From Voice to Ease of Purchase: Analysis of Voice Search and Perceived Ease of Use on Purchase Intention

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Abstract

The development of digital technology and the increasing use of smartphones have changed online shopping behavior in Indonesia, especially through faster and easier search and transaction processes. In this context, voice search and perceived ease of use are important factors in shaping consumer purchase intent. This study aims to analyze the influence of voice search and perceived ease of use on purchase intention in the use of the Lazada application. The method used is a quantitative approach, involving 150 respondents who have used the voice search feature in the last three months. Data was collected through an online questionnaire based on a Likert scale and analyzed using SmartPLS through validity and reliability tests, classical assumption tests, as well as t-tests and F-tests. The results of the analysis show that voice search has a positive and significant effect on purchase intention with a t-statistic value of 4.031, which means that the better the quality and ease of the voice search feature, the higher the consumer's purchase intention. In addition, perceived ease of use also has a positive and significant effect with a t-statistic value of 6.784, and its effect is stronger than voice search. These findings are consistent with the Technology Acceptance Model (TAM), which confirms that the perception of the usefulness and ease of use of technology can increase consumer purchase intention.
Keywords*: Voice Search; Perceived of Use; Purchase Intention, E-Commerce, Consumer Behavior*

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Abstrak

Perkembangan teknologi digital dan peningkatan penggunaan smartphone telah mengubah perilaku belanja online di Indonesia, terutama melalui proses pencarian dan transaksi yang lebih cepat dan mudah. Dalam konteks ini, pencarian suara dan kemudahan penggunaan yang dirasakan telah menjadi faktor penting dalam membentuk niat pembelian konsumen. Studi ini bertujuan untuk menganalisis pengaruh pencarian suara dan kemudahan penggunaan yang dirasakan terhadap niat pembelian di kalangan pengguna aplikasi Lazada. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 150 responden yang telah menggunakan fitur pencarian suara dalam tiga bulan terakhir. Data dikumpulkan melalui kuesioner online dengan skala Likert 5 poin dan dianalisis menggunakan SmartPLS. Analisis menunjukkan bahwa pencarian suara memiliki pengaruh positif dan signifikan terhadap niat pembelian, dengan nilai t-statistic sebesar 4.031, yang menunjukkan bahwa semakin baik kualitas dan kemudahan fitur pencarian suara, semakin tinggi niat konsumen untuk membeli. Selain itu, kemudahan penggunaan yang dirasakan juga memiliki pengaruh positif dan signifikan, dengan nilai t-statistic sebesar 6.784, dan pengaruhnya lebih kuat daripada pencarian suara. Temuan ini konsisten dengan Model Penerimaan Teknologi (TAM), yang menekankan bahwa Kemudahan Penggunaan yang Dirasakan dari suatu teknologi dapat meningkatkan niat pembelian konsumen.

Keywords: *Voice Search; Perceived of Use; Purchase Intention, E-Commerce, Consumer Behavior*

INTRODUCTION

The development of digital technology in Indonesia over the past decade has driven significant changes in consumer patterns, particularly in the e-commerce sector. According to a report by (Antara, 2025). Indonesia is recorded as the country with the fastest digital economic growth in Southeast Asia, with a projected digital economy value of USD 109 billion by 2025. This increase is mainly driven by changes in the behavior of younger consumers, who increasingly rely on mobile devices to search for and evaluate products, and to make online purchases. This phenomenon shows that consumer purchasing decisions are increasingly influenced by fast, easy, and smart technology-based digital experiences.

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In the context of e-commerce competition, Lazada is one of the highest performing platforms in several key indicators. SimilarWeb data (2024) shows that Lazada ranks third in terms of monthly visits in Indonesia, surpassing Blibli and Bukalapak, especially in the last quarter of 2023 to early 2024. This is reinforced by a Katadata report (Adi Ahdiat, 2024) which states that Lazada has a high user engagement rate that is almost on par with its competitors, especially in terms of average app usage duration and page visit depth.

These consistent results not only reflect Lazada's success in consistently developing customer loyalty features but also demonstrate consumers' high purchase intent towards the platform. Purchase intention is an important aspect in understanding consumer behavior, because purchase intention reflects an individual's tendency to make transactions on a particular platform. In the case of Lazada, the high purchase intention of users is largely attributed to ease of access, product search support technology, and the quality of the app experience. Thus, it is important to identify the specific factors that contribute to Lazada consumers' purchase intention in order to understand how technology shapes consumer purchasing tendencies.

One increasingly relevant technological factor is voice search, a voice-based search method that utilizes artificial intelligence to simplify the product search process. The rise in voice search usage in Indonesia has been influenced by the integration of the Google Assistant, Siri, and Alexa ecosystems, which have now become part of people's digital routines. Lazada is one of the earliest and most optimal e-commerce platforms to implement voice-based search features, making it a superior platform in providing a fast and practical search experience. Previous studies have consistently shown that voice search has a significant effect on purchase intention. Studies by(Kautish, Purohit, Filieri, & Dwivedi, 2023),(Calahorra-Candao & Martín-de Hoyos, 2024),(McLean, Osei-Frimpong, & Barhorst, 2021), (Sa & Yuan, 2021), (Ahn, 2023) Confirm that voice search increases purchase intent because it provides ease, efficiency, and convenience in the product search process.

In addition to voice search, another factor that greatly determines purchase intention is Perceived Ease of Use (PEOU). Various media reports

indicate that Lazada continues to enhance the user experience by improving its interface and AI-based navigation features to make it easier for consumers to find relevant products. As reported by (Randy Eka, 2024), the majority of Lazada consumers in Southeast Asia now use artificial intelligence (AI) technology, which helps consumers find products more quickly and efficiently, thereby improving their perception of the platform's ease of use. Empirical research also shows that PEOU consistently has a positive and significant effect on purchase intention. Studies by (Rahman et al., 2020), (Primananda et al., n.d.), (Abidin, 2024; Migueli, Lukitaningsih, & Ningrum, 2024; Pratista & Marsasi, 2023) found that the easier an application is to use, the higher the consumer's desire to purchase on that platform.

Although most studies find consistent results, some studies still show variations in context and population, which necessitate retesting the relationship between variables on specific platforms. This provides room for research to strengthen empirical evidence on factors that influence purchase intention, especially in e-commerce with dominant performance such as Lazada. The selection of variables in this study was based on Lazada's dominance in the e-commerce industry and its highly prominent technological characteristics. Voice search was chosen because Lazada is a platform with the best integration of voice-based search features, which is recognized by the public as one of the factors that contribute to a comfortable shopping experience. Perceived ease of use was chosen because the ease of navigation and stability of the application are the main reasons consumers choose Lazada. These two variables are highly relevant and have the potential to explain why purchase intention on Lazada is higher than on other platforms. Based on these phenomena, this study aims to:

1. Analyze the effect of voice search on purchase intention among Lazada users in Indonesia;

2. Analyze the effect of perceived ease of use on purchase intention;

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3. Provide theoretical and practical contributions regarding how technological factors influence purchasing decisions on the highest-performing e-commerce platforms.

TAM

The Technology Acceptance Model (TAM), developed by Davis in 1986 and later refined in 1989, is one of the most widely used theoretical frameworks for explaining how individuals adopt and use new technologies. TAM proposes that technology acceptance is primarily determined by two key perceptions, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness refers to the extent to which a person believes that using a particular technology will enhance their performance or provide practical benefits. Perceived Ease of Use refers to how effortless the technology is perceived to be when used. These two constructs shape users' attitudes toward the technology and subsequently influence their behavioral intentions and actual usage behavior.

TAM suggests that the easier the technology is to use and the more beneficial it is perceived to be, the greater the likelihood that individuals will adopt it. This theoretical structure has been validated across various technological contexts and digital environments, as shown in the works of (Davis, 1989), and later expanded by(Davis, 2014). TAM also highlights the role of user experience, external information, and system attributes in shaping PU and PEOU, thereby influencing how individuals evaluate and interact with technology-based platforms.

In digital marketing contexts, TAM is frequently used to explain how users respond to online advertising, mobile applications, and social media features. Consumers tend to engage more actively with marketing content when they perceive that the digital platform is easy to navigate and provides useful information that supports decision-making. This makes TAM a relevant theoretical foundation for understanding user engagement and behavioral responses in contemporary digital ecosystems, including social commerce platforms and short video environments.

Voice Search

Voice search is becoming an essential feature in digital platforms as it allows users to search for products more quickly and effortlessly through spoken commands. Research indicates that this hands-free interaction

enhances user experience and reduces the effort required during information retrieval.(Kautish et al., 2023) show that voice assistants increase perceived Ease of Use, which strengthens consumers' readiness to make purchase-related decisions. Likewise, (Calahorra-Candao & Martín-de Hoyos, 2024) find that consumers will decide to purchase because they consider Voice Search to be an easy-to-use technology that requires no extra mental effort or activity.

However, previous studies have generally examined voice search in terms of technology adoption rather than its role as a behavioral driver of purchase intention. This gap highlights the importance of investigating how voice search can directly influence consumers' purchase intention as the dependent variable.

H1. Voice Search has a significant positive effect on Purchase Intention.

Perceived Ease of Use

Perceived Ease of Use (PEOU) is one of the most influential factors shaping how consumers respond to digital platforms, especially in contexts where convenience and efficiency strongly drive online behavior. When users feel that a system is simple, intuitive, and requires minimal effort to operate, they tend to evaluate the platform more positively and engage with it more confidently. Previous studies consistently show this pattern. (Rahman et al., 2020) found that PEOU significantly strengthens users' purchase intention in mobile service applications. Similar findings were reported by (Abidin, 2024 and Pratista & Marsasi, 2023) who demonstrated that consumers are more willing to make purchases when e-commerce interfaces are easy to navigate. This relationship is further affirmed by (Migueli et al., 2024), emphasizing that a smooth user experience contributes directly to stronger purchase intentions.

Despite robust empirical evidence, many studies have examined PEOU primarily from a system usability perspective rather than positioning it as a direct behavioral driver of purchase intention. This gap underlines the need to further explore how perceived ease of use shapes consumers' readiness to engage in purchasing decisions.

H2. Perceived Ease of Use has a significant positive effect on Purchase Intention

Purchase Intention

Purchase intention represents an individual's conscious plan or willingness to buy a product, reflecting how consumers process information, evaluate alternatives, and respond to both internal and external stimuli. As a psychological indicator, purchase intention signals the likelihood of future purchasing behavior and is influenced by factors such as perceptions, trust, ease of use, and digital interaction experiences. Recent studies highlight that technological features increasingly shape consumer intentions in online environments. (Abidin, 2024) shows that a smooth and convenient e-commerce interface strengthens purchase intention, while (Migueli et al., 2024) Find that intuitive platform features and credible information cues enhance consumers' willingness to buy.

Voice search has emerged as one of these influential digital behaviors. As an AI-driven tool that enables hands-free product search, voice search reduces user effort and enhances perceived convenience. Research by (Kautish et al., 2023) indicates that voice assistants improve user experience and perceived ease of use, which can reinforce consumers' readiness to make purchase-related decisions. Similarly, (Calahorra-Candao & Martín-de Hoyos, 2024) report that consumers are more inclined to form purchase intentions when they view voice search as practical and aligned with their daily digital routines.

However, the existing literature tends to examine purchase intention separately from emerging interaction modes like voice search. Most studies focus on traditional usability or marketing stimuli, leaving limited empirical evidence on how voice-activated search behavior directly contributes to the psychological formation of purchase intention. This gap underscores the need to explore how modern AI-based features shape consumer decision pathways. Considering these insights, analyzing the role of voice search alongside classical determinants becomes essential for understanding purchase intention in evolving digital environments.
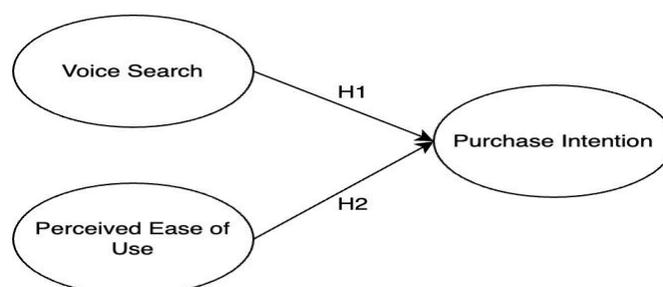
Figure 1. Conceptual Framework

This study addresses these hypotheses by empirically examining the relationship between Voice Search, Perceived Ease of Use, and Purchase Intention among Lazada users. In doing so, the findings not only provide scientific evidence but also enrich the existing literature on the determinants of purchase intention within the top-performing e-commerce platform in Indonesia. The results of this study are expected to offer theoretical contributions to the advancement of digital consumer behavior models, as well as practical insights for industry practitioners in designing optimal strategies that leverage voice search technology and ease of use to enhance Purchase Intention.

MEASUREMENT

The indicators for Voice Search are as follows:

Research conducted by (Chinedu & oluwatope, 2024) measured Voice Search with the following indicators:

1. Speech Recognition, defined as a system that can recognize and identify human voices or pronunciation
2. Natural Language Processing (NLP), defined as natural language used in everyday conversation that is processed by a system
3. Local Dialects, defined as regional accents of humans that can be understood by the system
4. Ease of Use, defined as the ease felt when using the technology
5. Processing Speed, meaning the system can process speech quickly
6. Responsiveness, defined as the system being able to respond to commands given by humans

Research conducted by (Ahn, 2023) measured Voice Search through Perceived Ease of Use with the following indicators:

1. Simplicity of use, interpreted as the perceived ease of using the Voice Search feature
2. Effortless, defined as how little effort is required to run Voice Search

3. Intuitiveness, interpreted as how natural the Voice Search feature is when used
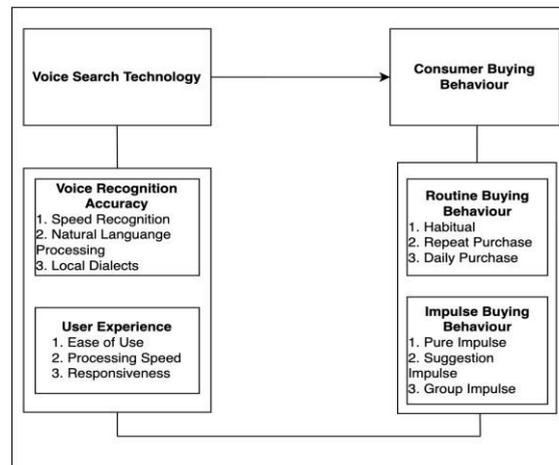

Figure 2. Voice Search Indicators

METHODS

This study uses a quantitative method with a linear regression approach to examine the effect of the independent variables on purchase intention. Primary data were collected through an online questionnaire distributed to respondents who had used Lazada to search for products in the last six months and had used Voice Search in the last three months. All indicators for each variable were developed from established theories and measured using a five-point Likert scale.

The sample size of 150 respondents was determined based on (Hair, Black, Babin, & Anderson, 2019), who recommend a minimum of five to ten respondents for each indicator in multivariate analysis. Data were analyzed using SmartPLS. Validity and reliability tests were conducted to ensure measurement accuracy, followed by classical assumption tests including normality, multicollinearity, and heteroscedasticity. Linear regression analysis was then used to evaluate the partial and simultaneous effects of the independent variables, supported by the t-test, F-test, and the coefficient of determination (R^2). All research procedures maintained respondent confidentiality and adhered to ethical standards.

RESULT AND DISCUSSION

This section presents the results of data analysis based on the questionnaires distributed to 150 respondents. The data analysis was

performed using SmartPLS software to test the validity, reliability, and hypotheses of the study. The discussion describes the findings regarding the effect of Voice Search and Perceived Ease of Use on Purchase Intention.

Demographic Characteristics of Respondents

The first analysis describes the profile of respondents to ensure they meet the target criteria of the study. Based on the survey results, the demographic data is presented in Table 1 below.

Table 1. Characteristics of Respondents

No.	Demographic Variables	Classification	Number	Presentation
1	Gender	Man	62	41,3%
		Woman	88	58,7%
2	Age	17-20	10	6,7%
		21-24	110	73,3%
		25-28	30	20%
4.	Frequencies Using Lazada to Search Product (± 6 months ago)	1-2 times	10	6,7%
		3-5 times	94	62,7%
		> 5 times	46	30,6%
5.	Frequencies Using Voice Search feature in Lazada Application (± 3 months ago)	1-2 times	17	11,3%
		3-5 times	72	48%
		> 5 times	61	40,7%

Source: Data processed by authors (2025)

Table 1 shows that the majority of respondents are female (58.7%) and are dominated by the age group of 21-24 years (73.3%). This indicates that the study subjects are primarily Gen Z consumers who are adaptive to technology. Furthermore, the respondents are active users of the Voice Search feature on the Lazada application, with 88.7% having used the

feature more than 3 times in the last three months. This high usage frequency confirms that the data gathered is relevant to the research topic.

Based on the results of demographic data analysis of the research respondents, it was found that the distribution of participants in terms of geographical location showed considerable diversity and covered various provinces throughout Indonesia. Of the total 385 participants involved in this study, East Java Province had the highest number of participants with 82 participants (21.3%), followed by DKI Jakarta with 47 participants (12.2%), and West Java with 32 participants (8.3%). The dominance of participants from these three provinces shows that most participants came from the Java region, which accounted for almost half of the total number of participants. This phenomenon can be explained by several factors, such as high population density, easier access to information technology, and higher levels of urbanization. In addition, several other provinces on the island of Java, such as Central Java (26 participants with 6.8%), Yogyakarta (24 participants with 6.2%), and Banten (22 participants with 5.7%) also contributed significantly to the composition of participants.

Participants from outside Java showed a relatively even distribution with varying numbers of participants. The Sulawesi region was represented by South Sulawesi with 23 participants (6.0%), North Sulawesi with 6 participants (1.6%), Central Sulawesi with 3 participants (0.8%), and Southeast Sulawesi with 2 participants (0.5%). In Kalimantan, participants came from East Kalimantan (14 participants with 3.6%), Central Kalimantan (7 participants with 1.8%), North Kalimantan (6 participants with 1.6%), and South Kalimantan (3 participants with 0.8%). For the Sumatra region, participants came from provinces such as Riau (22 participants with 5.7%), North Sumatra (12 participants with 3.1%), South Sumatra (10 participants with 2.6%), and West Sumatra (7 participants with 1.8%). Several other provinces such as Bangka Belitung (8 participants with 2.1%), Bengkulu (5 participants with 1.3%), Lampung (2 participants with 0.5%), and Jambi (2 participants with 0.5%) also contributed, although in smaller numbers. Eastern Indonesia was also represented by participants from West Nusa Tenggara (5 participants with 1.3%), East Nusa Tenggara (2 participants with 0.5%), Maluku (1 participant with 0.3%), and Papua (4 participants with 1.0%).

Although the number of participants from these regions is relatively small, they still make an important contribution to the geographical diversity of the research sample. Several other provinces such as Bali (6

participants; 1.6%), Aceh (5 participants; 1.3%), Gorontalo (1 participant; 0.3%), and Riau Islands (8 participants; 2.1%) also enriched the geographical diversity in this study.

Validity and Reliability Test Results

Before testing the hypotheses, a data quality test was conducted. The validity test is used to measure whether the indicators in the questionnaire are valid, while the reliability test measures the consistency of the respondents' answers. The summary of these tests is presented in Table 2.

Table 2. Validity Table Result

Item Statement	Outer Loading Value	Critical Value	Information
Voice Search (X1)			
X1.1	0,715	>0,7	Valid
X1.2	0,786		Valid
X1.3	0,774		Valid
X1.4	0,760		Valid
X1.5	0,765		Valid
X1.6	0,784		Valid
Perceived Ease of Use (X2)			
X2.1	0,827	>0,7	Valid
X2.2	0,772		Valid
X2.3	0,775		Valid
X2.4	0,857		Valid
Purchase Intention (Y)			
Y1	0,739	>0,7	Valid
Y2	0,761		Valid
Y3	0,745		Valid
Y4	0,768		Valid
Y5	0,772		Valid

Source: Data processed by authors (2025)

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Evaluation of the Measurement Model (Outer Model)

The assessment of the measurement model begins with testing Convergent Validity. First, we examine the Outer Loading values of each indicator. As shown in the Validity Table, all indicators for Voice Search (0.715 - 0.786), Perceived Ease of Use (0.772 - 0.857), and Purchase Intention (0.739 - 0.772) have outer loading values greater than 0.70. This indicates that all items are valid indicators for their respective constructs.

Second, Convergent Validity is further assessed using the Average Variance Extracted (AVE). The results in the Reliability Table show that the AVE values for Voice Search (0.584), Perceived Ease of Use (0.654), and Purchase Intention (0.573) are all above the recommended threshold of 0.50. This confirms that on average, the constructs explain more than 50% of the variance of their indicators as presented at Table 3.

Table 3. Convergent Validity

	Perceived Ease of Use	Purchase Intention	Voice Search
X1.1	0,631	0,562	**0,715**
X1.2	0,650	0,637	**0,786**
X1.3	0,627	0,597	**0,774**
X1.4	0,611	0,590	**0,760**
X1.5	0,662	0,616	**0,765**
X1.6	0,665	0,632	**0,784**
X2.1	**0,827**	0,629	0,678
X2.2	**0,772**	0,685	0,674
X2.3	**0,775**	0,637	0,703
X2.4	**0,857**	0,717	0,661

Y.1	0,609	**0,739**	0,575
Y.2	0,627	**0,761**	0,595
Y.3	0,630	**0,745**	0,572
Y.4	0,595	**0,768**	0,594
Y.5	0,667	**0,772**	0,661

Source: Data processed by authors (2025)

In addition to convergent validity, Discriminant Validity was assessed to ensure that each construct is distinct from other constructs in the model. This was evaluated by examining the cross-loadings of the indicators. As presented in the Cross Loadings Table, the outer loading value of each indicator on its respective latent variable is consistently higher than its cross-loadings on other latent variables. This pattern is consistent across all items, as shown in the table where the bolded values represent the highest loadings for each assigned construct. These results confirm that the measurement model meets the criteria for discriminant validity.

Reliability Table Result

Reliability is evaluated using Cronbach's Alpha and Composite Reliability. The data shows that all variables have Cronbach's Alpha and Composite Reliability values greater than 0.70, demonstrating that the measurement instrument has high internal consistency and is reliable for further analysis.

Table 4. Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	AVE Value
Voice Search (X1)	0.858	0.894	0.584
Perceived Ease of Use (X2)	0.823	0.883	0.654
Purchase Intention (Y)	0.814	0.870	0.573

Source: Data processed by authors (2025)

Based on Table 4, the evaluation of the measurement model shows satisfactory results. The Convergent Validity is assessed using the Average Variance Extracted (AVE) value. The results show that Voice Search (0.584), Perceived Ease of Use (0.654), and Purchase Intention (0.573) all have AVE values greater than 0.50, indicating that the latent variables are able to explain more than half of the variance of their indicators. Furthermore, the Cronbach's Alpha and Composite Reliability values are > 0.70, confirming that the instrument is reliable.

Structural Model Evaluation (Inner Model) and Hypothesis Testing Results

After validating the measurement model, the next step is to evaluate the structural model to test the proposed hypotheses. The hypothesis testing was conducted using the Bootstrapping procedure in SmartPLS with 5,000 subsamples. The significance of the influence between variables is determined by the Path Coefficient values, T-statistics (which must be > 1.96 for a 5% significance level), and P-values (< 0.05). The results of the hypothesis testing are presented in Table 5.

Table 5. Hypothesis Testing Results

Relationship Between Variables	t-statistic	P. Values	Description
Voice Search to Purchase Intention	6.227	0,000	H1 Accepted
Perceived Ease of Use to Purchase Intention	3.538	0,000	H2 Accepted

Source: Data processed by authors (2025)

Based on the analysis, H1 is accepted as Voice Search has a positive and significant effect on Purchase Intention (T-statistic = 4.031 > 1.96; P-value = 0.000). Similarly, H2 is accepted as Perceived Ease of Use has a positive and significant effect on Purchase Intention (T-statistic = 6.784 > 1.96; P-value = 0.000).

The Effect of Voice Search on Purchase Intention

The analysis results show that Voice Search has a t-statistic value of 4.031 with a significance level of 0.000 (Sig < 0.05). This means that Voice Search has a positive and significant effect on Purchase Intention. This finding implies that the better the quality and ease of the voice search feature provided by the application, the higher the consumer's intention to purchase products. Voice search technology simplifies the search process, making shopping more efficient, which directly encourages purchase intention.

These results are in alignment with previous research conducted by (Chinedu & oluwatope, 2024) found that voice search technology significantly influences consumer buying behavior, particularly when the user experience is seamless. Furthermore, (Kautish et al., 2023) emphasized that the motivation to use voice assistants in shopping is directly linked to purchase intentions, driven by the innovative nature of the technology. Therefore, the implementation of an accurate and responsive voice search feature is proven to be an effective driver for increasing consumer purchase interest.

The Effect of Perceived Ease of Use on Purchase Intention

The second hypothesis test shows that Perceived Ease of Use has a t-statistic value of 6.784 with a significance level of 0.000 (Sig < 0.05). This indicates that Perceived Ease of Use has a positive and significant effect on Purchase Intention, and this effect is stronger than Voice Search (6.784 > 4.031). This finding aligns with the Technology Acceptance Model (TAM), suggesting that when consumers perceive technology as useful and beneficial for their shopping activities, their intention to use the platform for purchasing increases significantly.

Research by (Calahorra-Candao & Martín-de Hoyos, 2024) highlighted that perceived ease of use is a critical predictor of voice assistant integration in online shopping, suggesting that users are more likely to adopt the technology if they perceive it as beneficial for their tasks. Similarly, (Alkailani & Abu-Shanab, 2021) confirmed that perceived ease of use significantly influences online purchase intention, as consumers prioritize efficiency and utility in their digital shopping journey. Thus, when consumers perceive that the voice search feature enhances the utility and efficiency of their shopping process, their intention to finalize a purchase increases substantially.

CONCLUSION

The results of the study indicate that both Voice Search and Perceived Ease of Use have a positive and significant influence on Purchase Intention among Lazada users. Perceived Ease of Use demonstrates a stronger effect compared to Voice Search, emphasizing that perceptions of simplicity, efficiency, and a frictionless user experience are key determinants in shaping consumers' purchase intentions. Meanwhile, Voice Search also plays an important role by offering a more practical and quicker product search experience.

Based on these findings, it is recommended that future research expand the scope of variables, such as perceived usefulness, trust, or other dimensions of user experience, in order to gain a more comprehensive understanding of digital consumer behavior. Additionally, the use of mixed-method approaches may enhance the depth and robustness of future analyses.

This study has limitations related to the characteristics of the sample, which was dominated by younger respondents and focused on a single e-commerce platform. As a result, the findings may not fully represent the

broader population of e-commerce users in Indonesia. Therefore, future research should involve a more diverse user segment and conduct platform comparisons to broaden the generalizability of the results.

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