

The Influence of Perceived Usefulness and Perceived Ease of Use on Online Purchase Intention Mediated by Perceived Enjoyment

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ABSTRACT

The study identify the influence of perceived usefulness and perceived ease of use on online purchase intention, both directly and indirectly through perceived enjoyment among 112 users of Sociolla's online channel in Denpasar City and Badung Regency, Bali Province, Indonesia. The perceived enjoyment as a mediator is based on an extension of the TAM model that emphasizes the importance of hedonistic aspects in digital consumer behavior, particularly in the beauty industry. Data from an online survey were analyzed using SEM-PLS (SmartPLS 4.0). The results indicate that perceived ease of use and perceived enjoyment significantly influence online purchase intention, while perceived usefulness does not. Perceived enjoyment fully strengthens the effect of perceived usefulness and partially enhances the effect of perceived ease of use on online purchase intention. These findings enrich the development of TAM theory in consumer e-commerce and emphasize the importance of utility, flexibility, and platform customization to increase online purchase intention.

INTRODUCTION

The development of digitalization has been a major driver of transformation in various business sectors. Digitalization in a business defined as comprehensive change process to business models or value chains by balancing costs and benefits through the reconstruction of products, processes, and customer experiences (Matoušková, 2022). Business digitalization models provide opportunities for companies to create new value, such as additional revenue streams, increased efficiency, and better customer experiences. One rapidly growing digitalization model is the platform-based business model, which acts as a link among providers and consumers (Weill & Woerner, 2019).

In Indonesia, the growth of digital business models seen from businesses development using e-commerce systems. According to Komdigi (2024), in 2024 the number of e-commerce businesses will reach 3.82 million, with Java dominating at 75.04%. This growth shows the great potential of the digital commerce sector as a driver of the national economy, although the business success is highly dependent on their ability to adapt to the dynamic behavior of digital consumers.

Sociolla is one of the players in Indonesia's platform-based digital business sector that utilizes e-commerce as its main channel for offering its products. Sociolla is a company specializing in beauty product retail, which has been operating since 2015. Sociolla carries a platform-based digital business model with an ecosystem that connects producers, distributors, and consumers in one integrated system (Sociolla.com, 2025). Through this platform, Sociolla not only sells beauty products but also provides community-based reviews, loyalty programs, and data-driven services to understand consumer behavior. The company also implements an omnichannel strategy, which integrates online and physical stores to provide a consistent shopping experience. However, consumer complaints about app bugs, payment difficulties, and interface display indicate obstacles in creating an optimal user experience.

Sociolla's sales performance reflects a significant shift in its business strategy. In 2021, approximately 35% of the company's total revenue came from online channels, while in 2024 it decreased to around 14% (Katadata, 2021; ECDB, 2024). Although overall revenue has increased, the decline in the proportion of online sales indicates a change in consumer behavior, with consumers preferring to shop on external platforms or directly in physical stores. This shows that the popularity of a digital platform does not always correlate with sales conversion rates, but is greatly influenced by consumer perceptions of its benefits and ease of use.

In understanding the behavior of users of digital platforms such as Sociolla, the Technology Acceptance Model (TAM), as introduced by Davis (1989) with suitable theoretical framework. TAM explains that technology acceptance is influenced from perceived usefulness (PU) and perceived ease of use (PEOU) that affect online purchase intention, which as the consumer's intention to make online purchases. However, previous research results still show inconsistencies, where some studies find a significant influence, while others do not (Hasan et al., 2021; Tahar et al., 2020; Abidin, 2024). To complement

the limitations of TAM, which focuses more on rational aspects, Self-Determination Theory (SDT) by Ryan and Deci (2000) is used that underline the intrinsic role and extrinsic motivation in human behavior. As consumers increasingly seek enjoyable shopping experiences, hedonic factors are playing an increasingly important role in platform-based digital businesses, especially for lifestyle products (Dananjaya dan Suparna, 2016). One form of intrinsic motivation that comes from hedonic motivation is perceived enjoyment (PE) which is the level of enjoyment or satisfaction felt by users when using digital platforms (Mustika & Wahyudi, 2022). Several studies showed PE can increase online purchase intention (Akdim et al., 2022; Hasan et al., 2021), although several other studies have shown different results (Tyas & Darma, 2017; Novela et al., 2020). Based on these phenomena and inconsistent research results, the researchers were interested in conducting further studies on the influence of perceived usefulness and perceived ease of use on online purchase intention with perceived enjoyment as a mediating variable among users of the Sociolla online platform in Denpasar City and Badung Regency.

THEORETICAL REVIEW

Technology Acceptance Model (TAM)

The TAM theory is according to Theory of Reasoned Action (TRA) that predicts a person's behavioral intentions (Davis, 1989). TAM suggests that digital technology adoption is driven by perceived usefulness and perceived ease of use. Perceived usefulness relates to performance improvement, while perceived ease of use refers to the effort required to use a system. TAM is relevant for analyzing Sociolla users' online purchase intention in this study.

Self-Determination Theory (SDT)

Since TAM theory only focuses on utilitarian motivation for usage and purchase intentions in a technology system, an additional theoretical framework is needed that can include emotional motivation. SDT explains motivation drives engagement through psychological and cognitive processes. Consumer behavior such as purchase intention can be influenced by intrinsic motivation levels such as enjoyment (Osei Frimpong, 2018; Ryan and Deci, 2020).

The Influence of Perceived Usefulness on Online Purchase Intention

According to several studies which used TAM theory on online shopping platforms, it shows that perceived usefulness positively and effectively affect online purchase intention. Hasan et al. (2021), perceived usefulness positively affects online purchase intention. In line with Hidayat (2022) and Dwinata and Pambudi (2023). These findings are similar to those of Dewi and Santika (2018) and Kasilingan (2020), show the positive perceived usefulness influence online purchase intention, especially in purchasing products through online platforms. H1: Perceived usefulness has a significant and positive influence on online purchase intention.

The influence of Perceived Ease of Use on Online Purchase Intention

Based on several previous studies, such as those conducted by Dewi and Santika (2018), it has been found that online platform users who experience ease of use during their time on the platform are preferred to buy something through that platform. It confirmed by Lim et al. (2021), indicates perceived ease of use can positively and significantly influence online purchase intention. Supporting evidence also reportedly by Kasilingam (2020) and Wiprayoga *et al.* (2023), it confirmed a significant positive perceived ease of use effect on online purchase intentio.

H2: Perceived ease of use has a significant and positive influence on online purchase intention.

The influence of Perceived Usefulness on Perceived Enjoyment

Hasan *et al.* (2021), the greater benefits perceived from users of online platforms, the higher the level of comfort and enjoyment that users will experience. Chen *et al.* (2020) and Tee *et al.* (2023) also confirmed that perceived ease of use positively influences perceived enjoyment, and confirm a significant link between perceived usefulness and perceived enjoyment, such as in the studies by Kristi and Aruan (2023), Almulla (2022), and Abudllah et al. (2016).

H3: Perceived usefulness has a significant and positive influence on perceived enjoyment.

The Influence of Perceived Ease of Use on Perceived Enjoyment

Rouibah (2016), comfort level and enjoyment from users of a system or information technology is directly associated with the ease system use. This assertion is further supported by research conducted by Hasan et al. (2021) and Monica and Japarianto (2022), indicates perceived ease of use exerts significantly and positively influence perceived enjoyment in online shopping platforms. Several previous studies also support this opinion, such as those conducted by Kasilingam (2020), Basuki et al (2022), and Abdullah and Ward (2022).

H4: Perceived ease of use has a significant and positive influence on perceived enjoyment.

The Influence of Perceived Enjoyment on Online Purchase Intention

Based on studies that conducted by Pambudi *et al.* (2023) perceived enjoyment positively and significantly related to online purchase intention. The findings aligned with Xiang *et al.* (2016), which the purchasing actions on a platform, perceived enjoyment can significantly influence online purchase intention. Furthermore, these findings similar with Hasan *et al.* (2021) and Mustika and Wahyudi (2022).

H5: Perceived enjoyment has a significant and positive influence on online purchase intention.

The influence of perceived usefulness on online purchase intention through perceived enjoyment

Hasan *et al.* (2021), when users perceive the usefulness of an online shopping platform, using that platform will feel more enjoyable and pleasant,

which can indirectly increase online purchase intention. These findings supported by Pambudi et al (2023), perceived enjoyment mediates the perceived usefulness on purchase intention. Furthermore, similar findings can also be found in Tao et al (2019), Mustika and Wahyudi (2022), and Hu et al (2022).

H6: Perceived usefulness has a significant influence on online purchase intention through perceived enjoyment.

The influence of perceived ease of use on online purchase intention through perceived enjoyment

Based on findings from Hasan et al (2021), when users of online shopping platforms experience ease of use, it increases their comfort and enjoyment when using the platform, which indirectly increases their online purchase intention. These findings in alignment with Abdullah and Ward (2019), revealed a significant relationship among perceived ease of use and purchase intention, where perceived enjoyment serving is the mediator factor. Similarly, Basuki et al (2022), and Fan (2023) supports these findings.

H7: Perceived ease of use has a significant influence on online purchase intention through perceived enjoyment.

The relationship between variables in this study can be observed in figure 1.

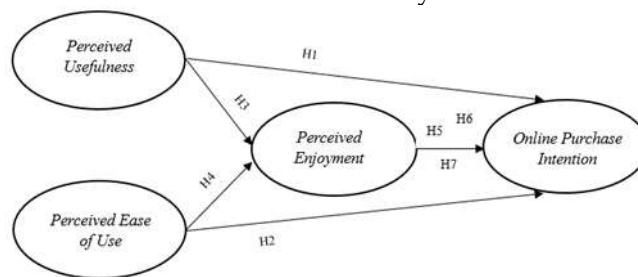


Figure 1. Conceptual Framework

METHODOLOGY

This quantitative research analyzes the influence of perceived usefulness and ease of use on online purchase intention via perceived enjoyment on the Sociolla platform in Denpasar City and Badung Regency as the areas with high internet penetration, which is also dominated by productive age groups who actively shop online. In addition, these two locations are the main locations where Sociolla's offline stores are located. This study focuses on consumer behavior associated with online purchase intention of beauty products on the Sociolla online platform. The population consists of users of the Sociolla online platform who have never made a purchase through the platform. A total of 112 samples were collected using purposive sampling techniques. The data collection through online questionnaire and distributed online through google forms. The research data was processed using descriptive analysis and inferential analysis methods, specifically SEM-PLS with SMART-PLS 4 software.

RESULTS*Descriptive Statistical Analysis*

Table 1. Respondent Characteristics

No	Features	Klasifikasi	Number of Respondents	Percentage (%)
1	Gender	Male	20	17
		Female	92	83
		Total	112	100
2	Age	17-25	80	71
		26-34	15	16
		35-43	7	5
		≥ 44	10	8
		Total	112	100
3	Domicile	Badung	50	45
		Denpasar	62	55
		Total	112	100
4	Final Education	SMA/SMK/S EDERAJAT	53	47
		Diploma	4	4
		Bachelor (S1)	54	48
		Postgraduate	1	1
		Total	112	100
5	Jobs	Students	46	41
		Civil Servant	6	5
		Private Employees	38	34
		Self-employed	7	6
		Others	15	14
		Total	112	100
6	Income	< Rp. 3.000.000	57	50
		Rp. 3.000.000 - Rp. 9.000.000	50	46
		>Rp. 9.000.000	5	4
		Total	112	100

Source: Processed primary data, 2025

There are 150 individuals as population, which were dominated by women (92 respondents). This may be due to the higher level of interest in beauty products among women compared to men. Most of respondents were residents of Denpasar, aged 17-25 years old, with a final educational background as high school students and bachelor's degree students. The dominant age group of

respondents was those residing in Denpasar, aged 17-25 years old, with a final educational background as high school students and university bachelor's degree students. This shows a high interest in the use of online platforms for shopping for beauty products among young people aged 17 to 25 years old. This group will also tend to pay more attention to hedonistic aspects than functionality when purchasing a beauty product. In terms of economic background, the average income of respondents is below Rp. 3,000,000. This indicates promising purchasing power among the lower-middle class for beauty products purchased through online platforms.

Outer Model Tests

Table 2. Outer Model Test Results: Convergent Validity Test

Variabel	Instrumen	Nilai Outer Loading
<i>Online Purchase Intention (Y)</i>	Y1	0.869
	Y2	0.842
	Y3	0.770
	Y4	0.778
<i>Perceived Enjoyment (M)</i>	M1	0.784
	M2	0.788
	M3	0.750
	M4	0.863
<i>Perceived Ease of Use (X2)</i>	X2.1	0.744
	X2.2	0.817
	X2.3	0.628
	X2.4	0.840
<i>Perceived Usefulness (X1)</i>	X1.1	0.797
	X1.2	0.828
	X1.3	0.747
	X1.4	0.804

Source: Processed primary data, 2025

The convergent validity test aims to measure the extent to which indicators of a latent construct correlate with each other. This is to determine whether the indicators in a construct are able to consistently reflect similar theoretical concepts. Since all items in the indicator have an outer loading value ≥ 0.70 or between 0.40 and 0.70, all items in the indicator can be considered reliable.

Table 3. Outer Model Test Results: Construct Reliability Test

Variabel	Cronbach's alpha	Composite reliability
<i>Online Purchase Intention (Y)</i>	0.832	0.888
<i>Perceived Enjoyment (M)</i>	0.808	0.874
<i>Perceived Ease of Use (X2)</i>	0.757	0.845
<i>Perceived Usefulness (X1)</i>	0.807	0.873

Source: Processed primary data, 2025

Construct reliability indicates the extent that indicators within a construct consistently measure the same thing. variable can be considered reliable if it has a Cronbach's alpha and composite reliability ≥ 0.70 . As illustrated in Table 3, the indicators demonstrate commendable Cronbach's alpha and composite reliability values, substantiating their consistency in measuring the intended concept.

Table 4. Outer Model Test Results: Discriminant Validity Test

	HTMT
<i>Perceived Usefulness (X1) - > Online Purchase Intention (Y)</i>	0.478
<i>Perceived Ease of Use (X2) - > Online Purchase Intention (Y)</i>	0.780
<i>Perceived Enjoyment (M) - > Online Purchase Intention (Y)</i>	0.760
<i>Perceived Usefulness (X1) - > Perceived Enjoyment (M)</i>	0.791
<i>Perceived Ease of Use- (X2) - > Perceived Enjoyment (M)</i>	0.894

Source: Processed primary data, 2025

Discriminant validity is defined as the measure of the extent to which a latent construct differs from and can be differentiated from other constructs in the model. Thus, discriminant validity ensures that there is no overlap between constructs that could reduce the quality of the model due to poorly defined constructs. Discriminant validity can be measured using several approaches, one of which is the Heterotrait-Monotrait Ratio (HTMT), which measures the ratio between the correlation of indicators between constructs and the correlation of indicators within constructs. Table 4 shows good HTMT values between constructs, which are less than 0.90, meaning that there is no overlap between variables.

Inner Model Tests

Table 5. Inner Model Test Results: R²

	R-square	R-square adjusted
<i>Online Purchase Intention</i>	0.479	0.464
<i>Perceived Enjoyment</i>	0.564	0.556

Source: Processed primary data, 2025

The R² value indicates how much of the variance of the endogenous latent construct showed through exogenous constructs. The R² value ranges from 0 to 1. The closer it is to 1, so the more the exogenous construct explains most of the variation of the endogenous construct. As illustrated in Table 5, the model explains 47.9% of the variance in online purchase intention (R² = 0.479), with the rest influenced by other factors. Perceived usefulness and ease of use also account for 56.4% of perceived enjoyment (R² = 0.564). The remaining 43.6% of the variance is influenced by factors external to the research model. Q² testing aims to assess structural models in predicting endogenous constructs. Q² value > 0 indicates the model's predictive relevance and is calculated using the following formula.

$$Q^2 = 1 - [(1-R^2) (1-R^2)]$$

$$Q^2 = 1 - [(1-0,479) (1-0,566)]$$

$$Q^2 = 1 - (0,521) (0,434)$$

$$Q^2 = 1 - 0,226$$

$$Q^2 = 0,774$$

The model demonstrates high predictive strength with 77.4% of online purchase intention, while the remaining 22.6% is influenced by other factors.

Mediation Test

Table 6. Mediation Test Results: Bootstrapping

	Original Sample (O)	T Statistic (O/STDEV)	p-value
<i>Perceived Usefulness -> Perceived Enjoyment -> Online Purchase Intention</i>	0.131	2.223	0.026
<i>Perceived Ease of Use -> Perceived Enjoyment -> Online Purchase Intention</i>	0.217	2.112	0.035

Mediation testing with bootstrapping analyze indirect relationship among endogenous variables and exogenous variables influenced by mediator variables. As illustrated in Table 6, the Perceived Enjoyment (PE) variable has been shown

to mediate the perceived usefulness and perceived ease of use on online purchase intention with a p-value < 0.05.

Hypothesis Testing

Table 7. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Perceived enjoyment -> Online purchase intention</i>	0.426	0.423	0.148	2.878	0.004
<i>Perceived Ease of Use -> Online purchase intention</i>	0.444	0.444	0.143	3.100	0.002
<i>Perceived Ease of Use -> Perceived Enjoyment</i>	0.510	0.512	0.108	4.727	0.000
<i>Perceived Usefulness -> Online purchase intention</i>	-0.177	-0.171	0.119	1.482	0.138
<i>Perceived Usefulness -> Perceived Enjoyment</i>	0.308	0.312	0.109	2.831	0.005
<i>Perceived Usefulness-> Perceived Enjoyment -> Online Purchase Intention</i>	0.131	0.129	0.062	2.112	0.035
<i>Perceived Ease of Use -> Perceived Enjoyment -> Online Purchase Intention</i>	0.217	0.220	0.98	2.223	0.026

Almost all hypotheses are accepted. H1 shows perceived usefulness does not exert a significant influence on online purchase intention. H1 is not supported with the t-value of 1.482 (<1.96) and a p-value of 0.138 (>0.05). In contrast, H2 confirms that perceived ease of use significantly and positively affects perceived enjoyment (t = 3.100; p = 0.002). H3 shows a significant positive effect of perceived usefulness on perceived enjoyment (t = 2.831; p = 0.005). H4 shows perceived ease of use demonstrates a significant positive influence (t = 4.727; p =

0.000). H5 further indicates that perceived enjoyment significantly increases online purchase intention ($t = 2.878$; $p = 0.004$). Finally, mediation tests support H6 and H7, showing that perceived enjoyment significantly mediates the effects of perceived usefulness ($t = 2.112$; $p = 0.035$) and perceived ease of use ($t = 2.223$; $p = 0.026$) on online purchase intention.

DISCUSSION

Perceived usefulness have no positively and significantly affect online purchase intention. This finding is contrast with the primary assumption of TAM developed by Davis (1989), which posits that the perceived usefulness of a system will enhance an individual's intention to use it. The insignificant outcomes may be attributed to the construct of perceived usefulness within the Theoretical Model of the TAM that emphasizes the assessment of utilitarian aspects in the context of procuring beauty products, frequently prioritizing hedonic (individual emotional) aspects. In addition, the functional standards of an e-commerce platform are currently considered to lack significant differentiation, meaning that the concept of perceived usefulness is no longer relevant in assessing online purchase intent at this time. In line with Tyas (2017) and Utami (2022), it shows that perceived usefulness has no significant impact on online purchase intention and is not a major driver of purchase decisions among Sociolla users aged 17–25.

This study shows perceived ease of use positively and significantly influences online purchase intention. It is reflected in indicators such as ease of learning, task completion, flexibility, and clarity of use. It is known that the flexibility of using the Sociolla platform provides users with a sense of ease in using the platform anytime and anywhere. This shows that users tend to have the intention to purchase through online shopping platforms because of the convenience offered in the form of flexibility in shopping using online shopping platforms. These results are also similar with Nugraha et al. (2021), Aslami et al. (2022), Pratiwi et al. (2023), and Abidin (2024).

Perceived usefulness shows significantly influence on perceived enjoyment. The enjoyment felt by users when using the Sociolla online channel can come from the benefits offered, such as relevant information and the ability to increase the effectiveness of users in purchasing beauty products online. This statement is also reinforced by the findings of Hasan et al. (2021) and Abidin (2024), perceived usefulness can be an important predictor of perceived enjoyment. Therefore, the study support the importance of an integrative approach between functional value and hedonic value in designing an optimal online channel platform system for consumers.

Perceived ease of use shows a significant influence on perceived enjoyment. The flexibility offered by the Sociolla online platform allows users to customize their interaction with the platform based on personal preferences, thereby increasing their sense of control and comfort during use. The value of flexibility in a platform reflects the extent to which the platform can be used in various ways, at various times, and on various devices. These test results are also supported by Hasan et al. (2021) and Abidin (2024), he higher comfort users experience when

using an online shopping platform, the higher their level of enjoyment. The design of an online shopping platform that offers convenience to its users will ultimately affect users' emotional perceptions.

According to the study, it showed that perceived enjoyment can significantly influence online purchase intention. This shows that the greater the enjoyment level felt by users of the Sociolla online channel, the higher their intention to make online purchases. Enjoyment during use refers to the level of subjective enjoyment from users in interaction with the platform, regardless of utilitarian purposes. When users find activities using the Sociolla online channel platform enjoyable, they have positive attitude towards the platform, which leads to an increase in intrinsic motivation to continue using the platform, thereby influencing their intention to purchase through the platform, such as efficiency or effectiveness. In line with Mubuke (2017), Hasan et al. (2021), Pambudi et al. (2023), and Mustika and Wahyudi (2022).

Perceived usefulness is known to indirectly influence online purchase intention through perceived enjoyment. These results imply that perceived usefulness is not strong enough to directly shape users' purchase intentions, but rather that perceived usefulness will have an impact on online purchase intentions when the online shopping platform is able to provide an enjoyable experience for users. When linked to the Sociolla online shopping platform, digital interactions within the platform are not only intended as a means of transaction, but also as a means of exploring lifestyle and visual experiences. Therefore, even though users are aware of the benefits of using the Sociolla online channel platform, they will be more encouraged to make purchases if the experience is also considered enjoyable and in line with their lifestyle needs. These findings are supported by Li and Wen (2019), Tao et al. (2019), Hasan et al. (2021), and Fan and Wang (2023), perceived usefulness can influence online purchase intention through hedonic motivation such as perceived enjoyment.

Similarly, perceived ease of use can indirectly influence online purchase intention through perceived enjoyment. Perceived enjoyment plays two important roles in shaping users' online purchase intention directly and indirectly. Directly, an easy-to-use platform will increase efficiency, reduce barriers, and enhance the convenience of transactions. Indirectly, the ease of use of the platform will create a positive and enjoyable interaction experience, which ultimately increases the desire to make a purchase. In online shopping platforms such as the Sociolla online channel, intuitive interactions and user-friendly visuals can enhance the enjoyment of the user experience, and this enjoyment also encourages purchase intention. These findings are supported by Hasan et al. (2021), Fan (2023), and Mustika and Wahyudi (2022).

CONCLUSIONS AND RECOMMENDATIONS

The perceived usefulness does not have a significant effect on online purchase intention. In other words, the functionality offered by the Sociolla online platform has not been able to directly influence users' purchase intentions. Perceived ease of use is considered to have a direct effect on online purchase intention. This means that the easier it is for users to use the Sociolla online channel

platform, the higher their online purchase intention will be. In addition, perceived usefulness and perceived ease of use are considered to be able to directly influence perceived enjoyment, which means that the higher the benefits and ease felt by users when using the Sociolla online channel platform, the higher the level of online purchase intention of users. Perceived enjoyment is also known to be able to directly influence online purchase intention, which means that a pleasant experience using the platform will create a positive atmosphere of use and encourage online purchase intention. Perceived usefulness can indirectly influence online purchase intention through perceived enjoyment, meaning that emotional pleasure can serve as a link between cognitive functions and user behavioral intentions on the Sociolla online platform. Subsequently, the perceived ease of use can exert an indirect influence on online purchase intention through online purchase intention. This emphasizes that interactive interactions within the platform due to attractive user interface design and good visuals will increase the enjoyment of using the platform, and this enjoyment will then encourage online purchase intention.

The recommendations suggested for Sociolla regarding their online platform include improving the presentation of information within the shopping platform to make it more comprehensive by strengthening the personalization of product recommendations and information to increase the relevance of search results. The next consideration is optimizing the interface design so that the process of searching, selecting, and purchasing products feels more intuitive, clear, and easy to understand. In addition, Sociolla can also develop or add interactive features such as virtual try-on and video reviews to make the product selection process more enjoyable.

FURTHER STUDY

The was conducted on users of the Sociolla online channel platform in Denpasar City and Badung Regency, the application of the results of this study in other regions with different user characteristics is limited. In addition, this study uses limited variables, namely perceived usefulness, perceived ease of use, perceived enjoyment, and online purchase intention, thereby ignoring other factors that may have an influence. Therefore, the addition of other variables is considered necessary for the development of the scope of this study. Expanding the sample range to relevant regions and similar brands is also considered to be able to help develop the scope of this research.

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