

## The Effect of Perceived Usefulness on Behavioral Intention to Use through Attitude towards Using the Alfagift Application

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This research analyzes the impact of perceived usefulness on behavioral intention to use, mediated by attitude toward technology adoption in the Alfagift shopping application. A quantitative approach is utilized in this research, which is analyzed with PLS-SEM. Data was collected through questionnaires from 75 respondents who are potential users of Alfagift. The findings demonstrate that perceived usefulness positively and significantly influences both behavioral intentions to use and attitude toward technology adoption. Meanwhile, attitude towards using is also a good mediating variable in the relationship between perceived usefulness and behavioral intention to use. These findings reinforce the important role of perceived usefulness in shaping consumer attitudes and intentions towards adopting digital shopping applications and strengthen the technology acceptance model (TAM) theory, especially in the Indonesian retail sector.

## INTRODUCTION

Advances in digital technology and the advent of big data have enabled the development and application of new tools in management and marketing practices (Aiolfi, 2023). This can be felt through digital innovation and mobile commerce, which have made omnichannel retail grow increasingly rapidly among consumers (Mishra et al., 2024). Shopping through digital applications has changed consumer habits in buying and using products, and is now increasingly popular because it is practical, accessible, and provides a sense of security (Venkatesh et al., 2011).

Alfamart, as one of the retailers in Indonesia, has transformed into an omnichannel retailer with the presence of the Alfagift application, developed by PT Sumber Alfaria Trijaya Tbk. Alfagift is a shopping application that combines offline and online shopping experiences, allowing consumers to order products digitally and choose home delivery or pickup at the nearest store. The app offers not only shopping features but also order tracking services, loyalty programs, and exclusive offers designed to improve customer convenience and satisfaction. In this case, the various advantages and benefits offered by Alfagift can increase opportunities for consumers to download and experience online shopping various products easily.

Consumers' intention to use the Alfagift application can be based on their perception of how useful the application is in supporting their shopping activities. This is because the psychological factors that usability-oriented consumers feel can increase trust, which drives their intention to use Alfagift (Mishra et al., 2024). If consumers feel that Alfagift provides convenience, time efficiency, and added value in shopping, then this has the potential to encourage a positive attitude towards using the application. This positive attitude will in turn encourage behavioral intentions in using Alfagift as their primary shopping platform.

The presence of Alfagift shows how perceived usefulness can affect users' attitudes towards its use, which in turn affects the intention to use the application. The intention to adopt technology is a phenomenon that has been widely discussed and recognized in the field of information systems (Edo et al., 2023). In this case, many studies have been interested in exploring the main factors that make consumers interested in making online transactions (McKechnie et al., 2006). However, there are few studies that specifically discuss how consumers receive and utilize omnichannel services powered by technology (Mishra et al., 2024), especially in the retail sector in Indonesia. So, the researcher took a topic that examined "the effect of perceived usefulness on behavioral intention to use through attitude towards using in the Alfagift shopping application."

## LITERATURE REVIEW

### *Perceived Usefulness*

Perceived usefulness refers to the belief that the use of a system is able to provide convenience or support in its activities (Davis, 1989). In the context of online shopping, perceived usefulness is defined as the extent to which consumers trust online shopping activities that can provide access to useful

information, facilitate product comparisons, and allow for a faster shopping process (Vijayasathy, 2004). Perceived usefulness reflects how much a person believes that using a system can help efficiency, improve performance and productivity, make their work easier, more effective, and overall considered useful in completing tasks (Davis, 1989).

### ***Attitude towards Using***

Attitude represents an individual's tendency to evaluate actions positively or negatively (Ajzen, 1991). Attitudes towards the use of technology refer to how far a person is interested in and gives a positive assessment of the use of technology (Davis, 1989). A person's attitude reflects what they believe, feel, and want, which can ultimately be seen in their willingness to buy a product (Bhatt, 2014).

### ***Behavioral Intention to Use***

Behavioral intention is often considered a precursor factor that influences the occurrence of real behavior (Ceglia et al., 2015). Behavioral intention can be interpreted as the willingness to try to perform a certain behavior (Klößner, 2013). Behavioral intention refers to a statement about the likelihood that a person will commit a behavior (Oliver et al., 1997).

### ***The Effect of Perceived Usefulness on Behavioral Intention to Use***

The Technology Acceptance Model (TAM) states that perceived usefulness has a direct or indirect influence on people's behavioral intentions towards information systems (Mpinganjira, 2019). In particular, in the concept of using application-based shopping services, the perception of usability plays a role in influencing the behavioral intent in using the application (Ahmed et al., 2024). Perceived usefulness has been proven to be an important element in shaping behavioral intention (Jaiyeoba & Stuttgart, 2019).

H1: There is a direct and significant effect of perceived usefulness on behavioral intention to use.

### ***The Effect of Perceived Usefulness on Attitude towards Using***

As described in the TAM, perceived usefulness is a key indicator that is a determining factor in the adoption of new technologies in general because it directly influences attitudes, and indirectly affects the intention to use it (Aiolfi, 2023). Technologies that have a high level of usability, in turn, are tools that users believe have a positive relationship between acceptance and performance (Aiolfi, 2023). Some researchers have suggested that perceived usefulness encourages the formation of attitudes in the use of a technology. In fact, a study stated that compared to other variables, perceived usefulness is the main variable that forms Attitude towards Using towards using (Bashir & Madhavaiah, 2015).

H2: There is a direct and positive effect of perceived usefulness on towards using.

### *The Effect of Attitude towards Using on Behavioral Intention to Use*

Attitude is an important construct in the study of behavior because it is believed to have a direct influence on a person's actions (Mpinganjira, 2019). The TAM model states that attitude is an important factor that influences a person's behavioral intentions (Mpinganjira, 2019). In fact, it is considered to be the first positive determinant of consumers' intention to use a technology (Bashir & Madhavaiah, 2015). These results are in line with research by Jaiyeoba & Stuttgart (2019) that indicates that attitude towards using has an influence on behavioral intention.

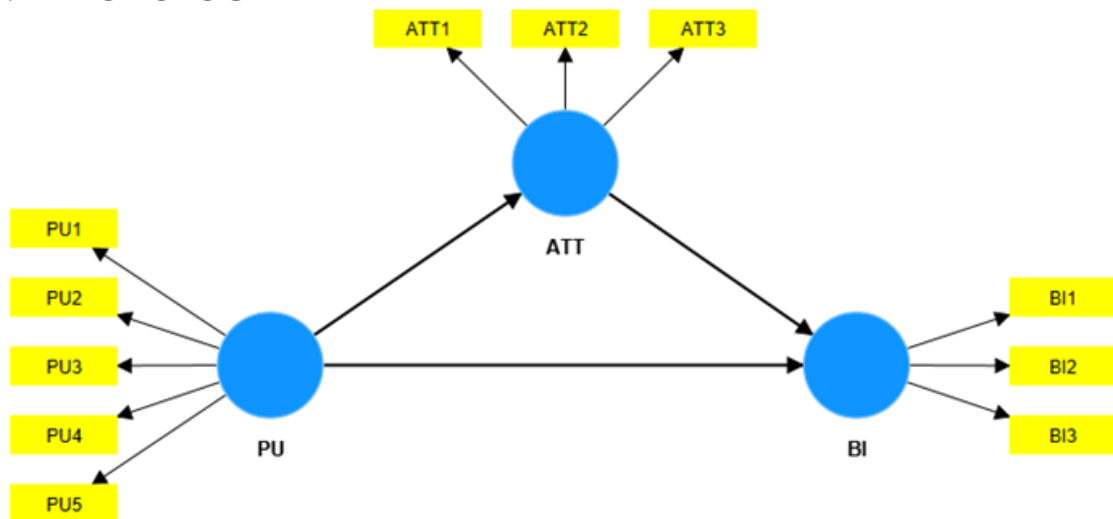
H3: There is a direct, positive, and significant influence of Attitude towards Using towards using

### *The Effect of Perceived Usefulness on Behavioral Intention to Use through Attitude towards Using*

In the early model of TAM by Davis (1989), perceived usefulness and attitude towards using were seen as the main drivers that constructed the intention to adopt the technology (Kong et al., 2024). Perceived usefulness is thought to affect cognitive and affective responses to systems, which is further believed to explain differences in a person's intention to use the system. (Vijayasathy, 2004). Bashir & Madhavaiah (2015) in his research, it is emphasized that attitude plays a role as a strong mediator within the framework of the Technology Acceptance Model (TAM).

H4: There is an indirect, positive, and significant effect of perceived usefulness on behavioral intention to use

## METHODOLOGY



**Figure 1. Conceptual Method**  
*Source: Researcher's Processed Data, (2025)*

This study uses a quantitative approach to find out the intentions of consumer behavior in using application-based shopping services from retailers in Indonesia in the form of Alfacit. The population of this study is Alfacit consumers, which can be categorized as an infinite population. Purposive sampling techniques were used to measure perceived usefulness towards

behavioral intention to use, mediated by attitude towards using. Data was collected through a questionnaire with a likert scale with a value of between 1 to 5 (1 = strongly disagree to 5 = strongly agree) which was filled out by respondents who met three criteria, namely being at least 18 years old, knowing the Alfagift mobile shopping application by Alfamart, and interested in using the application-based shopping service. Samples were calculated using the Daniel and Terrel formula, where before counting the number of samples, researchers conducted a preliminary study of 20 people to determine the estimated proportion of the population, using the formula:

$$n = \frac{z^2 pq}{d^2}$$

Based on the calculation, the minimum sample size of this study is 72 respondents. In the research instrument, the perceived usefulness variable consists of 5 items adapted from (Davis, 1989; Ganapathy et al., 2014), the attitude towards using consists of 3 items adapted from (Kong et al., 2024), and the behavioral intention to use variable is adapted from. (Edo et al., 2023) To capture the variation to the maximum extent and predict and analyze the dependent variables, this study uses the PLS-SEM method.

## RESEARCH RESULT AND DISCUSSION

From a sample of 72 respondents, the researcher managed to collect data from 75 people who met 2 questionnaires of respondents. In filling out the questionnaire, respondents answered questions on a likert scale with a value weight between 1 and 5. Respondents were categorized based on personal data that had been filled in on the form, including gender, age, profession, and monthly expenses.

Table 1. Respondent Classification

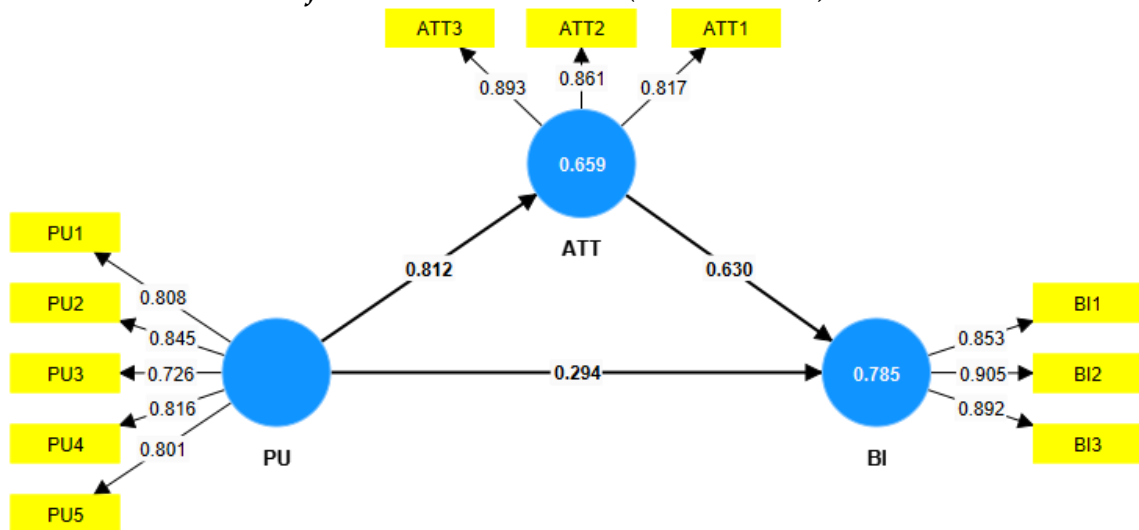
Characteristic	Items	Percentage
Gender		
Man	32	42.7%
Woman	43	57.3%
Age		
18-22 years old	12	16%
23-28 years old	47	62.7%
29-34 years old	10	13.3%
34-39 years old	3	4%
>39 years old	3	4%
Work		
Student	27	36%
Civil servants	2	2,7%
Private employees	26	34,7%
Businessman	12	16%
Housewives	8	10,7%
Other	0	0%
Expenses per month		

IDR 1,000,000 - IDR 2,500,000	35	46,7%
IDR 2,500,000 - IDR 5,000,000	25	33,3%
IDR 5,000,000 - IDR 7,500,000	7	9,3%
IDR 7,500,000 - IDR 10,000,000	5	6,7%
>IDR 10,000,000	3	4%

Source: Data Processed by Researchers, (2025)

Based on respondent data, the majority of individuals who showed intention to use the Alfagift application were women (57.3%) and came from the age group of 23–28 years old (62.7%), with a background as a student (36%) and a private employee (34.7%). This group is generally digitally active and needs practical and efficient services in supporting daily activities. In addition, most respondents have monthly expenses in the range of IDR 1,000,000 - IDR 5,000,000, which shows that the intention to use the app is not only influenced by the level of spending, but also by the benefits and convenience offered. These findings indicate that users with these characteristics tend to have a high intention to use the Alfagift application because it suits their needs and lifestyle.

**Evaluation Results of Measurement Model (Outer Model)**



**Figure 2. Algorithm Graphics Output**

Source: Researcher's Processed Data, (PLS 4, 2025)

The outer model testing stage aims to prove the validity and estimate the reliability of the indicators and constructs (Muhson, 2022). In outer model testing, convergent validity can be measured through the outer loading value provided that each item meets a value above 0.70 and each construct meets an average variance extracted (AVE) value of 0.50 or higher (Hair et al. al., 2014). The results of the outer loading test shown in the image show that all items in this study are valid.

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Perceived usefulness	0,640
Attitude towards using	0,735

Behavioral intention to use	0,781
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*Source: Data Processed by Researchers, (2025)*

Table 2 shows the validity of all good variables because they qualify AVE values greater than 0.5. So it can be concluded that this study has good convergent validity as well. Furthermore, the determination of discriminant validity can be done using three different techniques, namely the fornell-larcker criterion, the heterotrait-monotrait ratio, and cross loadings (Hair et al., 2021).

Table 3. Fornell-Larcker Criterion

	<b>Perceived Usefulness</b>	<b>Attitude towards Using</b>	<b>Behavioral Intention to Use</b>
Perceived usefulness	0,813	0,804	0,800
Attitude towards using		0,858	
Behavioral intention to use		0,870	0,884

*Source: Data Processed by Researchers, (2025)*

Table 3 shows the test results using the fornell-larcker method with an overview of the square root value of each construct being larger than the other construct, so that it is declared valid. In measuring reliability can be measured in two ways, namely with Cronbach's alpha and composite reliability (Hamid & Anwar, 2019).

Table 4. Reliability

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Perceived usefulness	0,859	0,899
Attitude towards using	0,819	0,893
Behavioral intention to use	0,860	0,915

*Source: Data Processed by Researchers, (2025)*

Table 4 illustrates that each variable meets the reliability requirements of a variable judging from the results of both Cronbach's alpha and composite reliability, which are more than 0.7.

### **Results of Structural Model Evaluation (Inner Model)**

The inner model aims to test whether there is a significant influence of exogenous variables on endogenous variables (Muhson, 2022). The components in the internal model or structural model study are R-squared and F-squared values (Hamid & Anwar, 2019). The R-squared coefficient is used to interpret the change of variance from an independent variable to a dependent variable, which has three level boundaries of 0.75, 0.50, and 0.25, indicating that the model is strong, medium, and weak (Ghozali, 2016).

Table 5. R-Square

<b>Variable</b>	<b>R-Square</b>
Behavioral intention to use	0,779
Attitude towards using	0,655

*Source: Data Processed by Researchers, (2025)*

The results of the R-Square test in Table 5 illustrate that the behavioral intention to use variable has a value of 0.754, which means that 75.4% of the variance is influenced by the perceived usefulness and attitude towards using variables, which are included in the strong category. Meanwhile, the attitude towards using variable had an R-Square value of 0.656, indicating that 65.6% of the variance was influenced by perceived usefulness, which was included in the medium category. In subsequent testing, the f-Square value was determined through three level limits, namely 0.02, 0.15, and 0.35, which indicated that the model was weak, medium, and large (Ghozali & Latan, 2015).

Table 6. f-Square

	<b>Perceived Usefulness</b>	<b>Attitude towards Using</b>	<b>Behavioral Intention to Use</b>
Perceived usefulness		1,936	0,138
Attitude towards using			0,631
Behavioral intention to use			

Source: Data Processed by Researchers, (2025)

Based on the results of the f-square test in Table 6, it is known that perceived usefulness has a very large influence on attitude towards using with a value of 1.936. In addition, perceived usefulness also influenced the moderate category on behavioral intention to use, with a value of 0.138. Meanwhile, attitude towards using showed a great influence on behavioral intention to use, with a value of 0.631.

Table 7. Bootstrapping

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P Values</b>
Perceived usefulness → behavioral intention to use	0,294	0,295	0,103	2,847	0,004
Perceived usefulness → attitude towards using	0,812	0,817	0,040	20,555	0,000
Attitude towards using → behavioral intention to use	0,630	0,630	0,094	6,708	0,000
Perceived usefulness → attitude towards using → behavioral intention to use	0,512	0,514	0,080	6,433	0,000

Source: Data Processed by Researchers, (2025)

Based on the results of the analysis in Table 7, all hypotheses in this study were proven to have a positive and significant influence, because they met the requirements of a positive original sample (O) and a P value of less than 0.05 (Muhson, 2022). First, the relationship between perceived usefulness and behavioral intention to use had an original sample value of 0.294 (positive) with a P value of 0.004 (less than 0.05), indicating a positive and significant influence. This shows that the higher the perception of consumers of the benefits of the Alfagift application in facilitating shopping activities, the stronger their intention

to use it. These findings are in line with research by (Ahmed et al., 2024) that states that usability perception is a key driver of application-based technology adoption. Second, the relationship between the perceived usefulness variable and attitude towards using was also significant, with a positive O value and a P value of 0.000. This means that the benefits felt by consumers not only directly affect the intention of use but also form a positive attitude towards the application. These results support the theory of TAM (Davis, 1989) and the research of Bashir & Madhavaiah (2015), which confirms that perceived usefulness is the main predictor of user attitudes towards technology.

Third, attitude towards using has a positive and significant effect on behavioral intention to use, with a positive O value and a P value of 0.000. This indicates that consumers' positive attitudes towards Alfacift, such as interest and trust, directly increase their intention to adopt the app. These findings are consistent with the research of Mpinganjira (2019), which states that user attitudes are a key determinant in the formation of behavioral intentions. Finally, the mediating effect of attitude towards using as a link between perceived usefulness and behavioral intention to use, which has a positive O value and a P value of 0.000. These results indicate that consumers' high perception of the benefits of the Alfacift application is able to increase their intention towards using Alfacift indirectly through the formation of a positive attitude. These results are in line with the research of Kong et al. (2024), which found that user attitudes become a critical bridge between the perception of technology and the intention to use it.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study proves that perceived usefulness and attitude towards using have a positive and significant effect on the behavioral intention to use the Alfacift application, both directly and indirectly through the mediation of user attitudes. These findings are in line with TAM theory and show that the higher the user's perception of benefits and positive attitude towards the app, the stronger their intention to use it. For Alfacift, the results of this study suggest the importance of improving useful features and building a positive image of the app to encourage user adoption. Thus, the research not only strengthens the theoretical foundation on the acceptance of technology but also provides practical recommendations for the development of Alfacift's marketing strategy in the Indonesian omnichannel market.

## **ADVANCED RESEARCH**

Future research can extend this study by integrating UTAUT2 and emotional trust variables to explore how personalized features in Alfacift like AI recommendations and loyalty rewards impact long-term user retention. A focus on demographic and cultural moderators would also offer strategic insights for Alfacift to refine its targeted omnichannel marketing in Indonesia's evolving digital retail landscape.

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