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The effect of perceived usefulness and perceived ease of use on purchase intention: The mediating role of customer attitude

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Abstract---This study investigates the factors influencing purchase intention for digital travel applications, specifically Traveloka, through the lens of the Technology Acceptance Model (TAM). Employing a quantitative approach with 150 Traveloka users in Denpasar City as the sample, the research examines the direct effects of Perceived Usefulness and Perceived Ease of Use on Purchase Intention, and the mediating role of Customer Attitude. Data will be analyzed using PLS-SEM via SmartPLS software. Findings indicate that both Perceived Usefulness and Perceived Ease of Use positively influence Purchase Intention. Customer Attitude also significantly impacts Purchase Intention, with results confirming its partial mediation between Perceived Usefulness and Perceived Ease of Use on Purchase Intention. This research enriches TAM by emphasizing that positive cognitive perceptions must translate into a favorable emotional attitude to fully drive consumer buying intent. Practically, developers should prioritize intuitive design, efficient features, and robust customer engagement.

Keywords---perceived usefulness, perceived ease of use, purchase intention, Technology Acceptance Model (TAM).

Introduction

The travel industry has undergone a significant transformation due to the digital revolution, shifting ticket and accommodation bookings from conventional systems to online, application-based platforms (Talwar et al., 2020). Tourism applications not only offer core services like flights and hotels but also extend their features to encompass supplementary services, including car rentals, train tickets, and even holiday activities. While this innovation provides convenience for consumers, it simultaneously poses new challenges for companies in maintaining customer satisfaction and loyalty. As one of Indonesia's largest online travel applications, Traveloka has successfully leveraged various superior features to meet consumer needs, ranging from ticket and accommodation bookings to lifestyle services. Since its inception in 2012, Traveloka has experienced rapid growth across Southeast Asia, with monthly visits reaching 29.2 million in November 2024, and nearly 50% originating from Indonesia (Similarweb.com, 2024).

Despite market dominance in recent years, consumer preference for Traveloka has shown a declining trend. The proportion of users designating Traveloka as their primary application decreased from 79.8% in 2019 to 67.5% in 2022. Conversely, competitors such as Tiket.com and Agoda experienced significant increases (Goodstats.id, 2022; Alvara Research, 2019). By the first quarter of 2023, Traveloka's market share had plummeted to 30.4%, considerably lower than Agoda's rise to 43.6% (Groundhog Technologies, 2023). This decline indicates a shift in user preferences and a potential decrease in purchase intention, making it crucial to investigate the factors influencing purchase intention within the competitive landscape of online travel platforms.

Purchase intention refers to an individual's inclination or desire to make a purchase (Morwitz, 2014). It serves as a key metric for assessing the genuine interest and commitment of Traveloka application users towards utilizing its

services. A robust purchase intention signifies a high level of user satisfaction and trust in an application. Consequently, a higher purchase intention correlates with an increased likelihood of users proceeding with and completing a purchase, which ultimately contributes to Traveloka's business growth (Cheng & Lin, 2023; Sintia et al., 2023).

A critical factor influencing users' purchase intention in digital application systems is explained by the Technology Acceptance Model (TAM). TAM posits that technology acceptance is intrinsically linked to two primary factors: perceived usefulness and perceived ease of use (McFarland & Hamilton, 2006). TAM elucidates that user perceptions are crucial determinants of their attitudes toward information technology use and clarifies that the actual use of information technology is significantly influenced by perceived usefulness and perceived ease of use (Wida et al., 2016). Within the context of tourism applications, perceived usefulness refers to a user's belief that the application offers tangible benefits for their travel, such as facilitating accommodation searches or providing tourism information, thereby encouraging its adoption (Lu et al., 2015). Altering customer intention demands habituation, which can be encouraged by assessing the technology's benefits and ease of use (Astari, et al., 2023). Perceived ease of use represents a user's perception that the application is simple to operate due to its intuitive interface and navigation, which significantly impacts user attitudes and intentions towards interacting with the application (Panergayo & Aliazas, 2021). The perceived ease of use of a digital platform, encompassing its straightforwardness and proficiency, can significantly influence user perceptions, emotional responses, and their overall engagement (Miandari et al., 2021).

In the Technology Acceptance Model (TAM), perceived ease of use is defined as one's belief that technology is simple to operate, while perceived usefulness refers to the conviction that using technology will be beneficial, both directly shaping a user's attitude toward using and ultimately influencing acceptance or refusal (Yasa, 2014). The concepts of Perceived Usefulness and Perceived Ease of Use within the TAM are frequently demonstrated to influence purchase intention in digital applications or platforms, as the perceived benefits and simplicity of use encourage consumer purchases (Moslehpour et al., 2018; Wang et al., 2021; Cho & Sagynov, 2015; Budi et al., 2023). Numerous studies indicate that perceived usefulness consistently has a positive impact on technology acceptance, underscoring its crucial role and suggesting it as a key variable for future research (Rahmayanti, 2021). However, some research presents contradictory findings, where Perceived Usefulness or Perceived Ease of Use do not significantly impact purchase intention (Mulyani et al., 2021; Pratista & Marsasi, 2023), thereby creating a research gap. Customer attitude towards the application emerges as a potential mediating variable capable of elucidating the relationship between TAM factors and purchase intention. This customer attitude can serve as a bridge between users' initial perceptions and their subsequent purchase intention (Rehman et al., 2019). Attributes perceived as satisfying are considered more beneficial, leading to a more positive attitude toward the object. Conversely, unsatisfactory attributes are viewed less favorably, resulting in negative attitudes toward that object (Ekawati et al., 2021). Several previous studies have indeed found customer attitude to successfully mediate the influence of Perceived Usefulness and Perceived Ease of Use on purchase intention (Chen et al., 2018; Rehman et al., 2019; Vahdat et al., 2021).

In the context of tourism applications, customer attitude towards using mobile applications like Traveloka acts as a crucial link between perceived usefulness and perceived ease of use with purchase intention. When users perceive an application as both useful and easy to use, they develop a positive attitude, which, in turn, stimulates their intention to make a purchase (Morosan & DeFranco, 2016; Lee, 2018; Olaleye et al., 2018). Given the vital role of mobile applications such as Traveloka in the tourism sector, this study investigates how perceived usefulness and perceived ease of use influence the purchase intention of Traveloka users in Denpasar, with customer attitude serving as a mediating variable.

Consumer Behavior

Kotler & Keller (2016) define consumer behavior as the study of how individuals, groups, and organizations choose, acquire, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants. A model of consumer behavior acts as a simplified framework illustrating consumer activities and their decision-making process. This model explains that consumers are influenced by stimuli or information related to the product, price, location, and promotion. For services, additional stimuli include physical evidence, people, and process. These stimuli then interact with other factors like economic conditions, cultural influences, and technological advancements. Consumers process all this information through their individual psychological makeup and personal characteristics, which then leads to a purchase decision. The outcome is a specific response, detailing what product is bought, the brand, the store, and the timing of the purchase. In essence, Kotler & Keller (2016) view consumer behavior as a complex

process where individuals, groups, and organizations make choices about consuming various offerings to meet their needs and wants. This process is shaped by informational stimuli and broader economic, cultural, and psychological factors, all culminating in concrete purchasing decisions and responses.

Technology Acceptance Model (TAM) Theory

The Technology Acceptance Model (TAM) serves as a crucial framework for comprehending user attitudes toward mobile technology utilization (Rivera et al., 2015). TAM provides a more in-depth explanation of how internet acceptance is influenced by specific dimensions that effectively impact internet users (Wida et al., 2016). This theory's core concept posits that users' perceptions of benefits and perceptions of ease of use directly influence their attitude toward using information technology, which, in turn, mediates their intention to use the technology and ultimately leads to its actual system usage (Sana, 2019). As an adaptation of the Theory of Reasoned Action, TAM distinguishes itself by replacing the individually derived attitudinal determinants with two core variables: Perceived Ease of Use and Perceived Usefulness (McFarland & Hamilton, 2006). Within the TAM framework, these two factors are posited to collectively represent the primary drivers influencing attitudes toward mobile application usage. Research consistently demonstrates that both Perceived Ease of Use and Perceived Usefulness are the most significant contributors to the successful adoption and acceptance of mobile applications.

Purchase Intention

Purchase intention is defined as the extent to which an individual plans to perform a specific behavior (Bhatt, 2014). It represents what consumers intend to do regarding an object, such as whether to buy a particular brand. Furthermore, purchase intention is a robust indicator and measure of satisfaction, demonstrating a strong reciprocal relationship with it. A study by Vahdat et al. (2021), confirms that customers tend to gauge future purchase intention based on past experiences and their established relationship with a brand or service provider. This is because they use the benefits of these relationships to predict future gains. This concept applies to both offline and online consumer experiences, with Hsu & Lin (2016) highlighting a strong correlation between online customer experience, online customer satisfaction, and online purchase intention. In the current digital age, understanding how customer experience and satisfaction drive purchase intention is crucial for businesses aiming to maintain and grow their market share. Purchase intention can be measured by some indicators such as: Likelihood of Purchasing a Service, Future Service Purchases, Purchasing Due to Needs and Desires Alignment.

Perceived Usefulness

Perceived Usefulness is defined as a customer's belief that using a specific technology will provide them with significant value (Olaleye et al., 2018). The Technology Acceptance Model posits that the behavioral intention to adopt a mobile application is shaped by one's attitude towards using the system and its perceived usefulness, with attitude being a direct outcome of perceived usefulness (Gupta & Arora, 2017). TAM also suggests that individuals form judgments about performance contingencies, such as perceived usefulness, by mentally assessing the alignment between important task goals and resulting consequences (Venkatesh & Davis, 2000). If users believe an application is beneficial and meets their needs, they'll develop a positive attitude toward using it (Olaleye et al., 2018). Furthermore, Rivera et al. (2015) found that perceived usefulness, as a traditional precursor to technology adoption, fosters users' intention to use mobile applications. Perceived usefulness is measured using several indicators such as Ease of Purchase, Usefulness in Purchase, and Speed in Purchase (Vahdat et al., 2021). Research indicates that perceived usefulness can influence purchase intention both directly and indirectly through various mediating factors. Specifically, perceived usefulness demonstrates a significant positive impact on purchase intention, suggesting that consumers are more inclined to buy a product or service when they perceive it as beneficial (Moslehpour et al., 2018; Wang et al., 2021).

Customer attitude refers to consumers' predispositions or feelings toward products, services, or brands, which significantly impact their purchasing decisions and behavior (Abu-Alsondos et al., 2023; Khairolt et al., 2021). TAM posits that the behavioral intention to adopt a mobile application is determined by one's attitude toward using the system and its perceived usefulness, with attitude being a direct function of usefulness (Gupta & Arora, 2017). TAM further argues that individuals use mental representations to assess the alignment between important task goals and resulting consequences to form judgments about user performance contingencies such as perceived usefulness (Venkatesh & Davis, 2000). If users perceive an application as beneficial and meeting their needs, they develop a

positive attitude toward it (Morosan & DeFranco, 2016; Lee, 2018; Olaleye et al., 2018). Rivera et al. (2015), also found that usefulness explains users' intent to use mobile applications. Thus, a hypothesis was formulated:

H₁ : Perceived Usefulness has a positive and significant effect on Purchase Intention.

H₃ : Perceived Usefulness has a positive and significant effect on Customer Attitude.

Perceived Ease of Use

Perceived Ease of Use, as defined by Veríssimo (2016), refers to an individual's conviction that a particular technology is straightforward to operate. People adopt new technologies due to both extrinsic benefits, such as usefulness and ease of use, and intrinsic benefits, including pleasure and hedonic value (Kim et al., 2016). Research consistently shows that positive attitudes toward digital convenience stem from ease of use (Hsu & Lin, 2016; Veríssimo, 2016; Gill et al., 2017). For instance, extensions of the TAM in mobile banking and information systems have demonstrated that practicality significantly and positively influences attitudes toward mobile application usage (Kim et al., 2015). One contributing factor is that perceived accessibility correlates with and enhances an application's perceived trustworthiness (Morosan & DeFranco, 2016).

Perceived Ease of Use can be assessed using four indicators, such as Ease of Learning, Mental Effort, Simplicity of Use, and Clarity of Instruction (Vahdat et al., 2021). Previous research consistently demonstrates that Perceived Ease of Use significantly and positively influences purchase intention. This relationship is evident across diverse digital application and platform contexts, including prominent e-commerce platforms such as Lazada and Instagram Commerce, where the simplicity of use directly enhances consumers' willingness to make purchases (Cho & Sagynov, 2015; Budi et al., 2023). Less effort in using a mobile app increases the likelihood of its adoption, as it's perceived as easier and more service-oriented (Laforet & Li, 2005). Perceived Ease of Use is key, as individuals adopt new technologies for both extrinsic benefits like usefulness & ease of use and intrinsic benefits (Kim et al., 2016). Numerous studies confirm the positive impact of perceived ease of use on customer attitude (Hew et al., 2015; Lu et al., 2015; Hsu and Lin, 2016; Veríssimo, 2016; Gill et al., 2017). Thus, the following hypothesis was formulated:

H₂ : Perceived Ease of Use has a positive and significant effect on Purchase intention.

H₄ : Perceived Ease of Use has a positive and significant effect on Customer Attitude.

Customer Attitude

An individual's intention to act within a mobile application context is shaped by their general attitude toward the app (Carter & Yeo, 2016). This, in turn, influences purchase intention primarily because mobile apps are typically not seen as disruptive and are expected to offer highly targeted and cost-effective consumption experiences (Alnawas & Aburub, 2016). The persuasive power of apps, stemming from their unique customer relationship management features, positively affects user attitudes toward purchase intention (Vahdat et al., 2021). As customers engage with an app, they interact with products through various touchpoints, including information sharing and purchasing (Lee, 2018). A positive attitude toward app usage increases both the frequency and duration of visits, leading to greater "stickiness" or engagement and boosting purchase intention (Kim et al., 2015; Hsu & Lin, 2016). Research indicates that well-designed apps improve customer attitudes, subsequently increasing the intent to buy additional products or services (Bellman et al., 2011). Therefore, the subsequent hypothesis is formulated:

H₅ : Customer Attitude has a positive and significant effect on Purchase intention.

Mediating Factor

Customer attitude acts as a mediating variable, explaining the relationship between Technology Acceptance Model (TAM) attributes, such as perceived usefulness and perceived ease of use, and purchase intention (Rehman et al., 2019). As a mediating variable, Customer Attitude must also demonstrate a relationship with variables influencing purchase intention (Okaviantari et al., 2023). Several empirical studies support this mediating role. For instance, Amoroso & Ackaradejruangsri (2017) found that customer attitude partially moderates the link between perceived ease of use and satisfaction. Furthermore, Rivera et al. (2015) observed that the effect of in-app experience on usage intention is mediated by user attitude. This finding aligns with the affect-behavior-cognition model proposed by Hsu & Lin (2016), which posits that user attitude mediates how the perceived value of usefulness influences purchase interest. Previous research indicates that customer attitude can serve as a full mediator in this relationship, where the influence of perceived ease of use on purchase intention can be contingent on users' attitudes toward the technology

(Chen et al., 2018; Rehman et al., 2019; Vahdat et al., 2021). Based on the existing literature, it is evident that attitude toward mobile application use serves as a bridge connecting TAM antecedents such as perceived usefulness and perceived ease of use with purchase intention. Thus, the following hypothesis was formulated:

H₆: Customer Attitude positively and significantly mediates the effect of Perceived Usefulness on Purchase intention.

H₇: Customer Attitude positively and significantly mediates the effect of Perceived Ease of Use on Purchase Intention

Research Methods

Sample and Sampling Method

This research uses the population of all users of the Traveloka application residing in Denpasar City. The exact size of this population is indeterminate due to its widespread nature. A sample, a representative subset of the population (Rahyuda, 2020), was drawn using non-probability sampling, specifically purposive sampling (Sugiyono, 2019). The inclusion criteria for participants were: residing in Denpasar City, having used or currently using the Traveloka application, being 18 years or older, and possessing a minimum education level of high school/vocational school or equivalent to ensure questionnaire comprehension. Based on Sugiyono (2017), the recommendation for multivariate analysis for the sample size should be 5-10 times the number of indicators, and with 15 indicators, a sample size between 75 and 150 respondents was suggested. Consequently, 150 Traveloka application users in Denpasar City were selected as respondents.

Data Collection and Analysis Procedure

Data were collected through questionnaires that were distributed online via the Google Forms platform to Traveloka users in Denpasar City. The source of questionnaire indicators is explained as follows.

Table 1
Source of Questionnaire Indicators

Construct	Number of Items	Source
Purchase Intention (Y)	4	Putri <i>et al.</i> (2023); Mulyandi (2022)
Perceived Usefulness (X1)	3	Harianto (2022); Wu (2020)
Perceived Ease of Use (X2)	4	Rufani <i>et al.</i> (2023)
Customer Attitude (M)	5	Ridwan <i>et al.</i> (2020)

Responses to each question are rated on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data will be analyzed using PLS-SEM (Partial Least Squares Structural Equation Modeling) via SmartPLS software. The analysis process begins with assessing the validity and reliability of the questionnaire's measurement indicators, followed by evaluating the overall model's validity, examining the structural model, and finally, testing the hypotheses.

Research Framework

The study aims to analyze how perceived usefulness and perceived ease of use influence purchase intention, with customer attitude acting as a mediating variable. This conceptual framework is illustrated in Figure:

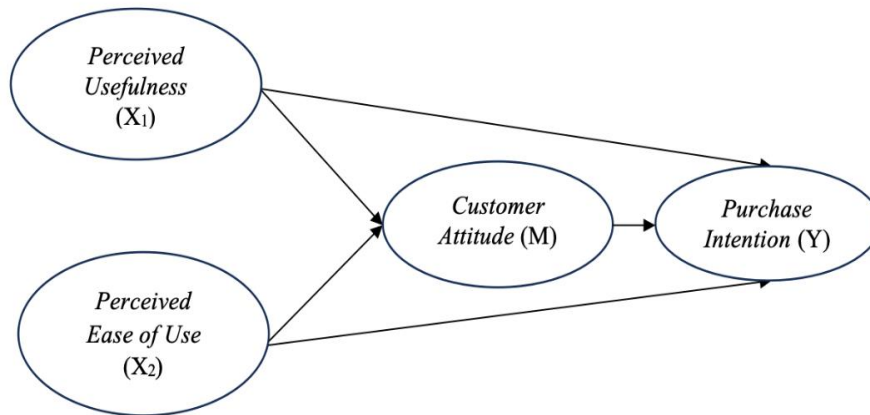


Figure 1. Research Framework

Research Result

This study involved 150 respondents, revealing a demographic profile primarily characterized by males (93 individuals, 62.0%) and individuals aged 24–28 years (102 individuals, 68.0%), indicating a predominantly young and productive age group. In terms of occupation, the largest proportion was private employees (68 individuals, 45.3%), followed by students/university students (33 individuals, 22.0%) and entrepreneurs (22 individuals, 14.7%). Regarding average monthly income, most respondents earned between Rp3,000,000 – Rp5,000,000 (50 individuals, 33.3%), with a substantial segment also reporting incomes exceeding Rp7,000,000 (46 individuals, 30.7%).

Descriptive Analysis

Descriptive analysis was employed to ascertain respondent perceptions based on their Likert scale responses. This involved calculating the average score for each proposed indicator, which was then used to represent the respondents' overall perception.

Table 2
Variable Class Interval Category

Class Interval	Category			
	Y	X1	X2	M
1.00-1.79	Very Low	Very Low	Very Low	Very Poor
>1.80-2.49	Low	Low	Low	Poor
>2.50-3.29	Medium	Medium	Medium	Fair
>3.30-4.19	High	High	High	Good
>4.20-5.00	Very High	Very High	Very High	Very Good

The average value of each variable is presented in Table 3 below:

Table 3
Description of Research Variable Values

Variable	Average Value
Purchase Intention (Y)	4.27
Perceived Usefulness (X1)	4.49
Perceived Ease of Use (X2)	4.30
Customer Attitude (M)	4.42

The descriptive analysis for Purchase Intention revealed a very high overall average score of 4.27, indicating a strong consumer intent to book travel services via Traveloka. This high score suggests that purchase intention is strongly

driven by factors such as perceived usefulness, prior experience, and product fit. While social influence also plays a role, personal considerations and direct experience appear to be more dominant drivers.

The descriptive analysis of perceived usefulness revealed a strong positive perception among respondents, with an overall average score of 4.49, placing it in the "very high" category. This indicates that most consumers find Traveloka highly effective and efficient for their travel needs. These results confirm that the perceived usefulness of the Traveloka application is exceptionally well-established in consumers' minds, particularly concerning efficiency, speed, and ease of the purchase process for travel services.

The result also shows that perceived ease of use indicates that consumers have a very high perception of Traveloka's user-friendliness, with an overall average score of 4.30. This suggests that most respondents had positive experiences with the application's features and interface. These findings affirm that Traveloka provides a user-friendly and cognitively undemanding interface, which supports sustained consumer intention and comfort in using its services.

The descriptive analysis indicated a highly positive customer attitude towards Traveloka, evidenced by a very high overall average score of 4.42. This strong positive perception, encompassing aspects like ease of access, efficient use, clear information, value for time and money, and satisfying customer service, is crucial for fostering loyalty and continued intent to use Traveloka's services.

Inferential Statistical Analysis (PLS-SEM Analysis)

Subsequently, a rigorous evaluation ensured the measurement model's validity and reliability, employing Convergent Validity, Discriminant Validity, and Composite Reliability tests. The outcomes confirmed that all indicators precisely and consistently measured their intended latent variables. As presented in Table 4, all items and variables satisfied the criteria for convergent validity, indicating the empirical soundness of the constructs measured by the instrument. Furthermore, the composite reliability values for each construct surpassed 0.70, signifying that all constructs achieved acceptable reliability levels as recommended. This confirms the acceptable reliability of the constructs within the model. To further establish validity, a discriminant validity test will compare cross-loading values between indicators within the same construct and those from different constructs.

Table 4
Convergent Validity and Composite Reliability Test

	Variable	Outer Loading	Criteria	Explanation
Convergent Validity	Purchase Intention (Y)	0.709 - 0.874	> 0.5	Valid
	Perceived Usefulness (X1)	0.897 - 0.911	> 0.5	Valid
	Perceived Ease of Use (X2)	0.818 - 0.868	> 0.5	Valid
	Customer Attitude (M)	0.802 - 0.856	> 0.5	Valid
	Variable	AVE	Criteria	Explanation
	Purchase Intention (Y)	0.687	> 0.5	Valid
	Perceived Usefulness (X1)	0.814	> 0.5	Valid
	Perceived Ease of Use (X2)	0.712	> 0.5	Valid
	Customer Attitude (M)	0.680	> 0.5	Valid
	Variable	Cronbach Alpha	Criteria	Explanation
Composite Reliability	Purchase Intention (Y)	0.846	> 0.7	Reliable
	Perceived Usefulness (X1)	0.886	> 0.7	Reliable
	Perceived Ease of Use (X2)	0.865	> 0.7	Reliable
	Customer Attitude (M)	0.882	> 0.7	Reliable
	Variable	Composite Reliability	Criteria	Explanation
	Purchase Intention (Y)	0.897	> 0.7	Reliable
Perceived Usefulness (X1)	0.929	> 0.7	Reliable	
Perceived Ease of Use (X2)	0.908	> 0.7	Reliable	
Customer Attitude (M)	0.914	> 0.7	Reliable	

Table 4 shows that the Convergent Validity test indicates all outer loading values for the variables exceed 0.50. This signifies that the data in this study are valid, meaning the reflective indicators demonstrate a strong correlation with their respective latent variable scores. Convergent validity was further assessed by examining the average variance extracted (AVE) for each latent variable. An AVE value greater than 0.5 is considered indicative of good convergent validity. In this research, an AVE value exceeding 0.50 was set as the recommended threshold. The results of the convergent validity test, utilizing AVE, are also presented in Table 4.

In this study, reliability was assessed using both Cronbach's Alpha and Composite Reliability parameters. The reliability test results indicate that the values for all constructs exceed the minimum thresholds for both Cronbach's Alpha (greater than 0.70) and Composite Reliability (greater than or equal to 0.7). As detailed in Table 4, the parameter values for all constructs, based on these reliability tests, are above 0.7. Consequently, the reliability analysis, employing both Cronbach's Alpha and Composite Reliability, confirms that all constructs possess good internal consistency, rendering them suitable for the proposed model's evaluation.

Table 5
Discriminant Validity – Cross-Loading

	Perceived Usefulness (X1)	Perceived Ease of Use (X2)	Customer Attitude (M)	Purchase Intention (Y)
X1.1	0,897	0,590	0,658	0,675
X1.2	0,899	0,603	0,653	0,571
X1.3	0,911	0,576	0,653	0,624
X2.1	0,522	0,836	0,601	0,565
X2.2	0,538	0,818	0,612	0,528
X2.3	0,565	0,868	0,652	0,636
X2.4	0,578	0,853	0,665	0,656
M1	0,586	0,582	0,802	0,566
M2	0,682	0,653	0,856	0,584
M3	0,586	0,582	0,806	0,619
M4	0,583	0,642	0,830	0,603
M5	0,551	0,635	0,830	0,606
Y1	0,641	0,592	0,635	0,858
Y2	0,540	0,596	0,588	0,863
Y3	0,661	0,654	0,670	0,874
Y4	0,419	0,499	0,479	0,709

Table 5 demonstrates that all cross-loading values for each indicator within each construct are higher than their loading on other construct. This finding confirms the discriminant validity of the data in this study, indicating that the latent variables are distinct and serve as appropriate comparisons for the research model.

Table 6
Evaluation Result of Goodness of Fit Model

Structure Model	Endogen Variable	R ²
1	Purchase Intention	0,622
2	Customer Attitude	0,660
Qualification:	$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$	
	$Q^2 = 1 - (1 - 0,622)(1 - 0,660)$	
	$Q^2 = 1 - (0,378)(0,340)$	
	$Q^2 = 0,871$	

Source: Data processed, 2025

Table 6 illustrates that Perceived Usefulness, Perceived Ease of Use, and Customer Attitude collectively account for 62.2% of the variance observed in Purchase Intention, with the remaining 37.8% attributable to unmodeled factors. Furthermore, the R-squared value for Customer Attitude is 0.660, indicating that 66% of its variance is explained by the Perceived Usefulness and Perceived Ease of Use variables, leaving 34% unexplained by the current model.

Additionally, the Q-squared (Q^2) value of 0.871 (which is greater than 0) suggests that the model possesses relevant predictive power, capable of explaining approximately 87% of the information contained within the data. These model results further corroborate the validity and reliability of the constructs, thus enabling subsequent hypothesis testing.

Hypothesis Testing

The result of hypothesis testing is shown in Figure 2 below. PLS-SEM method on the bootstrapping feature is the method to test all the hypotheses.

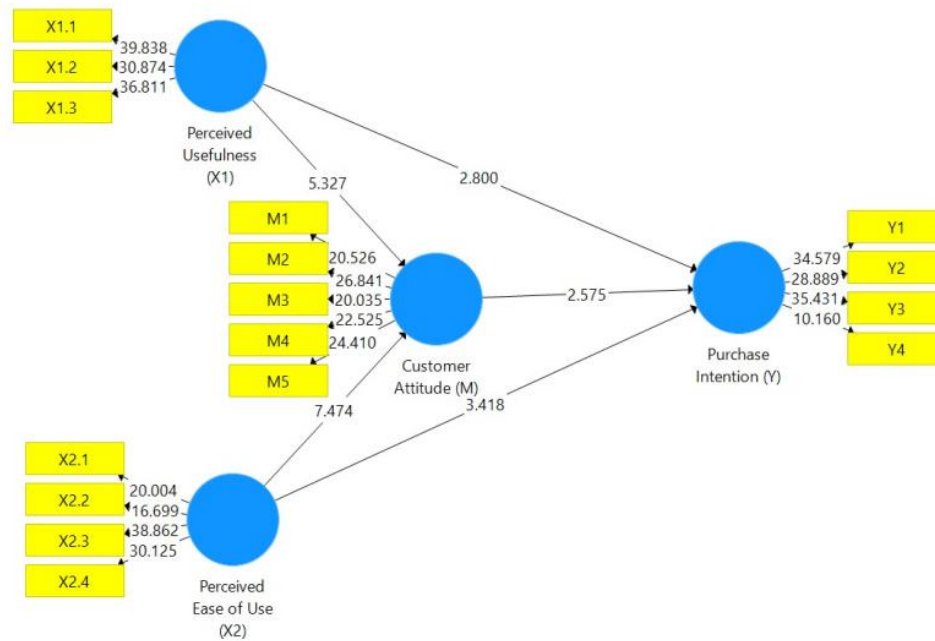


Figure 3. Outer Model

The criteria used in the hypothesis test are:

H_0 is accepted if the T-statistics \leq t-table (1,96) or P-value $>$ α (0,05)

H_a is accepted if the T-statistic $>$ t-table (1,96) or P-value \leq α (0,05)

The result shows that all the hypotheses were accepted. A summary of the hypothesis test result can be shown in Table 7:

Table 7
Summary of Hypothesis Test Result

Hypothesis	Connection	Original Sample (β)	T-statistics	P-value	Explanation
H ₁	X1 -> Y	0.283	2.800	0.005	Accepted
H ₂	X2 -> Y	0.314	3.418	0.001	Accepted
H ₃	X1 -> M	0.410	5.327	0.000	Accepted
H ₄	X2 -> M	0.483	7.474	0,000	Accepted
H ₅	M -> Y	0.281	2.575	0.010	Accepted
H ₆	X1 -> M -> Y	0.115	2.378	0.018	Accepted
H ₇	X2 -> M -> Y	0.136	2.407	0.016	Accepted

Table 7 shows that the seven hypotheses that have been formulated were acceptable.

Discussion

H₁: Perceived Usefulness has a positive and significant effect on Purchase Intention

The findings from the hypothesis test indicate that the t-statistic is 2.800, which exceeds the critical t-table value of 1.96. Additionally, the p-value is 0.005, falling below the significance level of 0.05. Consequently, the hypothesis is accepted. This research demonstrates a positive and significant influence of Perceived Usefulness on Purchase Intention. This implies that as consumers' perception of Traveloka's usefulness increases, their intention to utilize the application for booking travel services also rises. The finding that Perceived Usefulness significantly and positively influences Purchase Intention directly reinforces the core tenet of the Technology Acceptance Model that the perceived benefits of a technology are a primary driver of its adoption and continued use. These findings align with prior research by [Moslehpour et al. \(2018\)](#) and [Wang et al. \(2021\)](#), which established that perceived usefulness significantly and positively influences purchase intention. This suggests that consumers are more inclined to purchase a product or service when they perceive it to be beneficial.

H₂: Perceived Ease of Use has a positive and significant effect on Purchase intention

Perceived Ease of Use also significantly and positively influences Purchase Intention, as evidenced by a t-statistic of 3.418 and a p-value of 0.001. This indicates that the ease of using Traveloka directly impacts consumers' willingness to conduct transactions. These findings support the Technology Acceptance Model (TAM), which posits that the simpler a technology is to use, the more likely individuals are to adopt it ([Davis, 1989](#)).

H₃: Perceived Usefulness has a positive and significant effect on Customer Attitude

This analysis also found that Perceived Usefulness significantly and positively influences Customer Attitude it shown by t-statistic = 5.327, p-value = 0.000. This indicates that the more useful consumers perceive Traveloka to be such is in terms of time efficiency, transaction ease, and information relevance, the more positive their overall attitude towards it. This aligns with studies by [Morosan & DeFranco \(2016\)](#) and [Olaleye et al. \(2018\)](#), which emphasize how positive perceptions of product benefits are crucial in shaping consumers' affective attitudes. This connection is vital in consumer behavior, as a positive attitude often serves as a precursor to favorable behavioral intentions and, ultimately, sustained usage and loyalty. When users recognize the tangible benefits an application provides, it fosters an emotional connection and a positive predisposition towards continued engagement.

H₄: Perceived Ease of Use has a positive and significant effect on Customer Attitude

Perceived Ease of Use was found to have a significant positive influence on Customer Attitude, evidenced by t-statistic of 7.474 which exceeds the critical t-table value of 1.96 and a p-value of 0.000. This finding indicates that the easier an application is to use, the more positive consumers' attitudes toward it become. In Traveloka's context, intuitive features, clear navigation, and a user-friendly interface are crucial factors fostering positive customer attitudes. These results are consistent with the study by [Kim et al. \(2015\)](#), which similarly concluded that perceived ease of use significantly and positively affects attitudes toward mobile application usage.

H₅: Customer Attitude has a positive and significant effect on Purchase intention

Customer Attitude significantly and positively influences Purchase Intention, with a t-statistic of 2.575, and a p-value of 0.010. This indicates that a more positive consumer attitude toward the Traveloka application leads to a higher intention to use it for purchasing travel services. This finding aligns with [Vahdat et al. \(2021\)](#), who posited that the persuasive effects of an application, stemming from its unique features supporting customer relationship management practices, bolster user attitudes toward purchase intention.

H₆: Customer Attitude positively and significantly mediates the effect of Perceived Usefulness on Purchase intention

The indirect effect of Perceived Usefulness on Purchase Intention through Customer Attitude was found to be significant as the result of t-statistic = 2.378, p-value = 0.018. This significance, indicated by a t-statistic greater than 1.96 and a p-value less than 0.05, demonstrates that a portion of the influence of perceived usefulness on purchase

intention is channeled through consumers' positive attitudes toward Traveloka. This finding reinforces Customer Attitude's role as a partial mediator within the Technology Acceptance Model (TAM) framework. It highlights that while the perceived utility of a product or service can directly influence a consumer's intent to purchase, a significant portion of this influence is also exerted indirectly by first shaping a positive attitude. Consumers are more likely to act on their perceptions of usefulness if those perceptions coalesce into an overall favorable attitude towards the technology or brand.

H₇: Customer Attitude positively and significantly mediates the effect of Perceived Ease of Use on Purchase Intention

The indirect effect of Perceived Ease of Use on Purchase Intention via Customer Attitude was also found to be significant, as shown by, t -statistic = 2.407, which exceeds the critical table value of 1.96 and p -value = 0.016 that is less than 0.05. This indicates that the perceived ease of using Traveloka not only directly influences purchase intention but also indirectly through the formation of a positive customer attitude. Therefore, Customer Attitude is confirmed to partially mediate the relationship between Perceived Ease of Use and Purchase Intention.

Conclusion

This study provides significant insights into the factors influencing purchase intention for digital travel applications like Traveloka, primarily through the lens of the Technology Acceptance Model (TAM). Findings confirm that both Perceived Usefulness and Perceived Ease of Use directly and positively influence Purchase Intention. Specifically, when consumers perceive Traveloka as highly beneficial and effortless to use, their intent to make purchases on the platform increases.

Crucially, the research highlights the vital mediating role of Customer Attitude. Perceived Usefulness significantly and positively impacts Customer Attitude. Similarly, Perceived Ease of Use also significantly and positively influences Customer Attitude. Consequently, Customer Attitude was proven to significantly and positively affect Purchase Intention. Moreover, the result confirmed that Customer Attitude acts as a partial mediator in the relationships between both Perceived Usefulness and Perceived Ease of Use on Purchase Intention. This signifies that while perceived utility and ease directly drive purchase intent, a substantial portion of this influence is channeled through the formation of a positive consumer attitude.

These findings offer substantial theoretical contributions by reinforcing and extending TAM. They underscore that in the digital service context, merely recognizing a technology's usefulness and ease of use is insufficient; these cognitive perceptions must coalesce into a positive emotional attitude to fully drive purchase intentions. This supports broader consumer behavior theories, emphasizing the role of emotional engagement as a bridge between rational perceptions and behavioral outcomes. From a practical standpoint, these results provide actionable strategies for Traveloka and similar digital service providers. Companies should prioritize developing features that genuinely enhance efficiency and effectiveness and ensure their applications are exceptionally user-friendly with intuitive interfaces and clear navigation. Most importantly, fostering a positive Customer Attitude through personalized communication, loyalty programs, and responsive service is crucial, as this attitude is a vital link to increased purchase intent. Brand communication should be holistic, aligning user experience, brand values, and promotional messages to strengthen positive perceptions and emotional engagement. This study has limitations. Its focus on a single digital travel service in one geographical area limits generalizability. Future research could enhance the model's comprehensiveness by including other relevant variables.

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