively high.

F. Multigroup Analysis for Modelling Heterogeneous Data

Heterogeneity occurs when there are notable differences in model relationships among different respondent groups in the PLS path model. Investigating group-specific effects provides detailed insights and helps identify the impact of categorical moderator variables.

In multigroup analysis, the goal is to test whether the differences in path coefficients between groups are statistically significant. Researchers use PLS-MGA, which includes techniques for comparing PLS model estimates across data groups. The parametric approach of PLS-MGA involves a modified two-independent-samples t-test to compare path coefficients between two groups.

V. RESULTS AND DISCUSSION

The study analyzes participant attributes such as domicile, income, age, and occupation. Table II displays the distribution of these attributes. From the tables, it's evident that the questionnaire had 450 respondents. Below are the key characteristics of the sample.

1. majorly from Jakarta Selatan (32.67%) and Jakarta Timur (22.44%);
2. mostly have a monthly income about IDR 5-20 million (79.33%);
3. age around 25-30 years old (64.44%); and

4. mostly are private/SOE employee (64%).

TABLE II: RESPONDENTS' DISTRIBUTION

| Domicile | Total Samples | % of Total Samples |
|-----------------|---------------|--------------------|
| Jakarta Barat | 88 | 19.56% |
| Jakarta Pusat | 72 | 16.00% |
| Jakarta Selatan | 147 | 32.67% |
| Jakarta Timur | 101 | 22.44% |
| Jakarta Utara | 42 | 9.33% |
| Total | 450 | 100.00% |

| Monthly Income | Total Samples | % of Total Samples |
|----------------|---------------|--------------------|
| <= 5 | 29 | 6.44% |
| 5 - 10 | 185 | 41.11% |
| 10 - 20 | 172 | 38.22% |
| 20 - 30 | 48 | 10.67% |
| > 30 | 16 | 3.56% |
| Total | 450 | 100.00% |

| Age | Total Samples | % of Total Samples |
|---------|---------------|--------------------|
| 25 - 30 | 290 | 64.44% |
| 30 - 34 | 160 | 35.56% |
| Total | 450 | 100.00% |

| Occupation | Total Samples | % of Total Samples |
|---------------------------|---------------|--------------------|
| ASN | 47 | 10.44% |
| Private/SOE employee | 288 | 64.00% |
| Entrepreneur/Professional | 98 | 21.78% |
| Others | 17 | 3.78% |
| Total | 450 | 100.00% |

The analysis will cover data description, model assessment (with a focus on the measurement model), interpretation of structural relationships, and evaluation of model heterogeneity based on respondent characteristics. The analysis will involve a minimum of 450 respondents who completed an online questionnaire survey. Each aspect of the analysis will be discussed in dedicated sections, starting with the descriptive representation of the data as the initial step.

Fig. 4 displays the mean values of indicators for each latent variable. Perceived ease of use, attitude, and external influence have the highest mean values, while interpersonal influence has the lowest. This suggests that the sample population perceives renting breast pumps to be easy, with positive attitudes and external influences. However, there is relatively less interpersonal influence. Table III presents the mean values for each indicator, offering valuable insights into the respondents' perceptions. Particularly noteworthy is the indicator PE3, which represents perceived ease of use. With a median value of 5, it suggests a strong consensus among participants that renting breast pumps is indeed easy to learn. This finding highlights a positive perception towards the accessibility and user-friendliness of the rental process, aligning with the overall objectives of the study. These results reinforce the potential benefits and convenience associated with renting breast pumps, further supporting the notion that it is a favorable option for breastfeeding mothers in terms of ease and practicality.

A. Measurement Model

The analysis and evaluation of the measurement model will primarily concentrate on the final model that satisfies the

criteria for a good model fit. These criteria are based on the Reflective Measurement Model outlined in Section IV. The final model displays loadings where all the outer loadings exceed 0.7, as indicated in Table IV.

Furthermore, from Table V below, it can be seen that the ρ_c and AVE also have met the criteria, where the ρ_c for all variables is greater than 0.7 and the AVE for all variables is greater than 0.5.

Regrettably, the measurement model fails to meet the discriminant validity criteria due to the presence of indicator blocks that exhibit heterotrait-heteromethod correlations exceeding the threshold value of 0.9. This metric measures the empirical distinction between latent variables in the model, indicating similarities between certain variables.

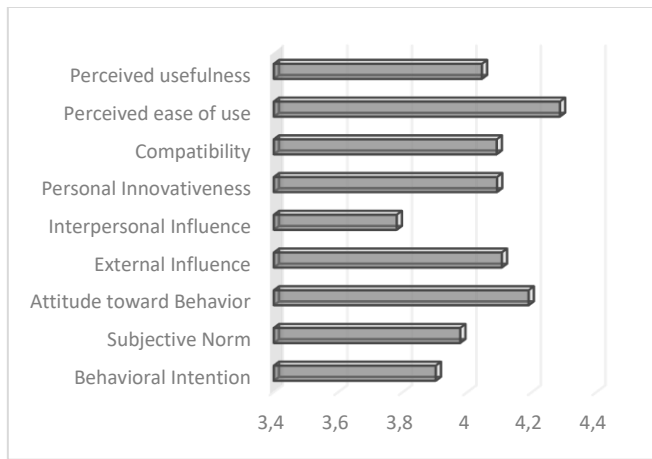


Fig. 4. Latent's mean of the indicator's mean.

Perceived usefulness shows similarities with compatibility, attitude, subjective norm, and behavioral intention. To address this lack of distinctiveness, we can exclude similar variables and retain only one from each group. The remaining

variables supported by theory can be used to reconfigure the structural model. However, this study cannot reassess the theoretical foundation, review latent variable concepts and indicators, or conduct a new survey. As a result, discriminant validity criteria may be violated in this study.

TABLE III: MEAN OF INDICATORS

| Latent Variable | Indicator | Min | Mean | Median | Max |
|-------------------------|-----------|-----|---------|--------|-----|
| Perceived Usefulness | PU1 | 1 | 4.11111 | 4 | 5 |
| | PU2 | 1 | 4.13333 | 4 | 5 |
| | PU3 | 1 | 3.54222 | 4 | 5 |
| | PU4 | 1 | 4.20667 | 4 | 5 |
| | PU5 | 1 | 4.19111 | 4 | 5 |
| | PU6 | 1 | 4.08444 | 4 | 5 |
| Perceived Ease of Use | PE1 | 1 | 4.24444 | 4 | 5 |
| | PE2 | 1 | 4.10667 | 4 | 5 |
| | PE3 | 1 | 4.40222 | 5 | 5 |
| | PE4 | 1 | 4.39333 | 4 | 5 |
| Compatibility | C1 | 1 | 4.11556 | 4 | 5 |
| | C2 | 1 | 4.03111 | 4 | 5 |
| | C3 | 1 | 4.12667 | 4 | 5 |
| Personal Innovativeness | PI1 | 1 | 4.19111 | 4 | 5 |
| | PI2 | 1 | 4.27333 | 4 | 5 |
| | PI3 | 1 | 4.02444 | 4 | 5 |
| | PI4 | 1 | 3.87778 | 4 | 5 |
| Interpersonal Influence | II1 | 1 | 3.78222 | 4 | 5 |
| | II2 | 1 | 3.87111 | 4 | 5 |
| | II3 | 1 | 3.62222 | 4 | 5 |
| | II4 | 1 | 3.84889 | 4 | 5 |
| External Influence | EI1 | 1 | 4.17111 | 4 | 5 |
| | EI2 | 1 | 4.15778 | 4 | 5 |
| | EI3 | 1 | 4.02667 | 4 | 5 |
| | EI4 | 1 | 4.07111 | 4 | 5 |
| Attitude | ATB1 | 1 | 4.25111 | 4 | 5 |
| | ATB2 | 1 | 4.21111 | 4 | 5 |
| | ATB3 | 1 | 4.10889 | 4 | 5 |
| Subjective Norm | SN1 | 1 | 3.96667 | 4 | 5 |
| | SN2 | 1 | 3.98222 | 4 | 5 |
| | SN3 | 1 | 3.98444 | 4 | 5 |
| Behavioral Intention | BI1 | 1 | 3.82667 | 4 | 5 |
| | BI2 | 1 | 3.79111 | 4 | 5 |
| | BI3 | 1 | 3.88356 | 4 | 5 |
| | BI4 | 1 | 4.15333 | 4 | 5 |

TABLE IV: FINAL LOADINGS

| Indicators | Perceived Usefulness | Perceived Ease of Use | Compatibility | Personal Innovativeness | Interpersonal Influence | External Influence | Attitude | Subjective Norm | Behavioral Intention |
|------------|----------------------|-----------------------|---------------|-------------------------|-------------------------|--------------------|------------|-----------------|----------------------|
| PU1 | 0.86343970 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PU2 | 0.77449261 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PU3 | 0.74500936 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PU4 | 0.76145324 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PU5 | 0.71264669 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PU6 | 0.74697013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PE1 | 0 | 0.79087211 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PE2 | 0 | 0.74686255 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PE3 | 0 | 0.85037099 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PE4 | 0 | 0.72695589 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| C1 | 0 | 0 | 0.79047065 | 0 | 0 | 0 | 0 | 0 | 0 |
| C2 | 0 | 0 | 0.87109250 | 0 | 0 | 0 | 0 | 0 | 0 |
| C3 | 0 | 0 | 0.88474451 | 0 | 0 | 0 | 0 | 0 | 0 |
| PI1 | 0 | 0 | 0 | 0.72677389 | 0 | 0 | 0 | 0 | 0 |
| PI2 | 0 | 0 | 0 | 0.70346548 | 0 | 0 | 0 | 0 | 0 |
| PI3 | 0 | 0 | 0 | 0.80125622 | 0 | 0 | 0 | 0 | 0 |
| II1 | 0 | 0 | 0 | 0 | 0.88421749 | 0 | 0 | 0 | 0 |
| II2 | 0 | 0 | 0 | 0 | 0.86015505 | 0 | 0 | 0 | 0 |
| II3 | 0 | 0 | 0 | 0 | 0.85672459 | 0 | 0 | 0 | 0 |
| II4 | 0 | 0 | 0 | 0 | 0.86061348 | 0 | 0 | 0 | 0 |
| EI1 | 0 | 0 | 0 | 0 | 0 | 0.80530192 | 0 | 0 | 0 |
| EI2 | 0 | 0 | 0 | 0 | 0 | 0.84985557 | 0 | 0 | 0 |
| EI3 | 0 | 0 | 0 | 0 | 0 | 0.86017324 | 0 | 0 | 0 |
| EI4 | 0 | 0 | 0 | 0 | 0 | 0.81871355 | 0 | 0 | 0 |
| ATB1 | 0 | 0 | 0 | 0 | 0 | 0 | 0.86214405 | 0 | 0 |
| ATB2 | 0 | 0 | 0 | 0 | 0 | 0 | 0.85913190 | 0 | 0 |
| ATB3 | 0 | 0 | 0 | 0 | 0 | 0 | 0.88547937 | 0 | 0 |
| SN1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.89021602 | 0 |

| Indicators | Perceived Usefulness | Perceived Ease of Use | Compatibility | Personal Innovativeness | Interpersonal Influence | External Influence | Attitude | Subjective Norm | Behavioral Intention |
|------------|----------------------|-----------------------|---------------|-------------------------|-------------------------|--------------------|----------|-----------------|----------------------|
| SN2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.85565275 | 0 |
| SN3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.89791788 | 0 |
| B11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.90514098 |
| B12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.88303015 |
| B13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.88379056 |
| B14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.70683133 |

TABLE V: COMPOSITE RELIABILITY AND CONVERGENT VALIDITY OF FINAL LOADINGS

| | ρ_c | AVE |
|-------------------------|----------|-------|
| Perceived Usefulness | 0.896 | 0.591 |
| Perceived Ease of Use | 0.861 | 0.609 |
| Compatibility | 0.886 | 0.722 |
| Personal Innovativeness | 0.798 | 0.555 |
| Interpersonal Influence | 0.923 | 0.749 |
| External Influence | 0.901 | 0.695 |
| Attitude | 0.902 | 0.755 |
| Subjective Norm | 0.911 | 0.720 |

B. Structural Model

The measurement model assessment confirms the existence of estimated constructs, although some discriminant validity criteria may be violated due to resource limitations. Now we can proceed to evaluate the structural model. Before that, we need to check for collinearity among the exogenous latent variables. This check will help determine if the violation of discriminant validity will bias the structural model, considering its impact on collinearity. We'll use the Variance Inflation Factor (VIF) with a threshold of 5 for the collinearity assessment.

Table VII shows no collinearity among the exogenous latent variables for each endogenous variable, as indicated by VIF values below 5. Thus, the structural model is not biased

by collinearity.

The coefficient determination values in Table VIII indicate a strong explanatory power for each endogenous variable, exceeding the moderate threshold of 0.5. This means that over 60% of the variance in the endogenous variables is explained by their corresponding exogenous latent variables. Additionally, Table VIII shows that subjective norm has a high explanatory power, with a coefficient determination value above 0.75. Fig. 5 above presents the complete estimated bootstrapped model. However, it's important to note that personal innovativeness is not statistically significant at the 5% significance level, as its 95% Confidence Interval (CI) includes zero.

TABLE VII: VIF PER ENDOGENOUS VARIABLE

| | Attitude | Subjective Norm | Behavioral Intention |
|-------------------------|----------|-----------------|----------------------|
| Perceived Usefulness | 3.756 | | |
| Perceived Ease of Use | 2.386 | | |
| Compatibility | 3.639 | | |
| Personal Innovativeness | 1.918 | | |
| Interpersonal Influence | | 2.025 | |
| External Influence | | 2.025 | |
| Attitude | | | 2.536 |
| Subjective Norm | | | 2.536 |

TABLE VI: DISCRIMINANT VALIDITY ASSESSMENT FROM FINAL LOADINGS USING HTMT

| | Perceived Usefulness | Perceived Ease of Use | Compatibility | Personal Innovativeness | Interpersonal Influence | External Influence | Attitude | Subjective Norm | Behavioral Intention |
|-------------------------|----------------------|-----------------------|---------------|-------------------------|-------------------------|--------------------|---------------|-----------------|----------------------|
| Perceived Usefulness | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Perceived Ease of Use | 0.8318 | NA | NA | NA | NA | NA | NA | NA | NA |
| Compatibility | 0.9752 | 0.9284 | NA | NA | NA | NA | NA | NA | NA |
| Personal Innovativeness | 0.8864 | 0.7675 | 0.8033 | NA | NA | NA | NA | NA | NA |
| Interpersonal Influence | 0.8762 | 0.6958 | 0.8211 | 0.8126 | NA | NA | NA | NA | NA |
| External Influence | 0.8348 | 0.7292 | 0.8359 | 0.8496 | 0.8178 | NA | NA | NA | NA |
| Attitude | 0.9202 | 0.8648 | 0.8990 | 0.7834 | 0.8220 | 0.8090 | NA | NA | NA |
| Subjective Norm | 0.9180 | 0.7454 | 0.9066 | 0.8575 | 0.9620 | 0.9027 | 0.9194 | NA | NA |
| Behavioral Intention | 0.9182 | 0.6661 | 0.8427 | 0.8496 | 0.9202 | 0.7892 | 0.8676 | 0.8901 | NA |

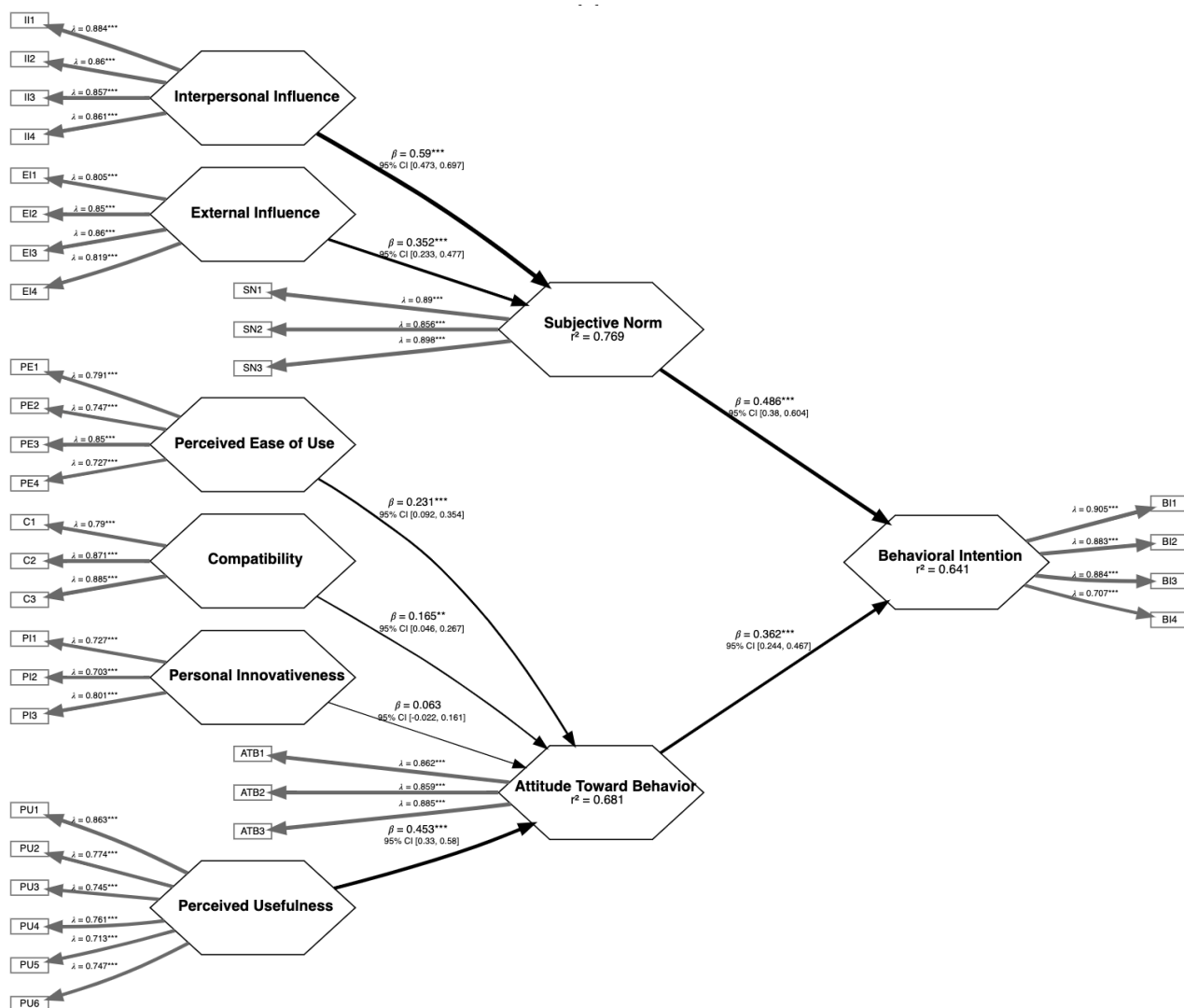


Fig. 5. Estimated bootstrapped PLS-SEM model.

TABLE VIII: COEFFICIENT DETERMINATION

| | Attitude | Subjective Norm | Behavioral Intention |
|-------|----------|-----------------|----------------------|
| R^2 | 0.681 | 0.769 | 0.641 |

TABLE IX: TOTAL EFFECT OF EACH EXOGENOUS VARIABLE ON BEHAVIORAL INTENTION

| | Category | Original Est. | 2.5% CI | 97.5% CI |
|--------------------------------|-----------------|---------------|----------------|---------------|
| Perceived Usefulness | Indirect | 0.1638 | 0.0986 | 0.2373 |
| Perceived Ease of Use | Indirect | 0.0837 | 0.0305 | 0.1384 |
| Compatibility | Indirect | 0.0599 | 0.0183 | 0.1019 |
| Personal Innovativeness | Indirect | 0.0227 | -0.0069 | 0.0598 |
| Interpersonal Influence | Indirect | 0.2867 | 0.197 | 0.385 |
| External Influence | Indirect | 0.1712 | 0.1089 | 0.2383 |
| Attitude | Direct | 0.362 | 0.2444 | 0.4674 |
| Subjective Norm | Direct | 0.4858 | 0.3798 | 0.6036 |

In Table IX, the total effects of each latent variable on the behavioral intention to rent a breast pump are shown. Personal innovativeness is the only latent variable that lacks a statistically significant effect on the behavioral intention. However, there are five other latent variables that exhibit statistically significant indirect effects on the behavioral intention: perceived usefulness, perceived ease of use, compatibility, interpersonal influence, and external influence. These latent variables have varying degrees of indirect effects on the behavioral intention, with the highest indirect effect observed for interpersonal influence (28.67%), followed by external influence (17.12%), perceived usefulness (16.38%), perceived ease of use (8.37%), and compatibility (5.99%).

Interpersonal and external influences are directly linked to the subjective norm, which has the highest direct effect on behavioral intention at 48.58%. Additionally, attitude toward behavior has the second highest direct effect on behavioral intention at 36.2%, surpassing the subjective norm.

The following presents the interpretation of each statistically significant latent variable in relation to their respective endogenous variables, whether it be through direct

or indirect effects:

1. Perceived Usefulness
 - a. An increase in Perceived Usefulness by 1 unit will result in an increase of Attitude by 45.3%, holding other direct latent variables in the Attitude constant.
 - b. An increase in Perceived Usefulness by 1 unit will indirectly result in an increase of Behavioral Intention by 16.38%, holding all other latent variables constant.
2. Perceived Ease of Use
 - a. An increase in Perceive Ease of Use by 1 unit will result in an increase of Attitude by 23.1%, holding other direct latent variables in the Attitude constant.
 - b. An increase in Perceived Ease of Use by 1 unit will indirectly result in an increase of Behavioral Intention

by 8.37%, holding all other latent variables constant.

3. Compatibility
 - a. An increase in Compatibility by 1 unit will result in an increase of Attitude by 16.5%, holding other direct latent variables in the Attitude constant.
 - b. An increase in Compatibility by 1 unit will indirectly result in an increase of Behavioral Intention by 5.99%, holding all other latent variables constant.
4. Interpersonal Influence
 - a. An increase in Interpersonal Influence by 1 unit will result in an increase of Subjective Norm by 59%, holding other direct latent variables in the Subjective Norm constant.
 - b. An increase in Interpersonal Influence by 1 unit will indirectly result in an increase of Behavioral Intention by 28.67%, holding all other latent variables constant.
5. External Influence
 - a. An increase in External Influence by 1 unit will result in an increase of Subjective Norm by 35.2%, holding other direct latent variables in the Subjective Norm constant.
 - b. An increase in External Influence by 1 unit will indirectly result in an increase of Behavioral Intention by 17.12%, holding all other latent variables constant.
6. Attitude

An increase in Attitude Toward Behavior by 1 unit will result in an increase of Behavioral Intention by 36.2%, holding all other latent variables constant.
7. Subjective Norm

An increase in Subjective Norm by 1 unit will result in an increase of Behavioral Intention by 48.58%, holding all other latent variables constant.

C. Multigroup Analysis

To test for heterogeneity in the behavioral intention of working mothers to rent a breast pump, a multigroup analysis using PLS-MGA can be performed. The distribution of monthly income in Table II can be split into two groups: those with a monthly income between 0 to 10 million rupiah (214 samples) and those with an income over 10 million rupiah (236 samples). This division allows for the minimum required sample size of 155 in each group.

TABLE X: PLS-MGA ON MONTHLY INCOME

| Exogenous Variable | Endogenous Variable | Path Coefficients per Monthly Income Group | | P-value |
|-------------------------|-----------------------------|--|---------------|---------------|
| | | 0-10 | >10 | |
| | | Perceived Usefulness | 0.4240 | |
| Perceived Ease of Use | Attitude | 0.1800 | 0.2777 | 0.7639 |
| Compatibility Personal | | 0.1770 | 0.1421 | 0.4014 |
| Innovativeness | | 0.1240 | 0.0003 | 0.0842 |
| Interpersonal Influence | Subjective Norm | 0.5180 | 0.6631 | 0.8725 |
| External Influence | | 0.4310 | 0.2710 | 0.1188 |
| Attitude | Behavioral Intention | 0.4640 | 0.2642 | 0.0275 |
| Subjective Norm | | 0.3760 | 0.5965 | 0.9805 |

The PLS-MGA results for Monthly Income are presented in Table X. By employing a significance level of 5%, the analysis reveals a notable difference in the path coefficient between attitude and behavioral intention across the two groups being compared. Specifically, individuals with a monthly income between 0 and 10 million exhibit a higher path coefficient compared to those with monthly incomes exceeding 10 million. This distinction is substantiated by the p-value associated with attitude, which is found to be lower than the predetermined significance level of 5%.

These findings shed light on the varying relationships between attitude and behavioral intention based on different income brackets. The modified final estimated model, depicted in Fig 6, encapsulates the refined understanding of these relationships in the context of Monthly Income. This adjusted model takes into account the identified distinctions and provides a more accurate representation of the associations between variables, serving as a valuable tool for further analysis and interpretation of the data.

Consequently, the total effects for perceived ease of use, compatibility, perceived usefulness, and attitude have been adjusted as follows:

1. Monthly Income IDR 0-10 million
 - a. Perceived Usefulness: An increase in Perceived Usefulness by 1 unit will indirectly result in an increase of Behavioral Intention by 21.02%, holding all other latent variables constant.
 - b. Perceived Ease of Use: An increase in Perceived Ease of Use by 1 unit will indirectly result in an increase of Behavioral Intention by 10.72%, holding all other latent variables constant.
 - c. Compatibility: An increase in Compatibility by 1 unit will indirectly result in an increase of Behavioral Intention by 7.66%, holding all other latent variables constant.
 - d. Attitude: An increase in Attitude by 1 unit will result in an increase of Behavioral Intention by 46.4%, holding all other latent variables constant.
2. Monthly Income greater than IDR 10 million
 - a. Perceived Usefulness: An increase in Perceived Usefulness by 1 unit will indirectly result in an increase of Behavioral Intention by 11.97%, holding all other latent variables constant.
 - b. Perceived Ease of Use: An increase in Perceived Ease of Use by 1 unit will indirectly result in an increase of Behavioral Intention by 6.1%, holding all other latent variables constant.
 - c. Compatibility: An increase in Compatibility by 1 unit will indirectly result in an increase of Behavioral Intention by 4.36%, holding all other latent variables constant.
 - d. Attitude: An increase in Attitude by 1 unit will result in an increase of Behavioral Intention by 26.42%, holding all other latent variables constant.

VI. CONCLUSION

Based on the TRA framework using PLS-SEM, the key factors that significantly and positively influence working mothers in Jakarta to rent a breast pump are Subjective Norm

Bootstrapped Model

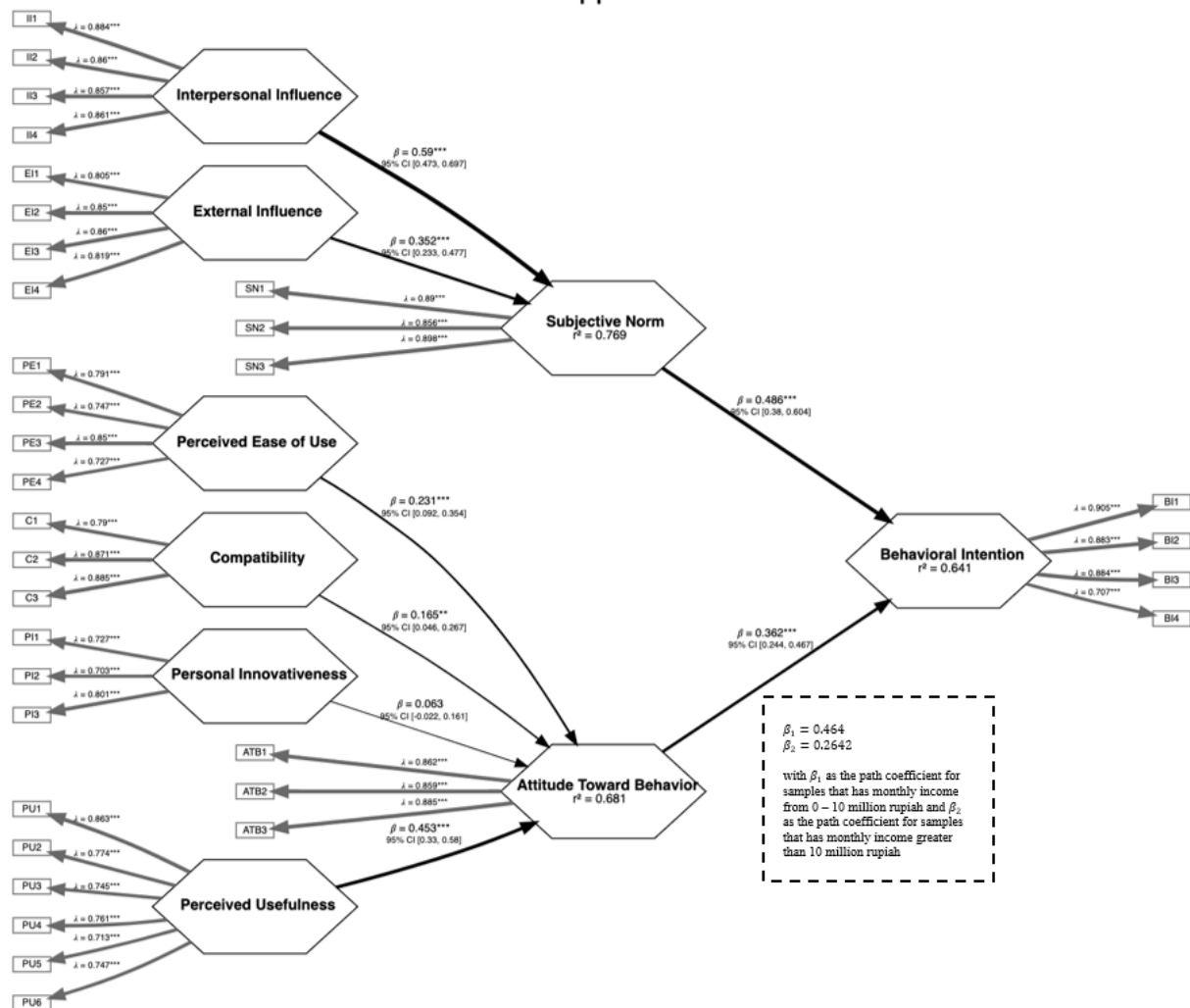


Fig. 6. Modified estimated model.

and Attitude. Among these factors, Subjective Norm has the strongest direct impact on the Behavioral Intention to rent a breast pump, with a substantial effect of 48.6%. However, the impact of Attitude varies depending on the monthly income. For working mothers with a monthly income between 0 and 10 million rupiah, Attitude has a direct effect of 46.4% on the Behavioral Intention to rent a breast pump. On the other hand, for those with a monthly income exceeding 10 million rupiah, Attitude has a lower direct effect of 26.42% on the Behavioral Intention to rent a breast pump.

According to the TRA framework using PLS-SEM, factors like Perceived Ease of Use, Compatibility, Perceived Usefulness, Interpersonal Influence, and External Influence indirectly influence the decision of working mothers in Jakarta to rent a breast pump. The Indirect Impact of Interpersonal Influence is 28.67%, and the Indirect Impact of External Influence is 17.12%. For individuals with a monthly income between 0 and 10 million rupiah, the remaining indirect effects on the Behavioral Intention to rent a breast pump are as follows: Perceived Usefulness (21.02%), Perceived Ease of Use (10.72%), and Compatibility (7.66%). For individuals with a monthly income exceeding 10 million rupiah, the remaining indirect effects on the Behavioral Intention to rent a breast pump are as follows: Perceived Usefulness (11.97%), Perceived Ease of Use (6.1%), and Compatibility (4.36%).

CONFLICT OF INTEREST

I hereby declare that I have no conflicts of interest that could potentially influence or compromise the impartiality, objectivity, or integrity of research. I confirm that I do not hold any financial interests, personal relationships, or professional affiliations that could create a bias or impact the outcome or interpretation of the matter at hand. I am committed to maintaining transparency and adhering to ethical standards throughout the entirety of research.

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