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The Significance of Perceived Ease of Use and Usefulness on Purchase Intention. An Adaptation from the Technology Acceptance Model (TAM) with the Moderation Role of Trust at Tiket.com in Indonesia

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ABSTRACT

The rapid growth of online travel agencies (OTAs) and the increasing reliance on digital platforms for travel bookings have significantly transformed consumer behavior in the travel industry. Despite the growth of OTAs, Tiket.com has faced problems like system errors and difficult website navigation that made customers hesitate to make purchases. By adapting the Technology Acceptance Model (TAM), this research investigates the moderating role of trust between perceived ease of use, perceived usefulness, and purchase intention at Tiket.com. A quantitative approach was employed, with the data collected using a convenience sampling technique. The sample consisted of 110 respondents, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that perceived usefulness significantly and positively influences purchase intention, with a path coefficient of 0.507 and a p-value of 0.000. Conversely, perceived ease of use did not influence purchase intention, with a path coefficient of 0.067 and a p-value of 0.250. Additionally, the moderation of trust was found to be insignificant among these relationships. Tiket.com is suggested to focus on improving its perceived usefulness by increasing users' empowerment in selecting travel options, improving the user experience, providing enhanced customization features, and easy-to-use comparison tools.

Keywords - Perceived Ease of Use, Perceived Usefulness, Purchase Intention, Technology Acceptance Model (TAM), Tiket.com, Trust

INTRODUCTION

Online Travel Agencies (OTAs) have become an essential part of the travel industry's distribution system, providing users with a unified platform to explore, evaluate, and reserve diverse travel services such as lodging, airfare, and vacation bundles. By providing easy access to extensive information and streamlined booking processes, OTAs have fundamentally changed how people plan and book their trips (Amenitiz, 2022).

The emergence of online travel agencies has transformed traveler behavior, which in turn has influenced the practices of hotel owners. Currently, 80% of searches and bookings occur online. As technology has advanced, OTAs have adapted to the ever-changing needs of consumers. They now offer advanced features such as real-time booking, customer reviews, and personalized recommendations. This not only improves customer experience in addition helps hotels and other service providers reach a wider audience and increase their occupancy rates (Amenitiz, 2022).

According to Dhaptel (2019), the Online Travel Market is projected to undergo substantial expansion, rising from USD 658.38 billion in 2024 to USD 955.41 billion by 2032, indicating a compound annual growth rate (CAGR) of 4.8% throughout the forecast period from 2024 to 2032. The figure below demonstrates consistent expansion within the sector.

Figure 1. Online Travel Market Growth
Source: (Dhaptel, 2019).

Indonesia's OTA industry is expanding rapidly, supported by technological advancements and evolving consumer preferences favoring online booking platforms. Most Indonesian OTAs are headquartered in Jakarta, benefiting from better infrastructure, high-speed internet, and access to skilled professionals. However, cities like Bandung, Surabaya, and Yogyakarta have also emerged as key hubs for OTA businesses due to their tourism potential (Rosyidi, 2019).

The number of online travel agencies (OTAs) in Indonesia is growing, which makes them more competitive with one another. Tiket.com, Indonesia's first online travel agency, is the subject of this study. Tiket.com is the second-most popular option for consumers when purchasing airline tickets, after Traveloka. Given that this study focuses on online travel agents, it is critical to comprehend how the Technology Acceptance Model (TAM) affects consumers' purchasing intentions. This study builds on previous research by examining TAM and purchase intention in tourism-related businesses (Wijaya & Susilo, 2021).

Purchase intention refers to a consumer's readiness or intention to purchase a good or service, which is impacted by several things, including perceived value, trust, and social influence (Li et al., 2021). Within the context of Online Travel Agencies (OTAs), grasping the concept of purchase intention is essential, as it enables these platforms to refine their marketing efforts, improve user satisfaction, and ultimately boost sales performance (Gilboa et al., 2022). In e-commerce, purchase intention is further complicated by online shopping experiences, product reviews, and trust in the platform.

The Technology Acceptance Model (TAM) is a commonly used theoretical framework for how people adopt new technology. In 1989, Fred Davis established the Technology Acceptance Model (TAM), which explains how customers' propensity to buy is influenced by perceived ease of use and perceived usefulness.

Perceived Ease of Use (PEoU) alludes to how easy and effortless individuals believe it is to engage with a system. Recent investigation indicates that when users discover a system is simple to operate, they are more inclined to cultivate a positive disposition towards it, which subsequently boosts their purpose to use the system and make purchases (Venkatesh et al., 2016).

Perceived usefulness (PU) is the degree to which people think a system or product will benefit them. It is also defined as "the extent to which an individual believes that using a specific system will enhance their job performance". People are more inclined to desire to use or purchase something if it is helpful (Davis, 1989). Research has revealed that perceived usefulness directly influences users' decisions to adopt technology and make purchases, indicating that customers are more likely to buy a product or service when they see significant advantages (Park et al., 2019).

Additionally, Wang et. al. (2022) affirmed that trust is vital in enhancing perceived ease of use, especially within mobile health technologies. Users feel that a system requires less work to operate when they think it is secure and dependable, which increases adoption rates and encourages continuing use. In the online travel sector, trust is a crucial component that has a big impact on customer behaviour and decision-making. The degree of trust in Online Travel Agencies (OTAs) has a considerable influence in forming how customers perceive the ease of use and value of OTA platforms, which in turn affects the probability of them purchasing. In addition, the interpretation of the ease of use and usefulness of OTA systems is greatly associated with the customers' trust, which ultimately influences their purchasing intention (Dachyar & Banjarnahor, 2017).

Tiket.com is an online marketplace for buying trip tickets, activities, and lodging. The business has been doing well since it was founded in 2011. This company was founded as a result of problems that the Indonesian community was facing. One of the primary drivers behind the founding of this company was the dearth of travel information. One of PT Global Tiket Network's applications, Tiket.com, focuses on online booking and ticketing capabilities that offer ticket reservation services (AGIANTO et al., 2021).

Despite the strong commitment pronounced by Tiket.com, there were complaints about Tiket.com on some online platforms (Trustpilot, Google Play, and TripAdvisor) as follows:

TABLE 1. CUSTOMER'S REVIEW ABOUT TIKET.COM FROM 2020-2025

No	Description	Problem	Online Platforms
1	A customer experienced poor service from tiket.com, receiving irrelevant responses about credit vouchers instead of an open ticket. Multiple agents failed to address the inquiry, forcing acceptance of a credit voucher.	Trust	Trustpilot

2	A system error delayed the refund of a purchased ticket instead of rejecting it immediately. By the time the refund was issued, the tickets were sold out, causing frustration and a missed opportunity.	Ease of Use & Trust	Googleplay
3	A system error caused a hotel booking to be unrecognized at check-in. The customer had to wait an hour for support, which only offered a refund or relocation, resulting in wasted time and no room.	Ease of use & Trust	Googleplay
4	Sometimes the dates change on their own within the app. The app does not show tolerance for rescheduling errors. Decided to uninstall the app due to these issues, stating that there are other apps that are more forgiving of human errors and bugs.	Ease of Use & Trust	Googleplay
5	A booking error changed the trip date from the 24th to the 25th. The company refused to correct it or issue a refund, causing the customer to miss the trip and lose their money.	Ease of Use & Trust	Tripadvisor
6	The customer was charged for luggage they didn't book, and support refused to help without proof of purchase. A last-minute booking also prevented adding luggage online, leading to high fees at check-in.	Trust & Usefulness	Trustpilot
7	Paid hotel booking was canceled immediately after payment, requiring a manual refund request with a two-week wait. The room still appeared available when rechecked, raising concerns about the platform's reliability.	Trust	Trustpilot
8	A refund request for canceled flight tickets was denied despite the company's policy stating refunds are available up to 24 hours before departure. After the flight, only a small tax refund was possible, and the paid seats were given to others.	Trust	Trustpilot
9	The customer was wrongly charged for luggage they didn't book, and support refused to help without proof of purchase. A last-minute booking also	Trust & Usefulness	Tripadvisor

	prevented adding luggage online, leading to high fees at check-in.		
10	An unexpected 11% country tax was added to room prices, making them less competitive. The company lowers base prices to attract customers but adds taxes later, increasing the final cost.	Trust	Trustpilot

Source: Prepared by writer (customer reviews from Trustpilot, Googleplay & TripAdvisor)

From the reviews above, it is clear that customers have faced several problems with Tiket.com, leading to dissatisfaction with their experiences. Many customers are frustrated with poor customer service, unanswered questions, and issues with refunds, which leads to a lack of trust on the platform. Problems like system errors and difficulty navigating the website indicate that the site is not easy to use. Unexpected charges and trouble resolving booking errors make customers feel that the service is not helpful. Negative experiences, such as payment issues and denied refunds, also affect customers' willingness to make future purchases.

There has been a shortage of studies on the moderating role of trust between perceived ease of use, perceived usefulness, and purchase intention. Previous research by Kaban & Stevanus (2023) revealed that perceived trust was found to have an insignificant influence on purchase decision at the same OTA in this study, that is, Tiket.com. To fill in the research gap and given the challenges mentioned above, the authors felt the urgency to investigate the role of trust as a moderating factor between perceived ease of use, perceived usefulness, and purchase intention at Tiket.com in Indonesia.

LITERATURE REVIEW

An Online Travel Agent (OTA) is a digital platform or service that allows users to research, organize, and reserve travel-related services like flights, lodging, and activities through the internet. These platforms use advanced technologies integrating artificial intelligence and large data to provide tailored suggestions and simplify the booking process. Their intuitive interfaces and mobile applications have made them a popular choice among travelers, particularly in the context of the ongoing digital revolution (Gretzel & Koo, 2021).

The Technology Acceptance Model (TAM), created by Fred Davis in 1986 as a component of his PhD dissertation at the Massachusetts Institute of Technology (MIT), was designed to provide a theoretical structure for understanding and forecasting user adoption of information technology. Davis defined TAM as follows: "The Technology Acceptance Model posits that perceived ease of use and perceived usefulness are the primary determinants of user acceptance of technology." (Davis, 1989).

Perceived Ease of Use (PEoU) is an essential component in the Technology Acceptance Model (TAM), referring to a person's belief about the ease with which one can operate a specific system or technology. It is defined as "the degree to which a person believes that using a particular system would be free of physical and mental effort." This implies that when people see technology as user-friendly, they are more inclined to adopt and utilize it.

Venkatesh & Davis (2000) expanded on this by stating that "perceived ease of use significantly influences perceived usefulness, which in turn affects users' intentions to use the technology." This highlights how the ease of using a system can impact how beneficial users think it is. Additionally, Chaudhuri & Holbrook (2001) pointed out that "the ease of use of a system can significantly impact user satisfaction and acceptance." They highlighted that when individuals see technology as simple as navigating, they have a higher chance of forming a favorable opinion of it.

Perceived Usefulness (PU) is an essential element in the Technology Acceptance Model (TAM), referring to the degree to which a person perceives that utilizing a specific technology will enhance their job performance or provide advantages. Davis (1989) initially introduced the concept of PU as "the degree to which a person believes that using a particular system would improve his or her job performance." This suggests that if consumers are convinced technology will enhance their execution, they are more inclined to accept and use it. Additionally, Chaudhuri & Holbrook (2001) emphasized that when people believe a system to be beneficial, they have a higher chance of developing a favorable attitude toward it.

Trust is an evaluation of the customer-provider relationship, which is essential for enabling transactions in an unpredictable setting. Trust is a fundamental element that significantly affects customer behavior, particularly in the context of online transactions and e-commerce. Customers require reassurance that the goods or services they receive will live up to their expectations and that their money will be safe. Trust reduces the perceived hazards of online purchase, including malware, fraud, and system malfunctions. Customers are more likely to carry on their purchase intentions when they have a high degree of trust in a service provider (Hidayat et al., 2021).

Purchase intention refers to the likelihood or tendency of a customer to purchase an item or service shortly. This concept reflects the purpose of the customer or willingness to execute a transaction, which is affected by several things, including past experiences, social influences, personal needs, and the perception of the product. For businesses to effectively meet the demands of their customers, a thorough grasp of purchase intention is essential (Hanjani & Widodo, 2019).

According to Falaahuddin (2020), the simplicity of usage substantially affects the propensity to buy. Another research indicates that when users discover a system that is simple to use, they are more inclined to cultivate a positive disposition. toward it, which subsequently augments their aim to engage with the system and make purchases (Venkatesh et al., 2016). Therefore, this leads to the first hypothesis.

H1: Perceived ease of use influences purchase intention at Tiket.com in Indonesia positively.

According to Falaahuddin (2020), perceived usefulness significantly influences purchase intention. People will see a shopping app as beneficial and be more inclined to purchase if it, for instance, makes purchasing items quicker and simpler with safe payments and useful suggestions (Venkatesh & Davis, 2000). Furthermore, users' decisions to adopt technology and make purchases are directly influenced by perceived usefulness, suggesting that consumers are more inclined to purchase a good or service when they perceive substantial benefits (Park et al., 2019). Therefore, this leads to the second hypothesis:

H2: Perceived usefulness influences purchase intention at Tiket.com in Indonesia positively.

Ho & Chen (2014) in Primananda et al. (2020) discovered that customers' perception of a high degree of trust and little danger is reflected in their performance of online shopping, such as increments in their propensity to shop online. Trust in OTAs affects how customers interpret the ease of use and usefulness of OTA systems, which in turn shapes their intention to buy (Dachyar & Banjarnahor, 2017). Therefore, this leads to the third and fourth hypotheses.

H3: Trust moderates the relationship between perceived ease of use and purchase intention at Tiket.com in Indonesia positively.

H4: Trust moderates the relationship between perceived usefulness and purchase intention at Tiket.com in Indonesia positively.

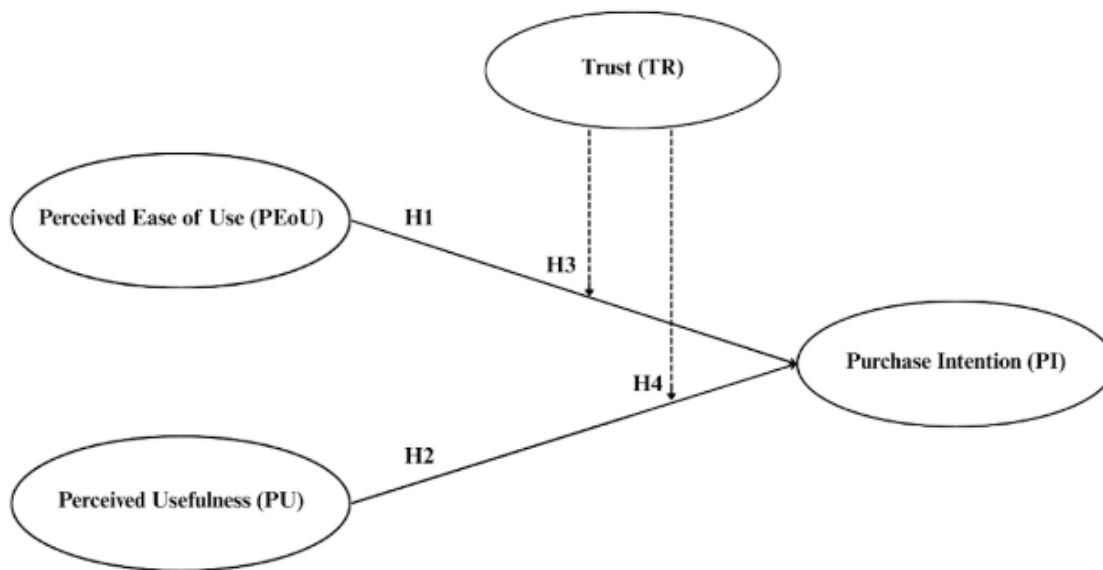The above hypotheses become the basis for the formation of the research conceptual framework below:

Figure 2. The Conceptual Framework
Source: Prepared by Authors (2025)

METHODOLOGY

This research employs a quantitative approach, since it examines the links between perceived ease of use, perceived usefulness as the independent variables, and purchase intention as the dependent variable, with trust as the moderating variable. The data collected will be analyzed with structural equation modelling, specifically, by using the PLS SEM 4.0 statistical software.

The population of the study is the users of the Tiket.com application, the number of which is unknown. Due to the unknown number of populations, the authors employ the convenience

sampling method in selecting the study samples. Convenience sampling represents a commonly applied method of non-probability sampling when participants are chosen contingent upon their accessibility and readiness to engage. This method is noted for its practicality, as researchers obtain data from easily reachable individuals, enabling quicker data collection, though this may compromise the representativeness of the sample (Saeed et al., 2023). The authors employ convenience sampling since this approach facilitates rapid data gathering at a minimal expense. Furthermore, it simplifies the process for authors to reach out to participants who are ready to participate.

To determine the sample size of an unknown population, the authors apply the Lemeshow formula, which results in 97 samples, meaning that the minimum number of samples required for the unknown population is 97. Additionally, the criteria of the sample profiles are males or females aged 17 years old and above who have used, booked, or bought products at Tiket.com at least once during the past 12 months before the questionnaire distributions. The questionnaire is distributed using the Google Form link to readily available respondents who meet the above criteria.

To operate the variables in a measurable form, some measurement items are used. The table below displays the measurement items for each variable of the study. Perceived ease of use is measured with 5 items from Pitchayadejanant et al.(2019). Perceived usefulness is measured with 3 items from Davis (1989) & Giao (2019) in Tuan (2024). Purchase intention is measured with 4 items, and trust is measured with 9 items; both measurement items are taken from Larasetiati & Ali (2019). To measure the indicators of each variable, a 5-point Likert scale is used.

TABLE 2. INDICATORS OF VARIABLES

No.	Variable	Indicators	Scale
1.	Perceived Ease of Use (PeoU) (Pitchayadejanant et al., 2019)	"Tiket.com application is easy to find information."	5-point Likert Scale
		"Tiket.com application helps to save times in booking."	
		"Tiket.com application is easy to use."	
		"Tiket.com application interface is friendly."	
		"Tiket.com application displays attractive service information."	
2.	Perceived Usefulness (PU) Davis (1989) & Giao (2019) in Tuan (2024)	"I find that purchasing tickets online through Tiket.com empowers me to actively choose my desired journey as per my preferences."	
		"I find that purchasing tickets online is beneficial in addressing my need for quick travel arrangements."	
		"Buying online saves me a greater amount of time purchasing at physical points of sale compared to purchasing at physical points of sale."	

3.	Purchase Intention (PI) (Larasetiati & Ali, 2019)	"If I were to buy the product again, I would likely to buy it from Tiket.com."
		"If I could, I would like to reuse Tiket.com for my next purchase."
		"I intend to revisit Tiket.com in the future."
		"I would like to revisit Tiket.com to purchase products in the near future."
4.	Trust (TR) (Larasetiati & Ali, 2019)	"Tiket.com usually fulfils my commitments."
		"The information offered by Tiket.com is sincere and honest.
		I can have confidence in the promises that Tiket.com makes."
		"Tiket.com aims to achieve a situation of mutual benefit with customers."
		"Tiket.com is concerned with the present and future interests customers."
		"Tiket.com would not intentionally do anything that would harm its customers."
		"Tiket.com has the necessary experience to sell products and services."
		"Tiket.com has the necessary resources to successfully carry out commercial activities."
		"Tiket.com knows customers well enough to offer them products and services."

Source: Prepared by Authors (2025)

To ensure the validity and reliability of the instruments used, a pre-test is conducted on 30 samples apart from the actual study samples. The data collected is then tested for its validity and reliability using SPSS 28 statistical software. The instruments used are proven to be valid and reliable since the r-count results are all higher than 0.361 (for the validity test) and the Cronbach's Alpha results are all higher than 0.7 (for the reliability test). The instruments are then distributed to the actual study samples.

The data collected will go through the outer model test, which consists of the convergent validity and the discriminant validity tests. To ensure that no multicollinearity exists among the variables, all indicators should have the Variance Inflation Factor (VIF) values between 1 and 5 (Shrestha, 2020), before proceeding to the inner model test. The inner model test consists of R-square, Q-square, F-square (the effect size), and path coefficient.

RESULTS

After the questionnaire distribution process, the authors received 110 samples who returned their questionnaires. The characteristics of the respondents are described in the table below.

TABLE 3. THE RESPONDENTS' CHARACTERISTICS

Variables	Categories	n	%
Gender	Male	24	21.8%
	Female	86	78.2%
Age	17-27 years old	91	82.7%
	28-38 years old	8	7.3%
	39-49 years old	9	8.2%
	>49 years old	2	1.8%
Occupation	Does not work	1	0.9%
	Student	90	81.8%
	Entrepreneur	4	3.6%
	State Officer	5	4.5%
	Private Officer	10	9.1%
Domicile	Balikpapan	1	0.9%
	Bandung	13	11.8%
	Banten	1	0.9%
	Batam	1	0.9%
	Bekasi	4	3.6%
	Bengkulu	2	1.8%
	Bogor	7	6.4%
	Denpasar	3	2.7%
	Depok	5	4.6%
	Dumai	1	0.9%
	Jakarta	29	26.3%
	Jambi	1	0.9%

Makassar	1	0.9%
Malang	8	7.3%
Medan	8	7.3%
Riau	1	0.9%
Semarang	2	1.8%
Solo	2	1.8%
Sukabumi	1	0.9%
Surabaya	2	1.8%
Tangerang	10	9.1%
Yogyakarta	7	6.4%

Source: Prepared by Authors (2025)

The table above shows that the majority of the respondents are female (78.2%), 17-27 years old (82.7%), students (81.8%), and domiciled in Jakarta (26.3%).

Outer Model: Convergent Validity Test

To examine the loadings of the indicators and the related constructs, the results must be higher than 0.7 to pass the outer loading test (Kamis et al., 2020). The composite reliability (CR) must be higher than 0.6, and the average variance extracted (AVE) must be higher than 0.5 to pass the validity test (F. Hair Jr et al., 2014). The variables PEoU4, PEoU5, TR2, TR3, TR7, and PI4 were excluded from further analysis after being found invalid since their outer loading values are lower than 0.7. The table below presents the loading test, the composite reliability (CR), and the average variance extracted (AVE) results.

TABLE 4. LOADING, COMPOSITE RELIABILITY (CR),
AVERAGE VARIANCE EXTRACTED (AVE), CROSS-LOADING

Construct/Item	Loading	CR	AVE	Cross Loading
Perceived Ease of Use (PEoU)		0.848	0.650	
PEoU1	0.796			0.796
PEoU2	0.813			0.813
PEoU3	0.811			0.811
Perceived Usefulness (PU)		0.856	0.665	
PU1	0.791			0.791
PU2	0.823			0.823
PU3	0.832			0.832

Trust (TR)		0.873	0.535	
TR1	0.716			0.716
TR4	0.735			0.735
TR5	0.723			0.723
TR6	0.719			0.719
TR8	0.736			0.736
TR9	0.756			0.756
Purchase Intention (PI)		0.867	0.686	
PI1	0.811			0.811
PI2	0.864			0.864
PI3	0.808			0.808

Source: Prepared by Authors; SmartPLS 4 Output (2025)

Since Construct Reliability (CR) and Average Variance Extracted (AVE) meet the established criteria—loading factors above 0.7, CR exceeding 0.6, and AVE surpassing 0.5—the construct is considered both valid and reliable, as indicated in the table above. Therefore, the data from this research is of high quality and suitable for further analysis.

The measurement model analysis graphic below shows the four variables and the measurements that correlate to them.
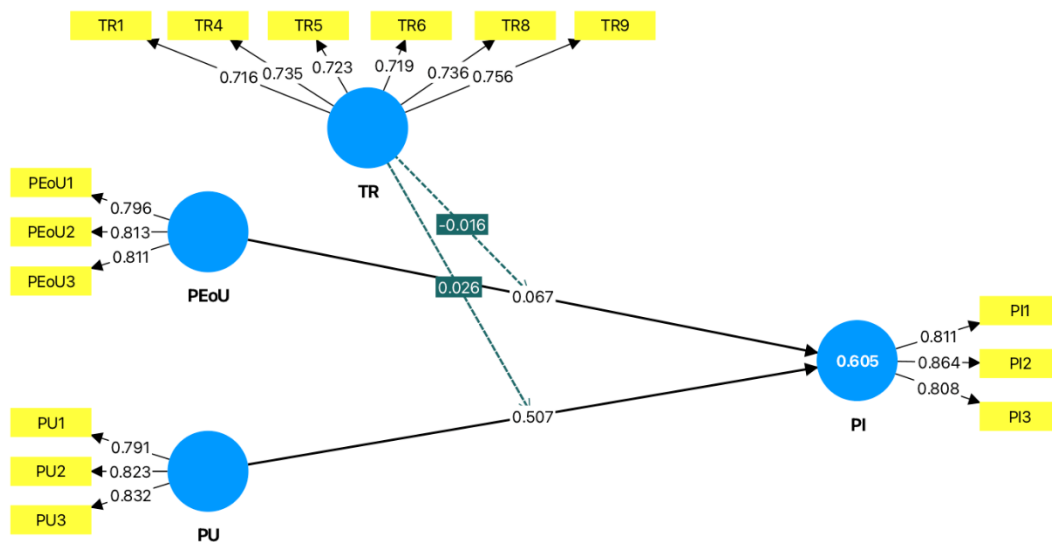

Figure 3. The Measurement Model Analysis
Source: Prepared by Authors; SmartPLS 4 Output (2025)

Outer Model: Discriminant Validity Test

In this study, the cross-loading method was utilized to assess discriminant validity. The results are shown in Table 1.4, which shows that each indicator had a cross-loading value higher than 0.7. This outcome supports that the constructs of the study have passed the cross-loading test, and therefore, validates the discriminant validity of the model (Tinungki & Herdiani, 2022).

Outer Model: Construct Reliability Test

To pass the construct reliability test, both Cronbach's Alpha and composite reliability values must exceed 0.7. The results of the Construct Reliability test are displayed in the table below.

TABLE 5. CONSTRUCT RELIABILITY

Construct	Cronbach's Alpha	Composite reliability (rho_a)
PEoU	0.732	0.736
PU	0.749	0.752
TR	0.826	0.828
PI	0.771	0.774

Source: Prepared by Authors; SmartPLS 4 Output (2025)

The above results show that both Cronbach's Alpha and composite reliability values exceed 0.7, demonstrating that all variables have successfully met the construct reliability criteria (Hinkin et al., 1997, in F & W, 2020).

Before proceeding to the Inner Model test, it is essential to ensure that multicollinearity doesn't exist among the variables. Therefore, the VIF test is conducted, and the results are displayed in the table below.

TABLE 6. VIF RESULTS

Indicators	VIF
PEoU1	1.504
PEoU2	1.420
PEoU3	1.426
PI1	1.480
PI2	1.787
PI3	1.586
PU1	1.456
PU2	1.458
PU3	1.658
TR1	1.543
TR4	1.573
TR5	1.670
TR6	1.699
TR8	1.600
TR9	1.606

Source: Prepared by Authors; SmartPLS 4 Output (2025)

When the VIF has a value of 1, it signifies no correlation between independent variables, while values ranging from 1 to 5 suggest a moderate degree of correlation (Shrestha, 2020). As shown in the table above, all indicators have Variance Inflation Factor (VIF) values between 1 and 5, which indicate that the multicollinearity among the variables is absent.

Inner Model: R-Square

The result of R-Square is displayed in the table below.

TABLE 7. R-SQUARE RESULT

Construct	R^2	R^2 adjusted
Purchase Intention (PI)	**0.605**	**0.596**

Source: Prepared by Authors; SmartPLS 4 Output (2025)

The table shows that the independent variables PEoU and PU explain 59.6% of the variability in Purchase Intention (PI). This means there is a quite significant degree of effect of PEoU and PU on PI by the modified R² value of 0.596.

Inner Model: Q-Square (Cross-validated Redundancy)

The result of Q-Square is displayed in the table below.

TABLE 8. Q-SQUARE RESULT

Construct	$Q^2 predict$
Purchase Intention (PI)	**0.563**

Source: Prepared by Authors; SmartPLS 4 Output (2025)

Based on the table, the Q-square value for the endogenous constructs is approximately 0.563, which is greater than zero, thereby confirming the existence of predictive relevance (Sarstedt et al., 2021). The independent variables, Perceived Ease of Use and Perceived Usefulness, are highly effective in predicting the dependent variable, Purchase Intention (Kodikal, 2018).

Inner Model: F-Square (Effect Sizes)

The result of F-Square is displayed in the table below.

TABLE 9. F-SQUARE RESULT

Relationship	f-square
Perceived Ease of Use (PEoU) -> Purchase Intention (PI)	0.003
Perceived Usefulness (PU) -> Purchase Intention (PI)	0.166
Trust (TR) -> Perceived Ease of Use (PEoU) -> Purchase Intention (PI)	0.001
Trust (TR) -> Perceived Usefulness (PU) -> Purchase Intention (PI)	0.002

Source: Prepared by Authors; SmartPLS 4 Output (2025)

For a direct effect, values above 0.02, 0.15, and 0.35 are indications of small, medium, and large F-effect sizes (Cohen, 1988 in Purwanto & Sudargini, 2021). For a moderation effect, values

of approximately 0.005, 0.01, and 0.025 represent small, medium, and large F-effect sizes (Kenny, 2018, in Rasoolimanesh, 2022). Consequently, in light of the above table's findings:

- Perceived Ease of Use (PEoU) has a small effect size on purchase intention (PI)
- Perceived Usefulness (PU) has a medium effect size on purchase intention (PI)
- The moderation of Trust (TR) between perceived ease of use (PEoU) and purchase intention (PI) has a small effect size.
- The moderation of Trust (TR) between perceived usefulness (PU) and purchase intention (PI) has a small effect size.

Inner Model: Path Coefficient (Signification)

The result of the path coefficient (signification) is displayed in the table below.

TABLE 10. PATH COEFFICIENT RESULT

Path Coefficient	Original Sample	p-values
Perceived Ease of Use (PEoU) -> Purchase Intention (PI)	0.067	0.250
Perceived Usefulness (PU) -> Purchase Intention (PI)	0.507	0.000
Trust (TR) -> Perceived Ease of Use (PEoU) -> Purchase Intention (PI)	-0.016	0.374
Trust (TR) -> Perceived Usefulness (PU) -> Purchase Intention (PI)	0.026	0.271

Source: Prepared by Authors; SmartPLS 4 Output (2025)

According to J.-H. Cheah et al. (2017), path coefficient values between 0 and 1 indicate a positive relationship, while values between -1 and 0 indicate a negative relationship. Therefore, based on the results presented above:

1. Perceived Ease of Use (PEoU) -> Purchase Intention (PI)
   The two variables have a weak positive relationship, as indicated by the path coefficient value of 0.067. The p-value of 0.250 indicates an insignificant influence of PEoU on PI since 0.250>0.05. Therefore, H1 is rejected.

2. Perceived Usefulness (PU) -> Purchase Intention (PI)
   The two variables have a moderate positive relationship, as indicated by the path coefficient value of 0.507. The p-value of 0.000 indicates a significant influence of PU on PI since 0.000<0.05. The favourable correlation suggests that as perceived usefulness (PU) improves, so will purchase intention (PI). Therefore, H2 is accepted.

3. Trust (TR) -> Perceived Ease of Use (PEoU) -> Purchase Intention (PI)
   The negative path coefficient of -0.016 implies that relationships are weakened by trust between PEoU and PI. Therefore, it is a negligible moderating impact and a weak negative

association. In addition, trust does not moderate between PEoU and PI since the p-value of 0.374>0.05. Therefore, H3 is rejected.

4. Trust (TR) -> Perceived Usefulness (PU) -> Purchase Intention (PI)

The path coefficient of 0.026 implies that trust strengthens the bond between PU and PI. Due to the small value, it implies a negligible moderating impact with a slight positive association. However, trust does not moderate between PU and PI since the p-value of 0.271 >0.05. Therefore, H4 is rejected.

DISCUSSION

PEoU and PU account for 59.6% of the variation in PI. An adjusted R^2 of 0.596 suggests a moderate impact (Henseler et al., 2009; Hair et al., 2011 in Purwanto & Sudargini, 2022). Meanwhile, the remaining 40.4% indicates the influence of other variables on purchase intention, such as information accessibility, service quality, and social impacts.

The insignificant influence of perceived ease of use on purchase intention signifies that this factor is not important in determining purchase intention. Perceived ease of use may not significantly affect purchase intention due to factors like perceived value and trust in the platform, which can overshadow ease of use. Recent studies indicate that while ease of use is important, its direct impact on purchase intention can be limited when other variables, such as perceived usefulness and consumer trust, are more influential (Abdillah Isma et al., 2021). In addition, other variables are suggested to influence purchase intention, such as service quality, trust, information accessibility, customer experience, and social influences (Hanjani & Widodo, 2019).

On the other hand, perceived usefulness has proven to significantly influence purchase intention at Tiket.com. This shows that customers recognize the importance of perceived usefulness in purchase intention. This finding is consistent with the findings of Wijaya & Susilo (2021) and Larasetiati & Ali (2019). Among the other three variables, the path coefficient value for perceived usefulness is the highest, which is 0.507. Therefore, Tiket.com should increase the perceived usefulness of its application.

Since trust does not moderate the relationship between perceived ease of use, perceived usefulness, and purchase intention, this signifies that trust should not act as the moderating factor in the research framework. Instead, it should act as an independent variable. This was consistent with Wijaya & Susilo (2021) and Putra & Pangaribuan (2025) earlier research, which demonstrated that trust directly increases a customer's intention to buy.

Furthermore, trust is an independent concept. When it comes to internet shopping, trust functions on its own. It might boost customer confidence generally (Handoyo, 2024). In addition, research has indicated that the relationship between purchase intention and the dimensions of perceived usefulness and ease of use may be moderated more significantly by other characteristics, such as perceived risk and commitment (Rehman et al., 2019).

CONCLUSION

The results of the hypothesis test show that perceived usefulness is the only variable that influences purchase intention in this study, as proven by the only accepted hypothesis among the four. Therefore, perceived usefulness is the most important factor in determining purchase intention at Tiket.com in Indonesia. The management of Tiket.com should focus on improving its perceived usefulness. This can be done by increasing users' empowerment in selecting travel options by improving the user experience and providing enhanced customization features, and easy-to-use comparison tools.

Based on the highest loading factor value from perceived usefulness was 0.832 from PU3 "Buying online saves me a greater amount of time purchasing at physical points of sale compared to purchasing at physical points of sale." This perception of time savings is a key factor contributing to their overall assessment of the platform's usefulness, highlighting the importance of convenience in the online purchasing experience. The highest loading factor value from perceived ease of use was 0.813 from PEoU2 "Tiket.com application helps to save time in booking." A high loading factor of 0.813 suggests that customers strongly link the Tiket. com application's time efficiency to its ease of use. Therefore, Tiket.com must emphasize online transaction speed and improve the customer experience.

The highest loading factor value from trust was 0.756 from TR9, "Tiket.com knows customers well enough to offer them products and services." This indicates that Tiket.com has a solid grasp of its requirements and preferences. Therefore, Tiket.com should customize offerings to match its customers' specific needs. This highlights the value of individualised service and customer expertise in building trust.

The highest loading factor value from purchase intention was 0.864 from PI2 "If I could, I would like to reuse Tiket.com for my next purchase." To sustain and expand this favourable opinion, Tiket.com should maintain its customers' contentment with the site and their satisfying experiences by focusing on its perceived usefulness.

There is no research without limitations. The respondents of this research are limited to customers in Indonesia only, while there is always a possibility of having users from other countries. Therefore, it is suggested to expand the scope of the research to other countries with the same research framework, so that it might yield more significant results. A deeper understanding of consumer behaviour in various cultural and economic contexts can be gained from this research.

To understand why trust fails to regulate these associations and why perceived ease of use (PEoU) does not substantially affect purchase intention, it is suggested to conduct qualitative research. Through qualitative methods like focus groups or in-depth interviews, researchers can explore the motivations behind quantitative results and may better understand the causes behind the insignificant results. Through more in-depth research, one may uncover situational or emotional elements that affect their choices but are impossible to quantify.

Finally, since the moderation of trust is not proven, future research is suggested to use trust as an independent variable, as well as other variables such as perceived value, information accessibility, customer experience, and social influences, instead of perceived ease of use, in other

OTAs. In addition, the variables of perceived risk and commitment could be used as moderators in the future.

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