Effects Of Perceived Usefulness And Perceived Ease Of Use For Driving Purchase Intention

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Abstract: The purpose of this research is to look at how several factors, including quantity, quality of arguments, source credibility, perceived usability and utility, attitude toward buying, attitude toward brands, and intention to buy, affect Generation Z. The primary concept used in this research is the Technology Acceptance Model (TAM) idea. The data collection technique uses non-probability sampling with a purposive sampling method. There were 243 people included in the sample for this investigation. The statistical packages IBM SPSS 27 and AMOS Graphic 24 were used for this quantitative study. Perceived usefulness and ease of use were not shown to be positively and significantly related in this study's hypothesis results. Attitude toward the purchase is positively and significantly impacted by perceived utility. Additionally, there is a favorable and statistically significant correlation between buy attitude and brand attitude, according to the data analysis.
Keywords: Perceived Usefulness; Perceived Ease of Use; Attitude Toward the Purchase; Brand Attitude; Purchase Intention.

Abstrak: Tujuan dari penelitian ini adalah untuk melihat bagaimana beberapa faktor, termasuk kuantitas, kualitas argumen, kredibilitas sumber, kegunaan dan utilitas yang dirasakan, sikap terhadap pembelian, sikap terhadap merek, dan niat untuk membeli, mempengaruhi Generasi Z. Konsep utama yang digunakan dalam penelitian ini adalah gagasan Technology Acceptance Model (TAM). Teknik pengumpulan data menggunakan non-probability sampling dengan metode purposive sampling. Terdapat 243 orang yang termasuk dalam sampel untuk penelitian ini. Paket statistik IBM SPSS 27 dan AMOS Graphic 24 digunakan untuk studi kuantitatif ini. Persepsi kegunaan dan kemudahan penggunaan tidak terbukti berhubungan secara positif dan signifikan dalam hasil hipotesis penelitian ini. Sikap terhadap pembelian dipengaruhi secara positif dan signifikan oleh persepsi kegunaan. Selain itu, terdapat korelasi yang menguntungkan dan signifikan secara statistik antara sikap membeli dan sikap terhadap merek, menurut analisis data.
Kata Kunci: Perceived Usefulness; Perceived Ease of Use; Attitude Toward the Purchase; Brand Attitude; Purchase Intention.

INTRODUCTION

The rapid growth in the digital world and technology has changed how individuals make purchases and transactions worldwide. E-commerce models, especially social commerce, have become increasingly common in modern society. Social commerce combines e-commerce and social media elements, creating a platform that enables effective monitoring of customer behaviour and interaction. Digital and technological advances have changed how individuals make purchases and transactions worldwide. Customers are no longer just conducting transactions with merchants in a conventional, direct manner. Due to technological advancements, customers can carry out faster, more convenient, and secure transactions without having to meet face-to-face with merchants in

stores. Social commerce uses a single platform that allows monitoring and research on customer behavior and how they respond to information others share (Riaz et al., 2021). In 2022, social commerce reached a value of 724 billion US$, and the forecast for 2030 exceeds 6 trillion US$. Asian countries, such as China, Thailand, and India, have high usage rates of social commerce, with more than 80 percent of internet users being social shoppers (L. Yltaeva, 2023).

The basis of the theory for this research is known as the Technology Acceptance Model. The most popular framework to analyze how people use and embrace new technologies is the TAM hypothesis (Chenxing Wang et al., 2023). Perceived usefulness and perceived ease of use are important considerations in TAM's discussion of people's acceptance or rejection of new technology. Mini-research data shows that Generation Z, especially those aged 17-28, dominates users of social commerce platforms. The generation that is also known as Generation Z, embraces the years 1997 to 2012, or around 11–26 years old. Generation Z are internet natives who complete many online activities (Munsch, 2021). Companies expect to use the technology they implement to improve consumer perceptions of product convenience and utility, which will affect various aspects of product acceptance (Andari & Marsasi, 2023)

To what degree do users believe that using the system will result in increased productivity and efficiency is a measure of its perceived usefulness. A person's propensity for using the system is proportional to their confidence that doing so would enhance their performance. The Technology Acceptance Model (TAM) makes modifications and considers perceived usefulness or perceived usefulness as the main contribution of the technology (Ventre & Kolbe, 2020). Perceived usefulness can measure how well a technology is deemed to have benefits for those who use it. Perceived ease of use is an individual or group's belief in a system that can support them out of work. Perceived ease of use or perceived ease of use is the main element that will help foster strong consumer trust and retain existing consumers (Saoula et al., 2023). The part of novelty to be used in this research is a brand attitude. Brand attitude is a driver of love for a brand, which results in good and positive customer behavior (Arghashi et al., 2021). Brand attitude leads to customers' general views regarding branded products. When customers have a good attitude towards a brand, they tend to buy goods from that brand. Attitudes towards brands can show customers' likes or dislikes, which can be used to predict their willingness to purchase products from a brand. Intention to buy does not always lead to actual purchase action, it is only an initial clue of the desire to buy which is reinforced by other things such as attractive offersThis further supports the idea that hedonic drive, self-image compatibility, and brand experience all play a role in shaping consumers' purchasing intentions (Marsasi & Yuanita, 2023).

Table 1. Gap Analysis

Relationship	(Qashou, 2021)	(Huynh et al., 2021)	(Shaker et al., 2021)	(Sagnier et al., 2020)
PU-ATTP	Significant			
PU-ATTP		Not Significant		
PEOU-PU			Significant	
PEOU-PU				Not Significant

Past studies have shown a strong correlation between attitude and perceived usefulness, highlighting the significance of and capacity to anticipate attitudes based on

one's views of usability (Qashou, 2021). On the other hand, there is reason to imply that there is only a weak correlation between PU and ATTP. This is likely due to the fact that characteristics like trust, contentment, and ease of use have a greater impact on customer attitudes than PU (Huynh et al., 2021). PEOU has the strongest influence on PU, when online community member can get useful restaurant recommendation, they feel more comfortable (Shaker et al., 2021). Based on earlier research, perceived ease of use did not significantly affect perceptions of VR's usefulness (Sagnier et al., 2020).

Based on the description above, it can be seen that the role of perceived usefulness and perceived ease of use on brand attitude and purchase intention in generation z is not optimal. This study aims to find a positive and significant relationship between quantity, argument quality, source credibility, and perceived ease of use on perceived usefulness. Aims to determine the effect of perceived usefulness on attitude towards the purchase, and to determine the relationship between attitude towards the purchase on brand attitude and purchase intention.

THEORETICAL REVIEW

The research conducted by the author has eight main variables to be studied, including quantity, argument quality, source credibility, PU, PEOU, ATTP, brand attitude, and purchase intention. This research model was inspired by (Hendijani Fard & Marvi, 2020) entitled "Viral Marketing and Purchase Intention of Mobile Applications Users". The research model uses seven main variables: quantity, argument quantity, source credibility, PU, PEOU, ATTP, and purchase intention. The purpose of this research is to look at how Iranian mobile app users' perceptions of viral marketing influence attitude toward the purchase. The researchers aimed to understand the factors influencing the perceived usefulness and ease of use of mobile apps and attitude toward the purchase.

Technology Acceptance Model (TAM) Theory. This study approach is based on the TAM theory. TAM theory is a theory introduced by Davis in 1989. Adoption of IT systems is broadly characterized by the model used in this theory. In TAM theory, there are five variables: PEOU, PU, ATU, behavioral intention to use, and actual system use. Based on (Singh et al., 2020) the use of the TAM and UTAUT2 models can determine the aspects that influence user intentions, satisfaction obtained, and recommendations in using mobile wallets in India. The study found that PEOU, PU, perceived risk, attitude, innovativeness, stress, and social influence significantly impacted user intentions, which in turn influenced satisfaction and recommendations for using mobile wallets. Based on (Ni & Cheung, 2023) Technology Acceptance Model (TAM), PU and PEOU are the key characteristics that impact consumers' intentions to behave, which impact their actual behavior while using the product. To further consider the impact of other contextual and motivating factors, the expanded TAM model incorporates a number of new components, including technological self-efficacy, perceived pleasure, anxiety, learning goal orientation, enabling circumstances, and pricing value.

Quantity. Quantity refers to the information available to consumers when browsing a website or application, including online reviews and posted content. The number of positive reviews can strengthen beliefs and positive attitudes towards buying intentions for a brand As stated by (Cheong et al., 2020). An increase in the quantity of publications allows the audience to consume more information, and an increase in the frequency of publications improves the hedonic experience and the sense of opinion leadership (Barta et al., 2023). Based on (Xia et al., 2022), Quantity in online reviews is an important factor

in influencing consumer purchase intentions. The number of reviews shows that the product or service is well known in the consumer environment, which can encourage consumers who have not tried it to want to try something. Quantity affects the usefulness of information and sources provide good reports on this matter (Ngarmwongnoi et al., 2020) From the amount of information available, consumers have a lot of material to consider in making decisions. Quantity in this study is defined as the amount of information posted or shared and how many reviews are given on the platform used as a medium for online shopping.

Argument Quality. Opinion (Pozharliev et al., 2022) emphasize that argument quality significantly influences consumer credibility perceptions on social media. Thoughts accompanied by relevant evidence, data, and logic can make consumers more confident about information. Argument quality also impacts purchasing aspects such as customer liking and sharing intentions (Bueno & Gallego, 2021). Strong opinions can influence customer decisions. When consumers see a trusted opinion, it increases the chances of choosing that product. Convincing arguments can help increase consumer awareness of fake news about the information provided (X. Wang et al., 2022) explains that opinion quality is the strength or plausibility of persuasive opinions and emphasizes how important strong and convincing opinions are to oppose fake news. Argument quality is one of the influences that positively impacts online visual media (John & Villiers, 2020). High argument quality leads to positive attitudes towards information and good decision outcomes. Argument quality in this study is defined as the important strength of an argument in persuasive information to increase online trust in online shopping platforms. Argumentation quality can affect a person's perceived usefulness, attitudes, and purchase intentions before shopping online.

Source Credibility. Source credibility has a central role in shaping consumer perceptions and behavior. As shown by research (Tan & Liew, 2020), In specialist agent design, agents are encouraged to self-identify as experts and be assigned to specialized product bases in order to boost their source credibility. Source credibility is essential to encourage consumers to believe in a brand and purchase its goods (Leite & Baptista, 2022). Convinced customers are more willing to consider brands recommended by reliable sources. Source credibility is important in shaping consumer perceptions of brand image and social media engagement (Na et al., 2020). Consumers always consider reviews, testimonials, or recommendations from trusted sources before buying something. Trust in sources plays an important role in user behavior when using an application or online platform to make a video using a mobile application (Chen Wang & Qi, 2021). In this research, source credibility refers to the knowledge and reliability of the message's originator in influencing consumers' views and, by extension, their actions while using an online marketplace.

Perceived Usefulness. Perceived usefulness is a behavioral science and management concept that focuses on people' belief in the ability of technology to enhance their performance and help them accomplish their goals. The perceived usefulness of a digital service significantly impacts the user's intention to use it (Y. Wang et al., 2020). According to (Sarkar et al., 2020), Positive correlations exist between PU and trust in online shopping. This significant relationship applies to all cultures. Consumers who believe using an online shopping platform can provide benefits such as an easier shopping experience, a wider selection of products, and shopping convenience tend to use the platform. Using the concept of perceived usefulness might enhance the inclination to use a system. (Kamal et al., 2020). Users assess the system's usefulness by how quickly and

efficiently the technology accomplishes a task. According to (Kasilingam, 2020), perceived usefulness is something that has an impact on attitudes towards chatbots when making purchases online. The term "PU" in this research is explicitly defined as the perceived and acquired benefits that increase the desire to use a platform as an online shopping medium. This perception can be interpreted to what extent a person using a technology system can help achieve the desired goal.

Perceived Ease of Use. PEOU pertains to an individual's perception of the level of simplicity in using a system or technology, requiring little physical and cognitive exertion (Jing et al., 2020). When consumers perceive that using technology demands significant exertion or expertise, their PEOU tends to be diminished. PEOU is a component of TAM that plays a crucial role in influencing the adoption of technology by senior users (Tsai et al., 2020). Based on the opinion expressed (Al-Emran et al., 2020), PEOU significantly correlates with PU and can impact sustainable intentions to use the system. (Chatterjee & Kumar Kar, 2020) said the ease of use is a determining factor in the beneficial influence on the adoption of new technologies. The term "ease of use" refers to the degree to which users anticipate a system's operation requiring little in the way of training or prior experience. In this study, PEOU refers to persons' perceptions of the ease of use of different online purchasing platforms. PEOU refers to the perception that the online purchasing platform does not need significant effort to utilize. The level of convenience experienced while utilizing a platform directly impacts the level of PEOU.

Attitude toward the Purchase. Attitude **toward the** purchase of products is influenced by several factors, such as economic value, emotional value, and perceived market influences (Joshi et al., 2021). Consumers often assess purchases according to the economic value, including product prices, discounts, special offers, and other financial benefits. How much a purchase is influenced by emotional value, namely what kind of product makes consumers feel happiness, satisfaction, status, or prestige. Attitude toward the purchase refers to an individual's level of positivity or negativity towards a certain product or service. Attitude influences consumers' online purchase intentions (Jadil et al., 2022). This attitude includes comfort, satisfaction, and trust in the buying process. Attitude towards purchase is an important factor influencing consumers' willingness to pay premium prices (Tandon et al., 2020) Attitude toward the purchase is one of the important roles in determining the acceptance of new technologies for online shopping (Peña-García et al., 2020) ATTP is an attitude towards consumer purchasing behavior on online shopping platforms to determine whether the goods or services offered are preferred or not. Attitude significantly influences customer buying choices. Participating in social media posts, using search engines, or other actions may be part of the attitude towards purchase process. Consumers will seek to build trust if their view of online transactions is favorable.

Brand Attitude. Brand attitude according to (Sander et al., 2021)' can be seen as part of brand equity which has an impact on individual behavior for purchasing decisions. A positive attitude towards foam brands helps maintain customer loyalty, get new customers, and realize long-term success in the market. Based on research (Liu et al., 2020), Comprehending brand attitudes is of the highest importance for marketing initiatives. Consumer perceptions of brands include emotions, convictions, and inclinations to buy associated with that particular brand. (Jeon et al., 2020) said brand attitude significantly influences client brand selection. Brand attitude is seen as an essential need for developing brand connection and brand loyalty (Hwang et al., 2021). Brand attitude is defined as a brand attitude that will influence consumer purchase intentions so

that loyalty arises in the consumer himself on the platform used for online shopping. Brand attitude will help individuals or consumers believe they will get the same quality every time they buy something on the website.

Purchase Intention. Purchase intention is determined by an individual's inclination to acquire a product or service, influenced by a range of circumstances (Sokolova & Kefi, 2020). Purchase intention, which reflects consumers' desire to purchase, is a crucial step in purchasing decisions. Purchase intention according to (Aufa & Marsasi, 2023), is the buyer's desire for an item that they want to buy. This demonstrates the inclination of purchasers to acquire certain items or services, even if they do not make an immediate purchase. According to (Dash et al., 2021), purchase intention affects customer satisfaction which shows how important it is to increase consumer purchase intentions. Consumers who are satisfied with their experience tend to be more loyal to one brand or company by repurchasing products from that company. Purchase intention is based on consumers' desire to carry out purchasing activities (Lăzăroiu et al., 2020). In this study, purchase intention refers to the degree to which customers are likely to engage in future online purchases using online shopping platforms. One's purchase intention is influenced by their desire to acquire a certain product or service.

Quantity positively impacts perceived the context of electronic word-of-mouth on SNS (Song et al., 2021). Increasing quantity can affect consumers' perceived usefulness when they search for and assess information online (Lu & Bai, 2021). Research findings (Tandon et al., 2020) show that in the context of using social media technology, media quantity has a significant positive impact on perceived usefulness.

H1: There is a positive influence on quantity on perceived usefulness.

Argument quality has a significant relationship with perceived usefulness on social media platforms. (Rahaman et al., 2022). Perceived opinion quality positively and significantly impacts perceived usefulness related to products and services. (Miranda et al., 2021). Research from (Leong et al., 2022) said that argument quality has an impact on perceived usefulness.

H2: There is a positive influence on argument quality on perceived usefulness.

Studies show source credibility has a positive and significant impact on the perceived usefulness of online reviews (Xu et al., 2020). Source credibility has a positive and significant impact on perceived usefulness in the context of mobile shopping apps (Vo & Wu, 2022). Source credibility has a significant impact on perceived usefulness, which in turn affects intentions (Asante et al., 2021).

H3: There is a positive influence of source credibility on perceived usefulness.

Research from (Merino-Campos et al., 2023) describes the effect of perceived ease of use on perceived usefulness. According to research (Camilleri & Falzon, 2021), people's opinion about streaming technology's PEOU and PU are positively and significantly correlated. Based on research studies (Alzaidi & Agag, 2022), perceived ease of use significantly correlates with perceived usefulness. This study examines how trust and privacy concerns affect consumer purchase intentions.

H4: There is a positive influence of perceived ease of use on perceived usefulness.

A positive and significant relationship exists between perceived usefulness and attitudes towards purchasing using e-wallets (Ariffin et al., 2021). Perceived usefulness plays an important role in shaping consumer purchasing attitudes on applications (Masukujjaman et al., 2021). Customer attitudes on purchasing behavior in social commerce are strongly influenced by perceived usefulness (Zhao & Zhu, 2023).

H5: There is a positive influence of perceived usefulness on attitude towards the purchase.

The attitude-to-purchase relationship has a positive and significant impact on brand attitude on content on social media, which can influence a person's purchasing attitude to assess the associated brand (Kwon et al., 2021).The relationship between attitude toward the purchase and brand attitude states that both have a positive and significant relationship to test and investigate the antecedents and effects of the contagion process of purchasing attitudes (Hsu, 2020). Attitude towards purchase has a significant relationship, affecting attitude towards the brand. Attitude to purchase refers to the way customers treat the process of purchasing an item or service (Madadi et al., 2021).

H6: There is a positive influence of attitude towards the purchase on brand attitude.

Research shows that attitude toward online purchasing has a significant impact on purchase intentions. (Bhatti et al., 2022). Attitude toward the purchase plays an important role in shaping consumer purchase intentions (Nazir & Tian, 2022). Consumers who have a positive attitude towards a product or service generally believe that the product or service will meet their needs, which can increase their intention to buy (Nguyen & Vu, 2022)

H7: There is a positive influence of attitude towards the purchase on purchase intention.
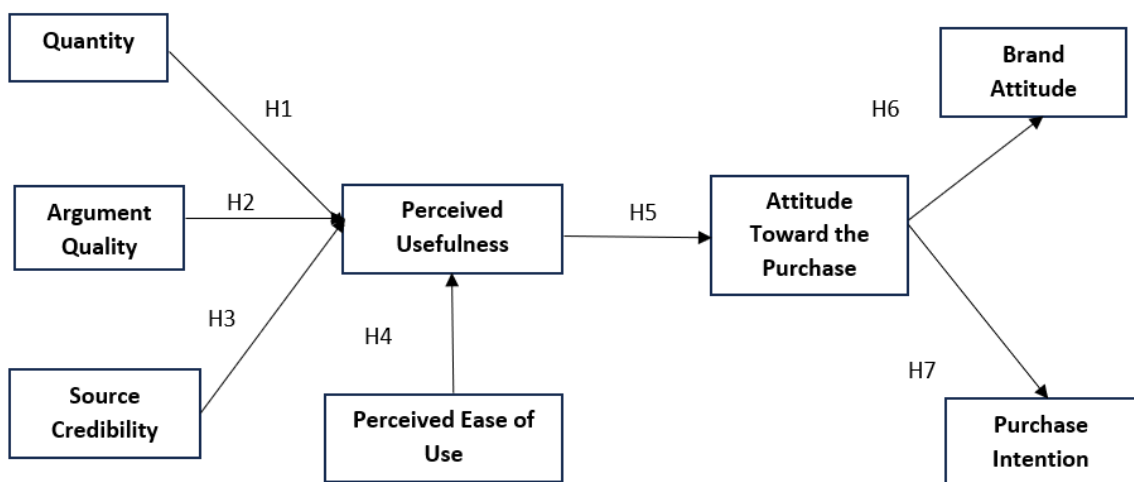

Figure 1. Research Model

METHODS

The paper takes a quantitative approach, using participants from Generation Z who were born between 1995 and 2010, or between the ages of 10 and 28. The research focuses on the social commerce industry, and the research location involves six regions in Indonesia with subjects categorized as Generation Z people. The object of this research, the social commerce platform, is considered to be a solution to overcome the problems faced today. The population in this study includes a set of interrelated individuals, events, and objects formed for learning purposes by researchers. Generation Z, born between 1995 and 2010 and currently aged 10 to 28, was sampled as a population representative.

The sampling technique used was purposive, a non-probability approach that entails picking a sample based on certain qualities in accordance with the study requirements. Data was collected through a Likert-scale questionnaire, which was used to measure variables such as psychological distance, perceived value, and information quality. In order to conduct factor analysis tests on the collected data, this study will use SEM, with the help of the AMOS graphical program. Instead of implementing the SEM test, preparatory measures will be undertaken, including reliability and validity testing, measurement model testing, model fit testing, and hypothesis testing. SPSS 27 software is used in the data analysis process. SEM testing consists of many steps, including the Validity Test, Reliability Test, Measurement Model Test, Normality and Outlier Test, Structural Model Test, Goodness of Fit Test, and Hypothesis Test.

RESULTS

Respondent Profile. A total of 243 participants in this study fulfilled the specified requirements outlined in the screening questions on the research questionnaire. These criteria included individuals between the ages of 15 and 26, residing in East Jakarta, Surabaya, Bandung, Semarang, Klaten, and Sleman RegencyBased on the survey distribution findings, the majority of the study participants were between the age group of 24 to 26 years old, accounting for 44,600 percent or 108 respondents. Just 33 people, or 13.600 percent of the total, were in the age bracket of 15 to 20 when they filled out the survey. Additionally, there were 102 respondents between the ages of 21 and 23, making up 41.800 percent of the total. Most of survey participants reside in East Jakarta, including 58 respondents or 23,500 percent of the total. The lowest number of respondents come from Sleman Regency, with 19 participants accounting for 8 percent. The survey was disseminated through the Google Form platform, which utilized other social media channels including WhatsApp, Instagram, Twitter, and Telegram.

Model Test. The validity test examines the personal correlation value and the degree of significance. A questionnaire considered valid if the Pearson correlation exceeds 0.500 The researchers used data from 243 participants that was gathered at the time the questionnaire was given. The researchers use the IBM SPSS 27 software package to assess the validity.

Table 2. Validity Test

Variable	Indicator	Pearson Correlation	Description
Quantity	I get a lot of content and information on this social commerce platform.	0.722**	Valid
	I received a lot of promotional info about my stall on this social commerce platform from other people.	0.627**	Valid
	I know this social commerce platform is very popular for online shopping.	0.712	Valid
	I was enthusiastic about shopping through this social commerce platform because of the many positive reviews.	0.692**	Valid
Argument Quality	I believe the messages posted by these social commerce platforms provide a strong rationale for the products/services offered.	0.588**	Valid
	I feel that the information/content provided when shopping through this social commerce platform is persuasive.	0.620**	Valid
	I get information from this social commerce platform to fulfill the needs I am looking for.	0.723**	Valid
	I feel that the message that this social commerce platform provides is the most novel.	0.725**	Valid
	I consider sellers on this social commerce platform to be active in replying to customer queries.	0.675**	Valid
	I think a lot of people already have a lot of good experiences transacting online through these social commerce platforms.	0.694**	Valid
	I feel that the messages given by sellers on this social commerce platform are trustworthy.	0.715**	Valid
	I consider sellers on this social commerce platform to have sufficient knowledge about the goods/services being sold.	0.723**	Valid
Source Credibility	I trust the reviews of stores on this social commerce platform.	0.671**	Valid
	I get honest reviews and accurate information when transacting online through this social commerce platform.	0.720**	Valid
	I always feel safe when shopping on this social commerce platform.	0.665**	Valid
	I think this social commerce platform can work well.	0.640**	Valid
	I trust goods/services purchased through social commerce platforms to arrive on time.	0.641**	Valid
	I can easily find the products I want through this social commerce platform.	0.728**	Valid
	I think shopping through this social commerce platform is a great time saver.	0.627**	Valid
	I find it difficult to interact with sellers on this social commerce platform.	0.672**	Valid
Perceived Usefulness	I get clear and easy-to-understand information when interacting with sellers on this social commerce platform.	0.661**	Valid

	I believe it takes a lot of effort to use this social commerce platform.	0.692**	Valid
Perceived Ease of Use	I feel that shopping through social commerce platforms is a good and appropriate choice.	0.671**	Valid
	I think this social commerce platform is good in its service in responding to messages quickly.	0.716**	Valid
	I feel comfortable with the services provided by sellers on this social commerce platform regarding the delivery of goods ordered.	0.797**	Valid
Attitude Toward the Purchase Brand Attitude	I feel that shopping online through this social commerce platform is a good thing to get the cheapest price.	0.735**	Valid
	I keep using this social commerce platform because it's satisfying.	0.682**	Valid
	I think good seller service helps to remember stores on these social commerce platforms.	0.624**	Valid
Purchase Intention	I prefer this social commerce platform for online shopping.	0.672**	Valid
	I feel likely to shop on this social commerce platform after viewing the store catalog.	0.615**	Valid
	I intended to shop online on this social commerce platform after seeing the seller's post.	0.627**	Valid
	I thought about looking for products or services that were repeatedly recommended on this social commerce platform.	0.673**	Valid
	I will consider buying products/services offered on this social commerce platform after seeing the desired item.	0.714**	Valid
	I will choose to shop through this social commerce platform if the price is more affordable than other platforms.	0.651**	Valid

Source: Primary Data, Processed in 2023

Employing a reliability test to validate the results obtained from the replies gathered by the researcher during the administration of a dependable questionnaire. If the Cronbach's Alpha value obtained after the test exceeds 0.700 then the variable will be considered valid.

Table 3 Reliability Test Results

No.	Variable	Cronbach Alpha Value	Description
1	Quantity (QT)	0.745	Reliable
2	Argument Quality (AQ)	0.765	Reliable
3	Source Credibility (SC)	0.780	Reliable
4	Perceived Usefulness (PU)	0.717	Reliable
5	Perceived Ease of Use (PEOU)	0.735	Reliable

6	Attitude Toward the Purchase (ATTP)	0.733	Reliable
7	Brand Attitude (BA)	0.761	Reliable
8	Purchase Intention (PI)	0.777	Reliable

Source: Primary Data, Processed in 2023

The conclusions of all study variables were consistently reliability. Every variable is applicable in the subsequent step.

Measurement Model Test. The researchers used AMOS 24 Graphics program to evaluate the measurement model or measurement test. The relationship between all study factors is shown by bidirectional curving arrows.

There are 34 indicators that have been deemed legitimate and may be used to represent latent variables or constructs. The chart also indicates that 6 indicators are deemed invalid due to their loading factor value being less than 0.500

The Good of Fit Test. The test is performed using the AMOS 26 Graphics program. The objective of this test is to ascertain the relationship between the latent variables of the measurement model and other construct variables. The reliance on the structural model occurs because the variable that is influenced by other factors might then become the variable that influences other variables in subsequent relationships. The **Table 4** results show the Goodness of Fit value.

Table 4. Good of Fit Structural Model Test

No.	GoF	Results	Description
1	CMIN/DF	1.489	Good Fit
2	GFI	0.850	Marginal Fit
3	CFI	0.934	Good Fit
4	TLI	0.925	Good Fit
5	RMSEA	0.045	Good Fit

Source: Primary Data, Processed in 2023

Hypothesis Test. Hypothesis testing is carried out using the modification indices method in the AMOS 24 Graphics software program. This study proposes a lack of Regression Weights and Standardized Regression Weights.

Table 5. Hypothesis Test

Hypothesis	Path	SE	C.R.	P	Std. Reg Weight	Description
H1	QT - PU	0.354	2.177	0.030	0.413	Supported
H2	AQ - PU	0.707	3.076	0.002	0.820	Supported
H3	SC - PU	0.332	2.361	0.018	0.380	Supported
H4	PEOU-PU	-0.606	-1.914	0.056	-0.592	Not Supported
H5	PU - ATTP	1.186	8.615	***	0.985	Supported
H6	BA- ATTP	1.080	10.952	***	0.965	Supported
H7	ATTP – PI	.656	7.906	***	0.956	Supported

Source: Primary Data, Processed in 2023

There are 6 hypotheses where H1, H2, H3, H5, H6, H7 show a significant positive relationship and 1 hypothesis, namely H3, shows an insignificant negative relationship. The conclusion is that there are 6 supported hypotheses and 1 unsupported hypothesis with insignificant negative results.
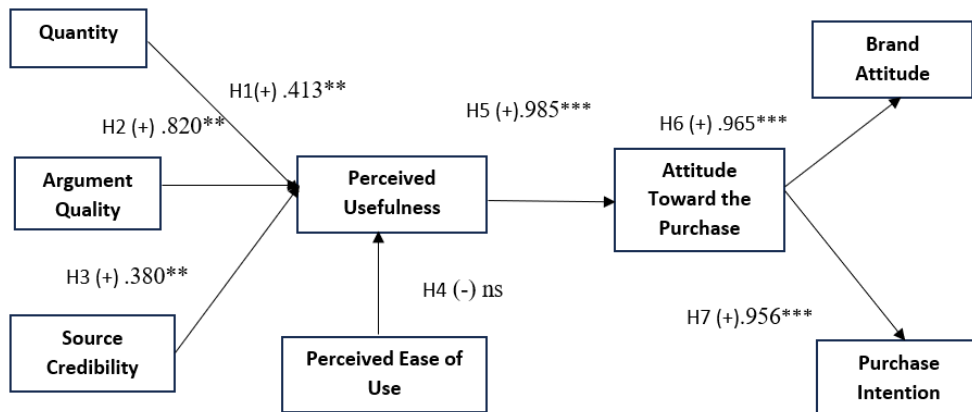
Figure 4. Model With Hypotheses Result
Source: Primary Data, Processed in 2023

*** P less than 0.001; ** P less than 0.050; *P less than 0.100
Description: The attached figure shows the results of the *standardized estimates* value
ns means not significant

DISCUSSION

H1: Effect of Quantity on Perceived Usefulness.

The p-value indicating the strength of the link between the quantity variable and perceived usefulness is 0.030. This value proves a significant positive effect on quantity on PU. This number demonstrates a substantial and favorable impact on the quantity of perceived usefulness. This finding corroborates prior studies that have shown a correlation between the quantity of e-WOM using online platforms for social interaction and its favorable influence on perceived usefulness (Song et al., 2021). Furthermore, it corroborates prior studies indicating that the quantity has a substantial influence on perceived usefulness. Increasing quantity can affect consumers' perceived usefulness when they search for and assess information online (Lu & Bai, 2021). The quantity is greatly affected by the perceived usefulness, leading to a clear conclusion. Research findings (Tandon et al., 2020) demonstrate that within the framework of using social media technology, the quantity of media content has a substantial and beneficial influence on the perceived usefulness. The research findings show that quantity positively influences perceived usefulness. A good quantity can be positive reviews provided on a social commerce platform. Factors influencing quantity refer to how much information or comments people submit on online shopping platforms. Quantity in this context, refers to the extent of information that customers get while seeking information about a particular product or service on the platform. Uploaded comments or reviews might have either a positive or negative sentiment. The researcher's conclusion is that a higher quantity or number of evaluations and easily available information for potential consumers will result in an increase in PU.

H2: The effect of Argument Quality on Perceived Usefulness.

The p-value indicating the significance of the correlation between the variable representing the quality of the argument and the PU is 0.002. This value shows significant impact and favorable impact of argument quality on PU. This finding corroborates the notion that the quality of arguments is strongly correlated with perceived usefulness of social media platforms. The perceived usefulness of e-WOM and its impact on online customers' desire to embrace it, as well as their purchasing behavior on social media, is significantly influenced by the quality of argument (Rahaman et al., 2022). Furthermore, this study corroborates earlier research by demonstrating that argument quality positively and substantially influences the perceived usefulness of goods and services (Miranda et al., 2021). Based on studies conducted by (Leong et al., 2022) said the argument's quality directly influences the perceived usefulness. The research revealed a favorable correlation between the argument quality and perceived usefulness. Argument quality can convince consumers of the information shared by others on the online shopping platform of choice for consumers. Relevance, timeliness, accuracy, and completeness of information are metrics used to measure argument quality when customers search for information. Accuracy in argument quality can increase the perceived usefulness of the platform of choice for consumers. Based on these findings, the researcher concluded that argument quality will increase when perceived usefulness is well perceived.

H3: The effect of Source Credibility on Perceived Usefulness.

The correlation between source credibility characteristics has a statistically significant and positive impact on PU, as shown by a p-value of 0.018. This corroborates prior studies indicating that the credibility of a source has a beneficial effect on the PU of that source. Overall, source credibility plays an important role in shaping consumer perceptions on the usability of mobile shopping apps (Vo & Wu, 2022). Source credibility significantly influences customer impressions about the usefulness of mobile purchasing apps. The trustworthiness of a source greatly influences the perceived usefulness, especially in situations involving social interaction cues such as the quality of reviews, source credibility, and observational learning. In such cases, perceived usefulness is positively affected. (Xu et al., 2020) Social interaction stimuli, such as review quality, source credibility, and observational learning, perceived usefulness, positive affect, impulse buying, and impulse buying behavior, are related to each other. This also supports the findings of (Asante et al., 2021) where source credibility has a significant impact on PU. The results state that source credibility positively affects perceived usefulness. Source credibility relates to the extent to which sources that provide information can be trusted on social commerce platforms. Source credibility refers to how much the information or comments that people submit about a particular product or service can be trusted and believed on the online shopping platform of choice. Suppose reviews or comments about products are submitted by experienced and talented people. In that case, potential customers will tend to read the contents of these reviews on the online platform which will ultimately decide to buy a product. Researchers concluded that when a high level of accuracy in source credibility can increase perceived usefulness.

H4: The Effect of Perceived Ease of Use on Perceived Usefulness.

The correlation coefficient between the measure of PEOU and PU is 0.056. This number suggests that the perceived ease of use does not have a substantial impact on the

perceived usefulness. This reflects prior research which suggests that perceived ease of use has a negative and minor impact this might be attributed to the fact that a significant proportion of the participants in the research were individuals who regularly use technology and are generally considered to be competent in the field of information technology. Secondly, the interface system of m-banking is very user-friendly and closely resembles the bank's website, which is accessible to clients. Consequently, the PEOU no longer has an impact on the perceived usefulness for customers. It is important for banks to comprehend their customers' expectations about mobile banking services and enhance their offerings to align with consumer requirements. This is evident from the influence of Perceived Ease of Use (PEU), which does not have a substantial impact on PU (Foroughi et al., 2019). This also supports previous research which states that user perceptions of social mobile games are influenced by perceived usefulness which is not significant and is very different from perceived ease of use. Mobile social game users mainly want to have fun easily from the social game as a hedonic system anywhere and anytime on their device (Chen et al., 2017). This result states that perceived ease of use negatively does not significantly affect perceived usefulness. Based on the research results obtained, the perception of perceived usefulness may have an insignificant effect on the ease of use of consumers on the social commerce platform that consumers choose. The weak influence of PEOU suggests that online shopping platforms should strive to comprehend the desires of their customers about the features and services offered by the platform application, in order to subsequently provide the advantages sought by consumers. Perceived ease of use may lose its important role in shaping customer perceptions of the usefulness that can be felt directly when wanting to make online transactions through the platform used for shopping.

H5: The Effect of Perceived Usefulness on Attitude Toward the Purchase.

The p-value of the correlation between PU and attitude toward the purchase, which is 0.000 demonstrates a statistically significant and favorable impact of perceived usefulness on ATTP. The results corroborate prior research indicating a strong and meaningful correlation between perceived usefulness and attitudes towards making purchases using e-wallets (Ariffin et al., 2021). An individual's attitude towards purchasing and constantly using e-wallets is influenced by their perception of both user-friendliness and practicality. PU of an application significantly influences customer purchase attitudes, leading to a positive and considerable effect (Masukujjaman et al., 2021). Positive attitudes towards applications driven by perceived usefulness increase purchase frequency and brand loyalty. Customer attitudes on purchasing behavior in social commerce are strongly influenced by perceived usefulness (Zhao & Zhu, 2023). In this study, it was found that perceived ease of use influences the positive purchasing attitude given by users on the social commerce platform of their choice. The higher the perceived benefits perceived by consumers, the higher the attitude towards purchasing through online shopping platforms. The quality of performance on this social commerce platform is a use value or usefulness that can influence attitudes towards customer online purchases. Good service and perceived usefulness for customers on the platform can encourage attitudes towards online purchases.

H6: The effect of Attitude Toward the Purchase on Brand Attitude.

The p-value of 0.000 in the relation between attitude toward the purchase and brand attitude demonstrates a statistically significant and positive effect between attitude towards the purchase and brand attitude. This study aligns with prior research indicating that the attitude towards a purchase has a notable and meaningful effect on the brand attitude shown on social media material. This, in turn, may affect an individual's inclination to evaluate the linked brand when making a purchase (Kwon et al., 2021). Examining the positive and strong link between attitude towards the purchase and brand attitude, this research aims to explore and evaluate the elements that impact and the repercussions of the transmission attitude purchase and brand attitude (Hsu, 2020). Attitude to purchase has a significant relationship which in turn affects attitude to the brand. Attitude to purchase refers to the way customers treat the process of purchasing an item or service. (Madadi et al., 2021). In this study it was found that attitudes towards purchasing have a positive and significant influence on brand attitudes on the social commerce platform of choice for consumers. This means that it can be interpreted that the attitude towards purchases that arises from consumers affects the attitude of the brands offered on online shopping platforms. The existence of a positive direct influence on attitudes towards purchasing with brand attitudes will increase consumer purchasing intentions through the platform used for online shopping. A good attitude towards purchasing will also increase consumer attitudes towards the brands that will be provided on the shopping platform so that later it will lead to consumer purchases on the platform.

H7: The Effect of Attitude Toward the Purchase on Purchase Intention.

The p-value indicating the significance of a connection between the attitude towards the purchasing variable and purchase intention is 0.000. ATTP has a positive and statistically significant effect on purchase intention, as shown by this figure. This corroborates with other research that have shown a significant correlation between attitude towards online purchasing and purchase intention. Consumers see the Internet as a platform for shopping that influences their purchase intentions (Bhatti et al., 2022). According to research conducted (Nguyen & Vu, 2022) demonstrates that the individual's attitude towards the purchase directly influences their desire to make the purchase. The consumer's attitude towards the transaction significantly influences their intentions to make a purchase (Nazir & Tian, 2022). This study found that attitudes towards purchasing have a positive and significant influence on online purchase intentions made through the social commerce platform that consumers choose. This shows that a positive purchase attitude can increase consumer purchase interest on the online shopping platform. Consumers feel happy when the attitude towards purchases provided by the platform used for online shopping is good, giving rise to interest in making online purchases and making transactions on the platform. The attitude or action towards the products and services that consumers choose or want on this online shopping platform can please them, so the level of consumer purchase interest will be higher.

CONCLUSION

After analyzing and discussing the study data from 243 respondents, it can be concluded that there is a positive and significant correlation between quantity, argument quality, and source credibility with perceived usefulness. This in turn, leads to a rise in consumer purchase intentions. There is no discernible correlation between the perceived

ease of use and perceived usefulness. Some features that are difficult to use can reduce the role of perceived ease of use in shaping perceived usefulness by consumers. The perceived usefulness has a positive and considerable impact on an individual's attitude towards making a purchase. Consumers who perceive the advantages of using a social commerce platform often have a favorable disposition towards making purchases. The attitude towards the purchase has a favorable and substantial impact on both brand attitude and purchase intention. Customers' favorable impressions of the brands sold on the client's shopping platform are a direct result of their enthusiastic approach to making purchases. Customers' propensity to make repeat purchases on social commerce platforms might be influenced by their attitude towards the purchase.

If there are comparable studies in the future, the researcher would want to see an update on the object of study a social commerce platform that was employed in this study. To avoid becoming uninteresting, future research may assist begin the research process by determining the target of study by evaluating characteristics that are more linked to the present situation. In order to ensure that future studies on the same issue employ subjects in the productive age range now fifteen to sixty-four years old, the researcher is hoping that this study's findings will influence this selection process. Geographical factors also make research results more diverse, and based on this, future research can find new and varied results.

Suggestions for future research include using different theories or combining them with social capital theory. To further diversify study results, we also suggest include trust indicators within the framework of purchase intention. This study offers valuable information to managers in the social commerce sector about how to inspire online shoppers to make a purchase. Companies using content-based marketing techniques such as images, videos, and engaging stories can help businesses thrive in the social commerce industry. The more and more diverse competitors that appear, the more difficult it will be for a company to maintain loyal customers. Social commerce companies must also make the best use of customer support features to accommodate customer complaints and be able to quickly provide responses and responses so that customers get all the information they need before making online transactions.

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