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Effect of ease of use perception on user interest with attitude as mediator: A case study of Tokopedia users in Klungkung

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ABSTRACT

This study aimed to determine the influence of the perception of ease of use on user interest with usage attitude as a mediating variable in Tokopedia e-commerce. The population in this study consisted of all Tokopedia e-commerce users in Klungkung Regency. The sample was selected using a purposive sampling technique, resulting in a sample size of 90 people. Data collection was conducted through Google Forms, and the data analysis technique employed SEM-PLS. The results of the study showed that the perception of ease of use had a positive and significant effect on interest in using Tokopedia e-commerce. The perception of ease of use also had a positive and significant effect on the attitude toward using Tokopedia e-commerce. Usage attitudes had a positive and significant effect on interest in using Tokopedia e-commerce. Additionally, the perception of ease of use had a positive and significant effect on interest in using Tokopedia e-commerce through usage attitude as a mediating variable. This research was expected to contribute to the form of suggestions or inputs to interested parties as a consideration for decision-making in addressing problems related to declining user interest.

Keywords: Perception of ease of use, interest in use, and attitude of use

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INTRODUCTION

Technology continues to evolve over time, with the development of internet networks playing a significant role in technological advancement worldwide (Hoehe & Thibaut, 2020). The benefits of internet technology have extended to transforming existing business models. In Indonesia, the growth of e-commerce has accelerated alongside the increasing adoption of digital technology and internet usage. Initially, buying and selling transactions were conducted face-to-face between sellers and buyers. However, with the advent of e-commerce

platforms, transactions can now be conducted online, offering convenience for both parties (Kusuma, 2023).

E-commerce has made substantial contributions to economic development. First, it supports the growth of micro, small, and medium enterprises (MSMEs) by providing broader market access. Through platforms such as Tokopedia, Shopee, Lazada, Bukalapak, and Blibli, MSMEs can promote their products without requiring significant investment in physical infrastructure (Canover & Kartikasari, 2021). Second, e-commerce generates new jobs in various sectors, including logistics, digital marketing, and information technology. Third, it drives innovation in digital payment systems and financial services, facilitating transactions and enhancing financial inclusion.



Source: Databoks (2021)

FIGURE 1. E-commerce Visitor Ranking 2021

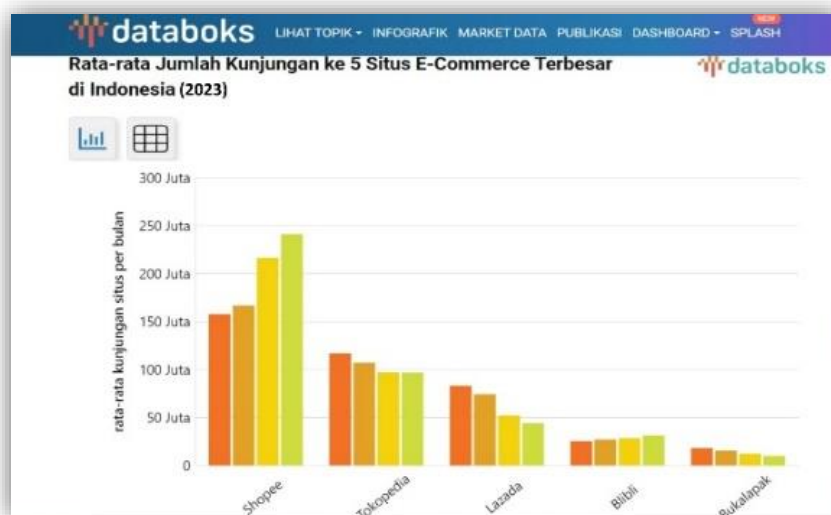
The data indicates that Tokopedia e-commerce ranked first in 2021, with the highest number of visitors totaling 149.61 million. Shopee e-commerce secured the second position with 131.89 million visitors, followed by Bukalapak in third place with 29.88 million visitors. Lazada ranked fourth with 29.58 million visitors, and Blibli occupied the fifth position with 17.51 million visitors. These figures suggest that Tokopedia attracted more users or consumers compared to other e-commerce platforms in 2021. The following is a survey from the 2022 Databox.



Source: Databoks (2022)

FIGURE 2. E-commerce Visitor Rankings 2022

The data shows that in 2022, Tokopedia experienced a decline in its ranking among e-commerce platforms compared to the previous year. In 2021, Tokopedia held the top position with 149.61 million visitors. However, in 2022, it dropped to second place with 136.7 million visitors, overtaken by Shopee, which claimed the top spot. The following is a 2023 e-commerce survey from Databox.



Source: Databoks (2023)

FIGURE 3. E-commerce Visitor Ranking 2023

According to the data, Tokopedia's e-commerce platform is expected to experience a decline in visitors in 2023, reaching 104.56 million, and will continue to struggle in improving its ranking to first place. This suggests that consumers are increasingly opting for Shopee over Tokopedia. Shopee has maintained its position at the top, holding the first rank from 2022 to 2023. As a result, there is a noticeable shift in consumer interest, with many users transitioning from Tokopedia to Shopee.

Interest in using e-commerce is the level of desire or interest of a person to use an e-commerce platform to make online shopping transactions. The emergence of a person's interest in using e-commerce can be measured by the ease of use of the technology (Septichairani & Novita, 2022). The perception of ease of use will form an attitude, where the attitude of use becomes the basis for a person to be interested in or not to use e-commerce (Widayanto, 2022).

The perception of ease of use can be defined as a system that is easy to understand, practical, user-friendly, and accessible to the public (Sembiring & Raja, 2024). This perception is closely related to the level of interest in using the system; if a system is perceived as easy to use, individuals are more likely to be interested in using it (Raksadigiri & Wahyuni, 2020). Previous studies by Amadea & Indrawati (2022), Udayana et al. (2022), Widayanto (2022), Setyawati (2020), Hamdan (2022), Suciarti et al. (2022), and Nandita & Sukaatmadja (2023) have shown that the perception of ease of use positively and significantly influences the interest in using a system. However, research by Esthiningrum & Sari (2020) and Anjasari & Pamikatsih (2023) found that the perception of ease of use had no effect on the interest in use.

The attitude of use is a combination of evaluative assessments of phenomena, which can be categorized as negative, neutral, or positive (Suryani & Koranti, 2022). The perception of ease of use is related to the attitude of use; specifically, the better the perception of ease of use, the more positive the attitude toward using the system (Raksadigiri & Wahyuni, 2020). Previous studies by Yulianti & Kuntag (2023a), Afandi et al. (2021), Setyawati (2020), Amadea & Indrawati (2022), Widayanto (2022), and Udayana et al. (2022) have shown that the perception of ease of use has a positive and significant effect on the attitude of use. However, research by Sandi A et al. (2020) found that the perception of ease of use does not affect the attitude of use.

Attitudes toward use are directly related to interest in use, as individuals are more likely to be interested in using technology when they have positive feelings about it (Zerbini et al., 2022). Previous studies by Sumargo et al. (2021), Udayana et al. (2022), Widayanto (2022), Wiprayoga et al. (2023), and Setyawati (2020) have shown that attitudes toward use have a positive and significant influence on interest in use. However, research by Afandi et al. (2021) found that attitudes have a negative and insignificant effect on interest in use.

Mediating variables are essential in the relationship between perception of ease of use and interest in use, with usage attitudes serving as a key mediator in this process (Sari et al., 2024; Wiprayoga et al., 2023). In this context, usage attitude acts as a supporting mediating variable that influences the sustainability of interest in use through the perception of ease of use (Nandita & Sukaatmadja, 2023). As the perception of ease of use increases, so does interest in use, accompanied by an increase in usage attitudes as a mediating variable (Widayanto, 2022). Previous studies by Nureli et al. (2023), Nandita & Sukaatmadja (2023), Widayanto (2022), and Putri & Suaryana (2021) have shown that the perception of ease of use positively and significantly influences interest in use through usage attitude as a mediating variable. In contrast, research by Afandi et al. (2021) found that the perception of comfort has a negative and insignificant effect on user interest through usage attitude as a mediating variable.

Based on the problem phenomenon and previous research described above, this study aims to investigate the

influence of perception of ease of use on user interest, with usage attitude as a mediating variable, in Tokopedia e-commerce (a case study of Tokopedia e-commerce users in Klungkung Regency). The hypotheses of this study are as follows:

- H1: The perception of ease of use has a positive and significant effect on interest in using Tokopedia e-commerce.
 H2: The perception of ease of use has a positive and significant effect on the attitude of using Tokopedia e-commerce.
 H3: Usage attitude has a positive and significant influence on interest in using Tokopedia e-commerce.
 H4: The perception of ease of use has a positive and significant effect on interest in using Tokopedia e-commerce through usage attitudes.

LITERATURE REVIEW

Perception of Ease of Use

Perception of ease of use refers to an individual's perception of how easy an app is to use (Wicaksono, 2022). When a person believes that a system or technology is easy to use, they are more likely to use it. Conversely, if a person encounters difficulty or finds the system challenging to use, they are less likely to use it (Udayana et al., 2022). The perception of ease of use reflects the level of confidence that using an app can simplify tasks and improve efficiency (Basuki et al., 2022).

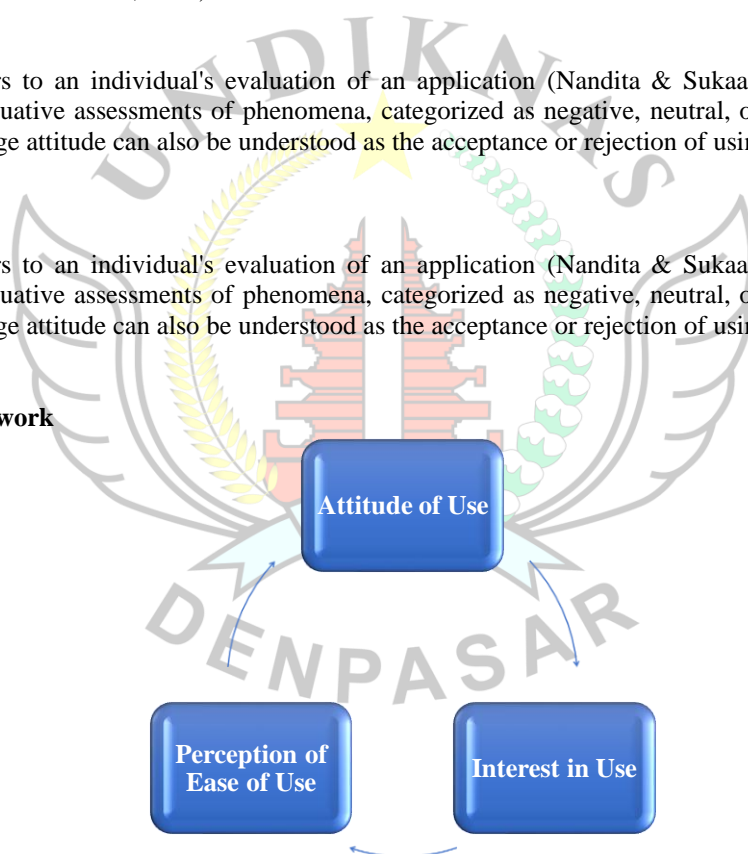
Usage attitude

Usage attitude refers to an individual's evaluation of an application (Nandita & Sukaatmadja, 2023). It is a combination of evaluative assessments of phenomena, categorized as negative, neutral, or positive (Suryani & Koranti, 2022). Usage attitude can also be understood as the acceptance or rejection of using the application (Ali et al., 2022).

Interest in Use

Usage attitude refers to an individual's evaluation of an application (Nandita & Sukaatmadja, 2023). It is a combination of evaluative assessments of phenomena, categorized as negative, neutral, or positive (Suryani & Koranti, 2022). Usage attitude can also be understood as the acceptance or rejection of using the application (Ali et al., 2022).

Conceptual Framework



Source: Researcher's Thoughts (2024)

FIGURE 4. Conceptual Framework

METHOD

The data collection methods in this study include literature review, interviews, and questionnaires. The population of this study consists of all Tokopedia e-commerce users in Klungkung Regency. Klungkung Regency was chosen as the study location because, based on interview results, there are Tokopedia users in the area who have shown a greater interest in or switched to other e-commerce platforms, particularly Shopee. The sample was selected using purposive sampling, with the criteria of being a Tokopedia e-commerce user in Klungkung Regency and at least 17 years old. This study used a sample of 90 respondents, which was determined by multiplying the number of indicators (9) by 10.

Primary data were collected through the distribution of research questionnaires to 90 respondents via Google Forms. The questionnaire included statements with five response options, scored as follows: 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree, and 1 for strongly disagree. The variables of this study include the perception of ease of use (X), which is measured by three indicators: easy to learn, easy to use, and easy to access (Gunawan et al., 2019); usage attitude (Z), which is measured by three indicators: helpful, fast, and engaging (Septichairani & Novita, 2022); and interest in using (Y), which is measured by three indicators: intention to use continuously, supporting features, and recommendations to others (Kurniawan et al., 2021; Septichairani & Novita, 2022).

Data analysis was performed using the SEM-PLS technique with SmartPLS version 4. This technique is used to examine the complexity of the relationships between variables and their indicators. The analysis followed three stages: first, descriptive analysis; second, testing of the outer and inner models; and third, hypothesis testing. Mediation testing was classified into three categories: non-mediation, full mediation, and partial mediation. Mediation was considered significant when the t-value was greater than 1.96, corresponding to a significance level of less than 0.05.

RESULTS AND DISCUSSION

Table 1 shows the demographic characteristics of the respondents in this study. The data includes information on gender, age, occupation, and education level, which provide an overview of the respondent profile.

TABLE 1. Characteristics of Respondents

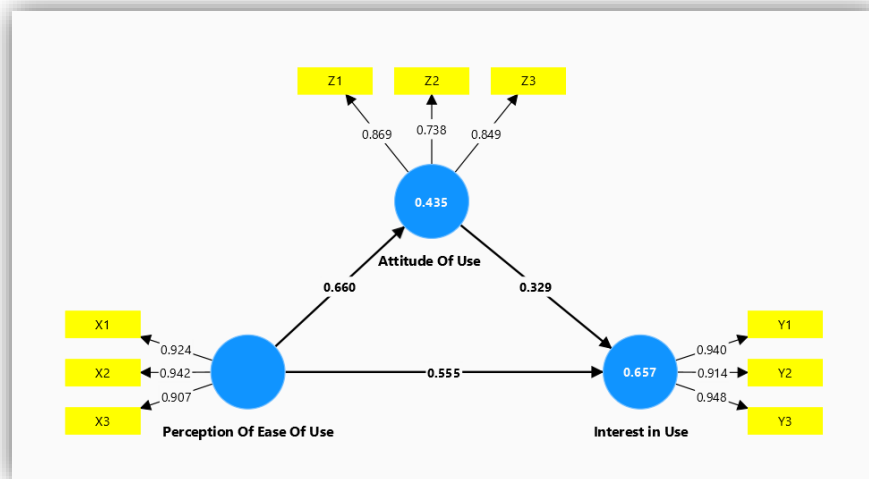
No	Characteristics	Classification	Sum (person)	Percentage (%)
1	Kind Sex	Man	27	30%
		Woman	63	70%
	Sum	90	100%	
2	Age	17- 22 Years	63	70%
		23-28 Years	19	21,1%
		29-34 Years	5	5,6%
		>34 years old	3	3,3%
	Sum	90	100%	
3	Work	Private Employees	34	37,8%
		Government	2	2,2%
		Entrepreneurship	7	7,8 %
		Student	47	52,2%
	Sum	90	100%	
4	Education	Senior High School / Vocational School	76	84,4%
		D1 / D2	7	7,8%
		D3	1	1,1%
		D4 / S1	6	6,7%
	Sum	90	100%	

Source: Research Data Processing (2024)

Table 1 presents the characteristics of the respondents based on demographic variables, including gender, age, occupation, and education. The majority of respondents were women (70%), while 30% were men. In terms of age, the largest group of respondents were between 17 to 22 years old (70%), followed by those aged 23 to 28 years (21.1%), with smaller percentages in the 29 to 34 years and above 34 years categories (5.6% and 3.3%, respectively). Regarding occupation, most respondents were students (52.2%), with private employees making up 37.8%, entrepreneurs at 7.8%, and only 2.2% working in government positions. In terms of educational background, the majority had completed senior high school or vocational school (84.4%), followed by respondents with D1/D2 qualifications (7.8%), D3 (1.1%), and D4/S1 (6.7%). These demographic characteristics provide a comprehensive overview of the respondent group in this study.

Outer Model

The evaluation of measurement models (outer models) to assess the validity and reliability of the indicators includes convergent validity, discriminant validity, and composite reliability. The research algorithm is shown in Figure 5 below:



Source: SEM-PLS Processing Result Data (2024)

FIGURE 5. Research Algorithm

a) Convergent validity

Based on the measurement results shown in Figure 5 above, the external loading values for all indicators exceed the minimum threshold of 0.70. Therefore, all the indicators are considered valid.

b) Discriminatory validity

TABLE 2. Results of \sqrt{AVE} calculation and correlation values between variables

	Kronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Tengah Varies Extracted (AVE)	$\sqrt{}$	And	X	With
Interest in Use	0.927	0.929	0.954	0.872	0.934	0.934		
Perception of Comfort Wear	0.915	0.916	0.946	0.855	0.925	0.772	0.925	
Usage attitude	0.759	0.785	0.860	0.674	0.821	0.659	0.660	0.821

Source: SEM-PLS Processing Result Data (2024)

Based on Table 2, the AVE values for all constructs are greater than 0.50, and the square root of the AVE for each variable is higher than the correlation values between variables. Therefore, the constructs are considered valid.

c) Reliability Test

The results of the composite reliability and Cronbach's alpha calculations in this study were processed using the SmartPLS 4.0 program, as shown in Table 2. These results indicate that the composite reliability and Cronbach's alpha values for all constructs exceed 0.70, demonstrating that the variables in this study are reliable. Additionally, the rho_a coefficient falls between the Cronbach's alpha and rho_c values, which further supports the reliability and consistency of the measurements.

2) Inner Model

The evaluation of the structural model is conducted using the R-Square (R^2) values, as presented in Table 3.

TABLE 3. R-Square Calculation Results

	R-square
Interest in Use	0.657
Usage attitude	0.435

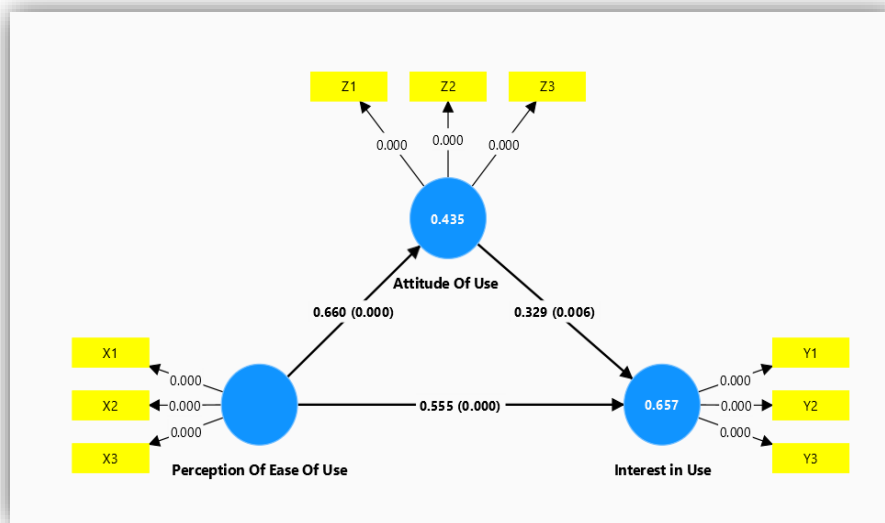
Source: SEM-PLS Processing Result Data (2024)

Based on Table 3, the R^2 value for the effect of the perception of ease of use on usage attitude (Z) is 0.435, indicating that 43.5% of the variance in usage attitude is explained by the perception of ease of use, while the

remaining 56.5% is influenced by other factors outside the research model. An R² value of 0.435 is classified as moderate.

The R² value of 0.657 represents the combined effect of the perception of ease of use and usage attitude on interest in use. This indicates that 65.7% of the variance in interest in use is explained by these variables, while the remaining 34.3% is influenced by other factors outside the research model. An R² value of 0.657 is also classified as moderate.

The path analysis illustrating the relationship between the perception of ease of use, usage attitude, and interest in use as a mediating variable is shown in Figure 6 below.



Source: SEM-PLS Processing Results Data (2024)

FIGURE 6. Path Analysis

A summary of the test results is presented in Table 4:

Table 4. Path Analysis Summary: Ease of Use, Attitudes, and Interest

Relationship Between Variables	Path Coefficient	T Statistics	P value	Information
Perception of Ease of Use → Interest in Use	0.555	3.675	0.000	Significant
Perception of Ease of Use → Usage Attitude	0.660	6.460	0.000	Significant
Usage attitude → Interest in Use	0.329	2.728	0.006	Significant
Perception of Ease of Use → Usage Attitude → Interest in Use	0.217	2.315	0.021	Significant

Source: SEM-PLS Processing Results Data (2024)

The results of the path analysis, as shown in Table 4, indicate significant relationships among the variables studied. First, the perception of ease of use has a positive and significant effect on interest in use, with a path coefficient of 0.555, a t-statistic of 3.675 (greater than the critical value of 1.96), and a significance value of 0.000 (less than 0.05). These findings support Hypothesis 1 (H1), demonstrating that as users perceive Tokopedia as easy to use, their interest in using the platform increases.

Second, the perception of ease of use also significantly influences usage attitude, with a path coefficient of 0.660, a t-statistic of 6.460, and a significance value of 0.000. This supports Hypothesis 2 (H2), indicating that when Tokopedia is perceived as easy to use, users develop a positive attitude toward using the platform.

Third, the results show that usage attitude has a positive and significant effect on interest in use, with a path coefficient of 0.329, a t-statistic of 2.728, and a significance value of 0.006. These findings validate Hypothesis 3 (H3), suggesting that users with a positive attitude toward Tokopedia are more likely to develop a stronger interest in using the platform.

Finally, the analysis confirms that the perception of ease of use positively and significantly influences interest in use through usage attitude, with a path coefficient of 0.217, a t-statistic of 2.315, and a significance value of 0.021. This supports Hypothesis 4 (H4), highlighting that usage attitude serves as a partial mediating variable in the relationship between the perception of ease of use and interest in use. This means that while ease of use directly

influences interest, it also indirectly contributes to increased interest through the positive development of usage attitudes.

Overall, these results underscore the importance of ease of use and positive attitudes in fostering user interest, particularly in the context of Tokopedia's e-commerce platform.

DISCUSSION

The Influence of Ease of Use Perception on Usage Interest

The results of this study reveal that the perception of ease of use has a positive and significant influence on usage interest, confirming the validity of the first hypothesis. This finding highlights that as users' perception of ease of use improves, their interest in using Tokopedia e-commerce increases.

According to the Technology Acceptance Model (TAM), the perception of ease of use is a critical determinant of user interest. Specifically, this study emphasizes that factors such as the ease of learning how the application functions, responsive service, and clear navigation significantly shape users' perception of ease of use.

When users can quickly grasp how the platform operates, they feel more comfortable and confident in using it, which enhances their overall interest. Responsive customer service ensures a positive experience, fostering trust and encouraging users to continue utilizing Tokopedia. Additionally, clear navigation reduces confusion, improves efficiency, and helps users locate desired products seamlessly. Meeting these three criteria significantly strengthens the perception of ease of use, ultimately driving greater interest in using Tokopedia e-commerce consistently.

These findings align with prior research by Amadea & Indrawati (2022), Udayana et al. (2022), Widayanto (2022), Setyawati (2020), Hamdan (2022), Sucianti et al. (2022), and Nandita & Sukaatmadja (2023), all of which confirmed that the perception of ease of use positively and significantly impacts user interest. This reinforces the crucial role of ease of use as a foundation for maintaining user engagement and loyalty in the e-commerce domain.

The Influence of Perception of Ease of Use on Usage Attitudes

The findings from this study indicate that the perception of ease of use has a positive and significant effect on usage attitude, confirming the validity of the second hypothesis. This suggests that as the perception of ease of use improves, users exhibit a more positive attitude towards using Tokopedia e-commerce.

According to the Technology Acceptance Model (TAM), the perception of ease of use plays a critical role in shaping users' attitudes. Usage attitudes encompass the spectrum of users' judgments, which may range from positive to neutral or negative. When users perceive an application as easy to learn, featuring clear navigation, their attitude toward it becomes more favorable.

Moreover, features such as fast-loading pages enhance efficiency and convenience, while engaging promotional offers contribute to sustaining user interest by preventing boredom. Together, these factors foster and maintain a positive usage attitude toward Tokopedia.

This study's results are consistent with previous research by Yulianti & Kuntag (2023b), Afandi et al. (2021), Setyawati (2020), Amadea & Indrawati (2022), Widayanto (2022), and Udayana et al. (2022), which also demonstrated that the perception of ease of use significantly and positively influences usage attitudes. These findings emphasize the importance of designing user-friendly platforms to cultivate favorable attitudes, enhancing the overall user experience and loyalty.

The Influence of Usage Attitude on Interest in Use

The analysis of the data reveals that the attitude of use has a positive and significant influence on the interest in use, validating the third hypothesis. This finding implies that a more favorable usage attitude directly correlates with a heightened interest in using Tokopedia e-commerce.

In line with the Technology Acceptance Model (TAM), usage attitude significantly impacts user interest. When users develop a positive attitude—fueled by seamless page loading and consistently updated, engaging promotional offers—they are more likely to sustain or increase their interest in utilizing the platform. These factors not only enhance the overall user experience but also reinforce loyalty and long-term engagement.

The results are corroborated by prior research conducted by Sumargo et al. (2021), Udayana et al. (2022), Widayanto (2022), Wiprayoga et al. (2023), and Setyawati (2020), all of which demonstrate that a positive usage attitude exerts a significant and favorable effect on user interest. These consistent findings emphasize the importance of fostering positive attitudes through user-centric design and continuous innovation to boost customer engagement.

The Mediating Role of Usage Attitude Between Perception of Ease of Use and Interest in Use

The analysis confirms that the perception of ease of use has a positive and significant effect on user interest through usage attitude as a mediating variable, validating the fourth hypothesis. This result suggests that usage attitude serves as a critical link between ease of use perception and interest in using Tokopedia e-commerce.

According to the Technology Acceptance Model (TAM), usage attitude plays a pivotal role in bridging the relationship between the perception of ease of use and interest in use. When users perceive an application as easy to use, this perception fosters a positive attitude toward its utility. This favorable attitude, in turn, enhances the user's interest in continuing to engage with the application. Thus, while the perception of ease of use has a direct effect on interest, its impact is amplified through the mediating role of usage attitude, which acts as a reinforcing bridge between the two variables.

This finding aligns with prior studies by Nurleli et al. (2023), Nandita & Sukaatmadja (2023), Widayanto (2022), and Putri & Suaryana (2021), which similarly highlight the significance of usage attitude as a mediating variable in strengthening the relationship between ease of use perception and user interest. These studies collectively underline the importance of cultivating a positive user attitude to maximize the impact of ease of use on user engagement and retention.

CONCLUSION

The study concludes that the perception of ease of use significantly influences both user attitudes and interest in using Tokopedia e-commerce in Klungkung Regency. A user-friendly platform enhances user attitudes and fosters greater interest in continued use. Additionally, user attitudes serve as a mediating factor, strengthening the relationship between ease of use perception and user interest. These findings emphasize the importance of a seamless and intuitive user experience in retaining users and encouraging platform engagement. To address the observed decline in user interest compared to competitors like Shopee, Tokopedia must focus on improving complaint handling processes, particularly in managing product returns and exchanges. Furthermore, the platform should introduce frequent and diverse promotions to maintain user interest and enhance perceptions of value. Future research is recommended to expand the geographic scope and sample size to allow for more generalized findings, providing deeper insights into user preferences and behaviors across different regions. These strategies are essential for Tokopedia to maintain its competitive edge and ensure sustained user engagement.

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