

The Influence of Perceived Usefulness and Perceived Ease of Use on Purchase Intention in the Edenfarm Online Application

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ABSTRACT

This study aims to analyze the influence of perceived usefulness and perceived ease of use on purchase intention among EdenFarm online application users. The study used a quantitative approach with a survey method. Primary data was obtained by distributing questionnaires to 100 EdenFarm application users who had used the application to search for product information or make purchase transactions. The data analysis technique used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The results showed that perceived usefulness had a positive and significant effect on purchase intention. In addition, perceived ease of use also had a positive and significant effect on purchase intention. These findings indicate that the usefulness and ease of use of the application are important factors in increasing user purchase intention on the EdenFarm application. Therefore, the company needs to continue to improve features that provide real benefits and ease of use to encourage increased transactions through the application.



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INTRODUCTION

The development of information technology and the internet has transformed consumer purchasing behavior. Utilizing digital applications has become one of the company's strategies to increase transaction efficiency and expand market reach. In the food distribution sector, EdenFarm exists as a digital platform connecting suppliers and food businesses through an online application that facilitates fast and convenient product ordering. However, the level of application usage does not always align with the increase in transactions generated.

EdenFarm sales data shows that sales through online apps remain significantly lower than conventional sales. In 2020, total conventional sales reached IDR 67.09 billion, while sales through the app only reached IDR 2.47 billion, or approximately 3.6% of total conventional sales. This indicates that consumer interest in purchasing through the EdenFarm app remains relatively low.

Low purchase intention for online applications can be influenced by various factors related to technology acceptance. Within the Technology Acceptance Model (TAM), two key factors often used to explain user behavior are perceived usefulness and perceived ease of use. Perceived usefulness reflects the consumer's belief that using an application can provide benefits, increase effectiveness and productivity, and facilitate purchasing activities. Meanwhile, perceived ease of use reflects the user's belief that the application is easy to learn, easy to operate, and does not require significant effort to use.

Various previous studies have shown that perceived usefulness and ease of use play a significant role in driving consumer purchase intention on digital platforms. Consumers tend to have a higher intention to use an app if they perceive tangible benefits and ease of transaction. However, previous research has yielded mixed results regarding the influence of these two variables on purchase intention, necessitating further research in the context of the EdenFarm app.

Based on the phenomenon of low usage of the EdenFarm application compared to conventional sales channels and the importance of technology acceptance factors in shaping consumer behavior, this study aims to analyze the influence of perceived usefulness and perceived ease of use on purchase intention in the EdenFarm online application. The results of the study are expected to contribute to the

development of digital marketing literature and provide input for EdenFarm management in increasing consumer purchasing interest through its application.

Purchase intention is a crucial indicator of the success of digital application implementation because it reflects consumers' propensity to make future purchases. The higher a consumer's purchase intention, the greater the likelihood of actual transactions, which can improve company performance. In the context of the EdenFarm application, purchase intention is a crucial aspect to consider, given the company's digital transformation aimed at encouraging customers to shift from conventional ordering methods to more efficient application platforms. Therefore, understanding the factors influencing purchase intention is crucial for companies in designing application development strategies that meet user needs.

Perceived usefulness and perceived ease of use are two key constructs in the Technology Acceptance Model (TAM), which has been widely used to explain user acceptance of technology. Consumers are more likely to use an application if they perceive tangible benefits, such as ease of obtaining product information, efficiency in ordering time, and increased effectiveness in the transaction process. Furthermore, ease of use is also an important factor because users tend to choose technology that is easy to learn, easy to operate, and does not require significant effort. Positive perceptions of these two aspects are believed to increase consumer interest in making purchases through digital applications.

Research on the influence of perceived usefulness and perceived ease of use on purchase intention in the EdenFarm application is relevant because it can provide insight into the factors that encourage consumers to utilize the company's digital services. The results of this study are expected to not only contribute to the development of consumer behavior and technology acceptance theories but also serve as a basis for EdenFarm management in improving the application quality, enhancing the user experience, and developing more effective marketing strategies to sustainably increase application usage and transaction volume.

LITERATURE REVIEW

Purchase Intention

Purchase intention is a consumer's tendency or desire to purchase a product or service in the future. According to Assael, purchase intention indicates a person's likelihood of purchasing a product based on previous evaluations and considerations. Meanwhile, Kotler and Keller explain that purchase intention is a consumer's decision regarding a product or brand chosen from among various available alternatives. Purchase intention is often used as an indicator capable of predicting actual purchasing behavior because it reflects a consumer's readiness to make a transaction. In the context of online shopping, purchase intention reflects a consumer's level of desire to make a purchase through a digital platform. The higher a consumer's purchase intention, the greater the likelihood of an actual transaction. Ferdinand (2006) explains that purchase intention can be measured through four indicators: transactional interest, referential interest, preferential interest, and exploratory interest. These indicators indicate consumer interest in purchasing, recommending, choosing, and seeking further information about a product or service.

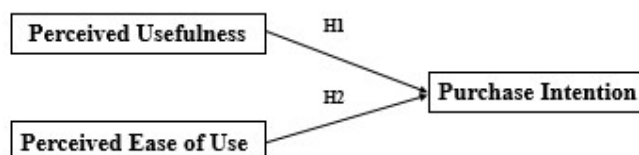
Perceived Usefulness

Perceived usefulness is one of the main constructs in the Technology Acceptance Model (TAM) developed by Davis (1989). Perceived usefulness is defined as a person's level of belief that using a technology will improve performance, effectiveness, and productivity in completing a particular job or activity. In the context of digital applications, perceived usefulness reflects the extent to which users feel that using an application can provide real benefits and help meet their needs more effectively. According to Davis (1989), perceived usefulness has several indicators, namely the ability of technology to speed up work, improve job performance, increase productivity, increase effectiveness, make work easier, and provide overall benefits. If users perceive high benefits from an application, they tend to have a positive attitude and are more interested in using the application in their daily activities.

Perceived Ease of Use

Perceived ease of use is defined as a person's belief that a technology can be used easily without requiring significant effort. According to Venkatesh and Davis (2000), ease of use reflects the extent to

which users perceive that interacting with a system is easy to understand, easy to learn, and easy to operate as needed. This concept is one of the important factors influencing technology acceptance by users. Indicators of perceived ease of use include ease of learning the system, ease of operating the system, clarity of information displayed, and ease of achieving the user's desired goals. When an application is perceived as easy to use, users will feel more comfortable and experience fewer obstacles in conducting transactions. Conversely, applications that are complicated and difficult to understand can reduce user interest in utilizing available services.



H1: Perceived Usefulness has a positive effect on Purchase Intention

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

RESEARCH METHODS

This study uses a quantitative approach with a survey method to examine the effect of perceived usefulness and perceived ease of use on purchase intention among EdenFarm app users. The quantitative approach was chosen because it is able to objectively measure the relationship between variables through statistical analysis. This research is explanatory research that aims to explain the causal relationship between the independent and dependent variables. The population in this study were all EdenFarm app users who have used the app to search for product information or make purchases. The sample size was determined based on the provisions of Hair et al. (2019), which is a minimum of 5–10 times the number of research indicators. With a total of 10 research indicators, the minimum sample size used was 100 respondents. Primary data was obtained through online questionnaires distributed using Google Forms to EdenFarm app users. The questionnaire was structured using a 5-point Likert scale. Data analysis was performed using SmartPLS software version 4. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was chosen because it is able to test the relationship between latent variables simultaneously and is suitable for predictive research.

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

Measurement model evaluation was conducted to test the validity and reliability of the research constructs. The test results showed that all indicators had loading factor values above 0.70, thus meeting the requirements for convergent validity.

Validity Test

convergent validity testing, which is a validity test based on the loading factor value of each construct.

Table 1 Loading Factor Values

	Perceived Ease of Use	Perceived Usefulness	Purchase Intention
PEU1	0.738		
PEU2	0.750		
PEU3	0.725		
PEU4	0.725		
PEU5	0.735		
PEU6	0.773		
PEU7	0.722		
PEU8	0.765		

	Perceived Ease of Use	Perceived Usefulness	Purchase Intention
PI1			0.825
PI2			0.782
PI3			0.729
PI4			0.781
PI5			0.731
PI6			0.772
PI7			0.733
PI8			0.715
PU1		0.823	
PU10		0.737	
PU11		0.812	
PU12		0.785	
PU2		0.723	
PU3		0.840	
PU4		0.910	
PU5		0.815	
PU6		0.772	
PU7		0.768	
PU8		0.735	
PU9		0.809	

Based on Table 1, it can be seen that all loading factor values of each indicator used to measure the variables of perceived usefulness, Perceived Ease of Use, and Purchase Intention are above 0.7. This proves that all indicators used to measure the variables of perceived usefulness, Perceived Ease of Use, and Purchase Intention are valid or have met convergent validity.

Reliability Test

A reliability test is a test of reliability that aims to determine the extent to which a measuring instrument can be relied upon or trusted. A questionnaire is said to be reliable if a person's answers to the questions are consistent or stable over time (Putra, 2014).

Table 2 Cronbach's Alpha Value

	Cronbach's Alpha
Perceived Ease of Use	0.883
Perceived Usefulness	0.947
Purchase Intention	0.895

The Cronbach's alpha values for the research model, indicating that each variable has a Cronbach's alpha value above 0.6. These results indicate that the research model meets the Cronbach's alpha value. Therefore, the research model meets the reliability criteria and is a reliable and trustworthy measuring instrument.

Structural Model Testing (Inner Model)

This model specifies the relationship between latent variables, also known as inner relations. This test examines the type and magnitude of influence of the independent latent variables on the dependent latent variable. This test consists of two stages: the R-Square (R^2) coefficient test, which calculates how much the independent latent variable explains the variance of the dependent latent variable, and the hypothesis test, which tests the research model's hypothesis.

Coefficient of Determination Test / R Square (R^2)

Evaluation of the inner model is performed by examining the coefficient of determination. The coefficient of determination measures the model's ability to explain the variance of the dependent variable. The coefficient of determination (R^2) value is between 0 and 1. The coefficient of determination (R^2) value approaches 1. The R^2 value explains how much the hypothesized independent

variable in the equation is able to explain the dependent variable. The results of the coefficient of determination test can be seen as follows:

Table 3 R Square

	R Square	R Square Adjusted
Purchase Intention	0.906	0.905

The R^2 value of 0.906 indicates that the Perceived Usefulness and Perceived Ease of Use variables are able to explain 90.6% of the variation in Purchase Intention, while the remaining 9.4% is explained by other factors outside the research model that were not examined. Thus, the research model has very strong predictive ability in explaining the purchase intentions of EdenFarm app users.

Hypothesis Testing

Hypothesis testing between constructs was conducted using the bootstrap resampling method. Hypothesis testing calculations using SmartPLS 3.2.9 can be seen from the path coefficient value, namely the t-statistic value of the relationship between variables in the study.

Table 4 Hypothesis Testing

	Original Sample (O)	T Statistics ((O/STDEV))	P Values
Perceived Usefulness → Purchase Intention	0.392	5,100	0.000
Perceived Ease of Use → Purchase Intention	0.599	7,671	0.000

Hypothesis (H1)

Based on Table 4, the t-statistics value is 5.100, which is greater than the t-table value = 1.976, and the P-Values value = 0.000, which is smaller than $\alpha = 0.05$. The coefficient value is positive, namely 0.392, meaning that the perceived usefulness variable has a positive effect on the Purchase Intention variable.

Hypothesis (H2)

Based on Table 4, the t-statistics value is 7.671, which is greater than the t-table value = 1.976, and the P-value = 0.000, which is smaller than $\alpha = 0.05$. The coefficient value is positive, namely 0.599, meaning that the Perceived Ease of Use variable has a positive effect on the Purchase Intention variable.

Discussion

Effect of Perceived Usefulness on Purchase Intention

The test results showed that perceived usefulness had a positive and significant effect on purchase intention among EdenFarm app users. This finding suggests that the greater the perceived usefulness of the EdenFarm app, the greater the user's intention to make a purchase through the app. Users tend to have a greater interest in making transactions when they perceive that the application can provide tangible benefits such as speeding up the ordering process, simplifying product searches, increasing transaction efficiency, and assisting with purchasing decisions. In other words, perceived usefulness is a crucial factor that encourages users to use the application continuously. Perceived usefulness plays a strategic role because the benefits perceived by users are the main reason in deciding to use the application as a purchasing tool. Users will be more motivated to make transactions if the application can improve time efficiency, provide faster access to information, and simplify the product ordering process. These findings align with the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that perceived usefulness is a key determinant of technology acceptance. These findings also support those of Moslehpour et al. (2018), Lim Yi Jin et al. (2014), and Perry (2016), who found that perceived usefulness positively influences usage and purchase intentions on digital platforms.

Furthermore, the results of this study indicate that EdenFarm app users place greater emphasis on functionality than other aspects. As a platform used to meet the needs of culinary businesses and food procurement, users tend to consider efficiency, speed, and ease of access to information when

making purchasing decisions. Therefore, the greater the benefits the app provides, the greater the user's interest in making transactions.

Effect of Perceived Ease of Use on Purchase Intention

Test results show that perceived ease of use has a positive and significant effect on purchase intention among EdenFarm app users. This finding indicates that app ease of use is a factor that can increase user purchase intention. Ease of understanding app features, searching for products, placing orders, and completing transactions makes users feel comfortable using the app. When users experience no difficulties during the app use process, they tend to have a positive perception, which ultimately increases their intention to make a purchase. Perceived ease of use also contributes to increased purchase intention because it reduces perceived technological barriers. A simple, understandable, and user-friendly application can create a better user experience, increasing the likelihood of a purchase.

In the EdenFarm app, ease of use is achieved through an intuitive design, fast product search, a simple ordering system, and easy payment. When users encounter no technical difficulties while using the app, they will have a more positive experience. This positive experience ultimately increases trust and increases repeat purchases. The results of this study support the TAM theory, which explains that perceived ease of use is a crucial factor influencing technology acceptance. This finding also aligns with research by Vahdat et al. (2020), Wang (2014), and Rehman et al. (2019), which states that perceived ease of use has a positive influence on usage intention and purchase intention in the context of e-commerce and digital applications.

CONCLUSION

Based on the analysis and discussion of the influence of perceived usefulness and perceived ease of use on purchase intention among EdenFarm app users, the following conclusions can be drawn. First, perceived usefulness has been shown to have a positive and significant effect on purchase intention. This indicates that the higher the perceived benefits of the EdenFarm app, such as ease of ordering, time efficiency, and ease of access to product information, the higher the user's intention to make a purchase through the app. Thus, perceived usefulness is an important factor that encourages users to use and transact through the EdenFarm platform. Second, perceived ease of use has also been shown to have a positive and significant effect on purchase intention. This indicates that the easier the app is to use, understand, and operate by users, the higher the user's intention to make a purchase. Ease of navigation, product search, and payment transactions provide a positive experience, thus increasing users' desire to continue using the EdenFarm app. Based on the research results showing that perceived usefulness and perceived ease of use have a positive and significant effect on purchase intention among EdenFarm app users, there are several managerial implications that can be used as a reference for management in improving app performance and encouraging increased user transactions. First, from the aspect of perceived usefulness, EdenFarm management needs to continuously improve the value provided by the application to users. This can be done by enriching features that support user operational efficiency, such as a faster ordering system, real-time stock information, relevant product recommendations, and purchasing needs analysis features for business owners. By improving these functional benefits, users will increasingly perceive that the EdenFarm application provides significant added value in their business activities, thereby impacting increased purchase intentions. Second, from the aspect of perceived ease of use, the company needs to ensure that the application remains easy to use by various user segments. Developing a simple, intuitive, and responsive user interface is an important priority. In addition, the product search, ordering, and payment processes need to be streamlined by eliminating unnecessary steps. Providing user guides, responsive customer support services, and onboarding features for new users can also increase comfort in using the application.

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