



Dari Kepercayaan ke Niat Beli: Menguji *Perceived Ease of Use*, *Perceived Usefulness*, dan *Perceived Enjoyment* pada Konsumen Lazada

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Abstrak. *The digital era has fundamentally transformed the market landscape, requiring e-commerce platforms to understand the determinants of consumer behavior. This study aims to analyze the role of E-commerce Trust as a mediating variable in the relationship between Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment on Purchase Intention. Using a quantitative approach, data was collected from 326 active users of the Lazada platform in Central Java. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The results show that the three main factors ease, usefulness, and enjoyment have a positive and significant influence on Brand Trust and consumer Purchase Intention directly. Furthermore, it was found that E-commerce Trust acts as a crucial mediator that strengthens Purchase Intention through positive user experience. Theoretically, this study strengthens the Technology Acceptance Model (TAM) framework and the context of Cross-Border E-commerce (CBEC) in the digital retail industry. Practically, these findings emphasize the importance of optimizing platform features to enhance transaction convenience and security and build long-term loyalty. The research's implications suggest that platform managers should focus on both aesthetics and functionality to create a credible and enjoyable digital shopping ecosystem for consumers in developing regions.*

Keywords: *Perceived Ease of Use, Perceived Usefulness, E-Commerce Trust, Purchase Intention, Lazada.*

Abstrak. Era digital telah mentransformasi lanskap pasar secara fundamental, menuntut platform niaga elektronik untuk memahami determinan perilaku konsumen. Penelitian ini bertujuan untuk menganalisis peran *E-commerce Trust* sebagai variabel mediasi dalam hubungan antara *Perceived Ease of Use* (persepsi kemudahan penggunaan), *Perceived Usefulness* (persepsi kegunaan), dan *Perceived Enjoyment* (persepsi kesenangan) terhadap *Purchase Intention* (niat beli). Menggunakan pendekatan kuantitatif, data dikumpulkan dari 326 pengguna aktif platform Lazada di Jawa Tengah. Analisis data dilakukan dengan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa ketiga faktor utama kemudahan, kegunaan, dan kesenangan memiliki pengaruh positif dan signifikan terhadap kepercayaan merek (*Brand Trust*) serta niat beli konsumen secara langsung. Lebih lanjut, ditemukan bahwa *E-commerce Trust* bertindak sebagai mediator krusial yang memperkuat niat beli melalui pengalaman pengguna yang positif. Secara teoretis, studi ini memperkuat kerangka *Technology Acceptance Model* (TAM) dan konteks *Cross-Border E-commerce* (CBEC) dalam industri ritel digital. Secara praktis, temuan ini menekankan pentingnya optimalisasi fitur platform untuk meningkatkan kenyamanan dan keamanan transaksi guna membangun loyalitas jangka panjang. Implikasi penelitian menyarankan bahwa pengelola platform harus fokus pada elemen estetika dan fungsionalitas untuk menciptakan ekosistem belanja digital yang kredibel dan menyenangkan bagi konsumen di wilayah berkembang.

Kata Kunci: *Perceived Ease of Use, Perceived Usefulness, E-Commerce Trust, Minat beli, Lazada.*

1. LATAR BELAKANG

Perkembangan pemasaran digital menjadikan *Purchase Intention* indikator utama sukses *e-commerce*, dipengaruhi *Perceived Ease of Use* (PEOU), *Perceived Usefulness* (PU), *Perceived Enjoyment* (PE), dengan *E-commerce Trust* (ET) sebagai mediator utama mengatasi risiko transaksi daring. Berlandaskan TAM oleh Davis (1989) dan CBEC oleh Harrison (2002), studi terdahulu Chen & Yang (2021), Lin *et al.* (2022) dan lainnya menunjukkan pengaruh positif ketiga faktor terhadap *Purchase Intention* (PI) dan ET, dengan ET memediasi hubungan tersebut (Wang *et al.*, 2021; Zerbini *et al.*, 2022; dll.). Namun, temuan kontradiktif dari Harrigan *et al.* (2021), Ham (2023) dan lainnya

menimbulkan *research gap* pada konsistensi efek dan mediasi ET. Praktis, Lazada tingkatan PEOU (tampilan mudah), PU (transaksi efisien), PE (promosi interaktif), tapi PI rendah: 8 juta konsumen (2025), peringkat 4 (APJII 9,09%), di bawah Shopee-Tokopedia, akibat ET lemah. Penelitian ini analisis pengaruh langsung-tidak langsung PEOU, PU, PE terhadap PI via mediasi ET menggunakan PLS-SEM, beri kontribusi teori dan implikasi strategi kepercayaan *e-commerce*.

2. KAJIAN TEORITIS

Perceived Ease of Use dan Purchase Intention

Berdasarkan *Technology Acceptance Model* (TAM) (Davis, 1989), kemudahan sistem menurunkan usaha kognitif dan mendorong niat beli. Didukung Chen & Yang (2021), Alzaidi & Agag (2022), Diwanji (2025).

H1: *Perceived Ease of Use* berpengaruh positif terhadap *Purchase Intention*.

Perceived Usefulness dan Purchase Intention

TAM menyatakan manfaat fungsional meningkatkan evaluasi utilitarian dan niat transaksi (Davis, 1989). Didukung Lin *et al.* (2022), Kim *et al.* (2024), Wang *et al.* (2021).

H2: *Perceived Usefulness* berpengaruh positif terhadap *Purchase Intention*.

Perceived Enjoyment dan Purchase Intention

Perluasan TAM menekankan motivasi intrinsik melalui pengalaman menyenangkan yang memperkuat keterlibatan emosional (Kim *et al.*, 2024). Didukung Lin *et al.* (2022), Zhang *et al.* (2023).

H3: *Perceived Enjoyment* berpengaruh positif terhadap *Purchase Intention*.

E-commerce Trust dan Purchase Intention

Dalam *Cross-Border e-commerce* (CBEC), kepercayaan mengurangi risiko transaksi (Song *et al.*, 2024). Didukung Cui *et al.* (2020), Chen & Yang (2021).

H4: *E-commerce Trust* berpengaruh positif terhadap *Purchase Intention*

Perceived Ease of Use dan E-commerce Trust

TAM menjelaskan kemudahan sistem sebagai sinyal reliabilitas yang membangun kepercayaan (Davis, 1989). Didukung Alzaidi & Agag (2022), Tam & Oliveira (2022).

H5: *Perceived Ease of Use* berpengaruh positif terhadap *E-commerce Trust*.

Perceived Usefulness dan E-commerce Trust

Manfaat fungsional mencerminkan kompetensi platform dalam TAM dan CBEC (Franke *et al.*, 2023). Didukung Cui *et al.* (2020), Chang & Lee (2023).

H6: *Perceived Usefulness* berpengaruh positif terhadap *E-commerce Trust*.

Perceived Enjoyment dan E-commerce Trust

Pengalaman afektif positif meningkatkan kedekatan psikologis dan rasa aman digital (Kim *et al.*, 2025). Didukung Lucas *et al.* (2023), Ham (2023).

H7: *Perceived Enjoyment* berpengaruh positif terhadap *E-commerce Trust*.

Peran Mediasi E-commerce Trust pada Perceived Ease of Use dan Purchase Intention

Dalam perspektif CBEC, kemudahan sistem meningkatkan kepercayaan yang kemudian mendorong niat beli (Chen & Yang, 2021; Wang *et al.*, 2021).

H8: *E-commerce Trust* memediasi pengaruh *Perceived Ease of Use* terhadap *Purchase Intention*.

Peran Mediasi E-commerce Trust pada Perceived Usefulness dan Purchase Intention

Manfaat fungsional membangun keyakinan konsumen yang memperkuat niat beli (Zhang *et al.*, 2023; Kim *et al.*, 2024).

H9: *E-commerce Trust* memediasi pengaruh *Perceived Usefulness* terhadap *Purchase Intention*.

Peran Mediasi E-commerce Trust pada Perceived Enjoyment dan Purchase Intention

Dalam CBEC, pengalaman menyenangkan membangun kepercayaan yang mengurangi kerentanan konsumen dan meningkatkan niat beli (Lin *et al.*, 2022; Soren & Chakraborty, 2024).

H10: *E-commerce Trust* memediasi pengaruh *Perceived Enjoyment* terhadap *Purchase Intention*.

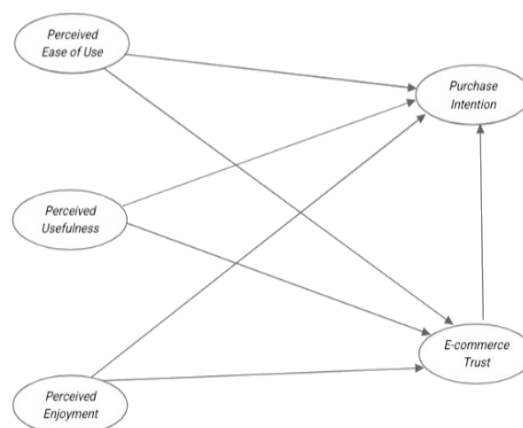


Figure 1. Research Model.

3. METODE PENELITIAN

Penelitian ini menggunakan metode kuantitatif dengan desain deskriptif-analitik *cross-sectional* guna menguji hipotesis kausal antarvariabel (Notoatmodjo, 2018; Nursalam, 2020). Rancang bangun penelitian difokuskan pada analisis pengaruh *Perceived Ease of Use (PEOU)*, *Perceived Usefulness (PU)*, serta *Perceived Enjoyment (PE)* terhadap *Purchase Intention (PI)*, yang dimediasi oleh *E-commerce Trust (ET)*, pada konsumen Lazada di Jawa Tengah. Prosedur penelitian mencakup identifikasi masalah, tinjauan pustaka, penyusunan kuesioner berbasis skala *Likert 7 poin* (1="Sangat Tidak Setuju" hingga 7="Sangat Setuju"), pemilihan sampel *purposive* sebanyak 326 responden dengan kriteria inklusi riwayat transaksi Lazada minimal satu kali, usia 17–50 tahun, domisili Jawa Tengah (Avin, 2024; Ariska, 2023). Pelaksanaan selama Oktober 2025–Februari 2026 (Sugiyono, 2020; Cooper & Schindler, 2017). Populasi merujuk pada konsumen Lazada di Jawa Tengah, dengan sampel yang dipilih untuk merepresentasikan karakteristik relevan. Instrumen pengukuran diadaptasi dari skala teruji untuk konstruk *PEOU*, *PU*, *PE*, *PI*, dan *ET*. Analisis data dilakukan dengan perangkat lunak *SmartPLS 4.0* melalui metode *Partial Least Squares Structural Equation Modeling (PLS-SEM)*, yang sesuai untuk model prediktif kompleks dan distribusi non-normal (Hair *et al.*, 2018; Ghozali, 2023). Tahapan analisis meliputi: (1) statistik deskriptif; (2) evaluasi *outer model* (validitas konvergen, diskriminan, reliabilitas dengan $AVE > 0,5$, $Composite Reliability > 0,7$, $factor loadings > 0,7$); (3) pengujian *inner model* (koefisien jalur untuk hipotesis); (4) *bootstrapping* (5.000 subsample, $p < 0,05$ pada tingkat signifikansi 5%); serta (5) penilaian kualitas model melalui R^2 (penjelasan varians), F^2 (ukuran efek), Q^2 (*predictive relevance*), dan *Goodness-of-Fit (GoF)* (Ghozali & Latan, 2015; Hair *et al.*, 2017).

4. HASIL DAN PEMBAHASAN

Karakteristik Responden

Sebanyak 326 responden didominasi perempuan (57%), usia 17–20 tahun (74%), dan pendidikan SMA (74%), mencerminkan konsumen muda yang aktif secara digital.

Model Pengukuran

Model memenuhi *validitas konvergen* ($loading > 0,70$; $AVE > 0,50$), *validitas diskriminan* (Fornell-Larcker), dan *reliabilitas* ($Cronbach's Alpha & Composite Reliability > 0,70$) (Hair *et al.*, 2017).

Model Fit dan Nilai Prediksi

Model memiliki GoF tinggi (0,78) (Ghozali & Latan, 2015), R^2 sebesar 0,893 (*E-commerce Trust*) dan 0,990 (*Purchase Intention*), $f^2 = 0,443$ (efek besar), serta $Q^2 > 0,35$ (relevansi prediktif tinggi).

Struktur Model dan Tes Hipotesis

Analisis *Path coefficient* dengan *bootstrapping* (tingkat signifikansi 5%, $t > 1,65$) mengungkapkan bahwa semua sepuluh hipotesis diterima. Hasil penelitian ini menunjukkan beberapa hubungan penting antara variabel-variabel yang diuji.

H1: *Perceived Ease of Use* (PEOU) \rightarrow *Purchase Intention* (PI) positif signifikan ($t=5,035 > 1,65$; $p=0,000$; $\beta=0,094$), sejalan Sohn & Kwon (2020), Chen & Yang (2021), Alzaidi & Agag (2022), Diwanji (2025), Al-Adwan (2024), Cao *et al.* (2024).

H2: *Perceived Usefulness* (PU) \rightarrow PI positif signifikan ($t=5,859 > 1,65$; $p=0,000$; $\beta=0,075$), didukung Lin *et al.* (2022), Wang *et al.* (2021), Kim *et al.* (2024), Ma *et al.* (2024), Cao *et al.* (2024), Feng *et al.* (2024).

H3: *Perceived Enjoyment* (PE) \rightarrow PI positif signifikan ($t=47,129 > 1,65$; $p=0,000$; $\beta=0,843$), konsisten Kim *et al.* (2024), Lin *et al.* (2022), Zhang *et al.* (2023), Diwanji (2025), Ju & Wang (2024), Cheung *et al.* (2023).

H4: ECT \rightarrow PI positif signifikan ($t=9,982 > 1,65$; $p=0,000$; $\beta=0,141$), sesuai Cui *et al.* (2020), Chen & Yang (2021), Afthanorhan *et al.* (2021), Al-Fraiha *et al.* (2023), Diwanji (2025), Song *et al.* (2024).

H5: PEOU \rightarrow ECT positif signifikan ($t=9,553 > 1,65$; $p=0,000$; $\beta=0,643$), didukung Alzaidi & Agag (2022), Tam & Oliveira (2022), Chang & Chen (2023), Gefen *et al.* (2020), Alalwan *et al.* (2021), Chong *et al.* (2023).

H6: PU \rightarrow ECT positif signifikan ($t=2,074 > 1,65$; $p=0,019$; $\beta=0,104$), sejalan Franke *et al.* (2023), Cui *et al.* (2020), Tam & Oliveira (2022), Chang & Lee (2023), Ham *et al.* (2023), Cao *et al.* (2024).

H7: PE \rightarrow ECT positif signifikan ($t=3,169 > 1,65$; $p=0,001$; $\beta=0,224$), konsisten Lucas *et al.* (2023), Ham (2023), Zhang *et al.* (2022), Lee & Yuan (2023), Wang *et al.* (2024), Diwanji (2025).

H8: ECT memediasi PEOU → PI signifikan ($t=7,434 > 1,65$; $p=0,000$; $\beta=0,090$), didukung Wang *et al.* (2021), Zerbini *et al.* (2022), Nguyen & Doan (2022), Cui *et al.* (2020), Alzaidi & Agag (2022), Tam & Oliveira (2022).

H9: ECT memediasi PU → PI signifikan ($t=1,966 > 1,65$; $p=0,025$; $\beta=0,015$), sejalan Zhang *et al.* (2023), Kim *et al.* (2024), Diwanji (2025), Chen & Yang (2021), Wang *et al.* (2021), Tam & Oliveira (2022).

H10: ECT memediasi PE → PI signifikan ($t=3,105 > 1,65$; $p=0,001$; $\beta=0,032$), konsisten Wang *et al.* (2021), Lin *et al.* (2022), Soren & Chakraborty (2024), Tam & Oliveira (2021), Zhang *et al.* (2023), Kim *et al.* (2024).

Table 1. Respondent Characteristics.

Karakteristik	Item	Responden	Persentase
Jenis Kelamin	Laki-Laki	141 orang	43%
	Perempuan	185 orang	57%
Tingkat Pendidikan	SMA/Sederajat	240 orang	74%
	S1/D4	31 orang	10%
	D3	45 orang	14%
	S2	10 orang	3%
Usia	17-20 Tahun	242 orang	74%
	21-30 Tahun	50 orang	15%
	31-40 Tahun	21 orang	6%
	41-50 Tahun	13 orang	4%

Table 2. Validity Test.

Variable	Indikator	loadings	AVE	Cronbach's Alpha	Keandalan komposit (rho _c)	Predictive Relevance (Q ²)
<i>E-commerce Trust (Z)</i>	ET1	0,866	0,714	0,943	0,952	0,627
	ET2	0,827				
	ET3	0,822				
	ET4	0,865				
	ET5	0,874				
	ET6	0,887				
	ET7	0,823				
	ET8	0,791				
<i>Perceived Ease of Use (X1)</i>	PEOU1	0,925	0,703	0,939	0,950	0,613
	PEOU2	0,812				
	PEOU3	0,822				
	PEOU4	0,845				
	PEOU5	0,832				
	PEOU6	0,814				
	PEOU7	0,869				
	PEOU8	0,778				

<i>Perceived Enjoyment (X3)</i>	PE1	0,793	0,639	0,918	0,933	0,540
	PE2	0,768				
	PE3	0,872				
	PE4	0,805				
	PE5	0,793				
	PE6	0,879				
	PE7	0,830				
	PE8	0,827				
<i>Perceived Usefulness (X2)</i>	PU1	0,739	0,559	0,888	0,910	0,441
	PU2	0,803				
	PU3	0,714				
	PU4	0,810				
	PU5	0,812				
	PU6	0,762				
	PU7	0,744				
	PU8	0,783				
<i>Purchase Intention (Y)</i>	PI1	0,712	0,658	0,924	0,938	0,490
	PI2	0,871				
	PI3	0,812				
	PI4	0,794				
	PI5	0,883				
	PI6	0,830				
	PI7	0,834				
	PI8	0,819				

Table 3.Table AVE Output.

Variable	<i>E-Commerce Trust (Z)</i>	<i>Perceived Ease of Use (X1)</i>	<i>Perceived Enjoyment (X3)</i>	<i>Perceived Usefulness (X2)</i>	<i>Purchase Intention(Y)</i>
<i>E-commerce Trust (Z)</i>	0,845				
<i>Perceived Ease of Use (X1)</i>	0,936	0,838			
<i>Perceived Enjoyment (X3)</i>	0,906	0,918	0,799		
<i>Perceived Usefulness (X2)</i>	0,840	0,838	0,879	0,748	
<i>Purchase Intention(Y)</i>	0,930	0,937	0,991	0,863	0,811

Table 4. Table GoF.

Variabel	<i>R Square</i>	<i>Average Variance Extracted (AVE)</i>
<i>E-commerce Trust (Z)</i>	0,893	0,714
<i>Purchase Intention(Y)</i>	0,99	0,658
<i>Average</i>	0,941	0,686
Hasil		0,78

Table 5. Koefisien Determination.

Variable	<i>R-square</i>
<i>E-commerce Trust (Z)</i>	0,893
<i>Purchase Intention(Y)</i>	0,99
Hasil	0,998

Table 6. Effect Size (F^2).

Variable	Effect Size F^2	Keterangan
<i>Perceived Ease of Use (X1) -> Purchase Intention (Y)</i>	0,36	Kuat
<i>Perceived Usefulness (X2) -> Purchase Intention (Y)</i>	0,404	Kuat
<i>Perceived Enjoyment(X3) -> Purchase Intention (Y)</i>	0,983	Kuat
<i>E-commerce Trust(Z) -> Purchase Intention (Y)</i>	0,62	Kuat
<i>Perceived Ease of Use (X1) -> E-commerce Trust (Z)</i>	0,175	Kuat
<i>Perceived Usefulness (X2) -> E-commerce Trust (Z)</i>	0,24	Kuat
<i>Perceived Enjoyment(X3) -> E-commerce Trust(Z)</i>	0,37	Kuat
<i>Perceived Ease of Use (X1) -> E-commerce Trust(Z)-> Purchase Intention (Y)</i>	0,409	Kuat
<i>Perceived Usefulness(X2) -> E-commerce Trust(Z)-> Purchase Intention(Y)</i>	0,39	Kuat
<i>Perceived Enjoyment(X3) -> E-commerce Trust(Z)-> Purchase Intention(Y)</i>	0,483	Kuat
Rata-Rata	0,443	Kuat

Table 7. Path Coefficient.

Variable	Original Sampel (O)	T statistic	Nilai P (P-values)
<i>Perceived Ease of Use (X1) -> Purchase Intention (Y)</i>	0,094	5,035	0,000
<i>Perceived Usefulness (X2) -> Purchase Intention (Y)</i>	0,075	5,859	0,000
<i>Perceived Enjoyment (X3) -> Purchase Intention (Y)</i>	0,843	47,129	0,000
<i>E-commerce Trust (Z) -> Purchase Intention (Y)</i>	0,62	0,62	0,620
<i>Perceived Ease of Use (X1) -> E-commerce Trust (Z)</i>	0,643	9,553	0,000
<i>Perceived Usefulness (X2) -> E-commerce Trust (Z)</i>	0,104	2,074	0,019
<i>Perceived Enjoyment (X3) -> E-commerce Trust (Z)</i>	0,224	3,169	0,001
<i>Perceived Ease of Use (X1) -> E-commerce Trust (Z)-> Purchase Intention (Y)</i>	0,09	7,434	0,000
<i>Perceived Usefulness (X2) -> E-commerce Trust (Z)-> Purchase Intention (Y)</i>	0,015	1,966	0,025
<i>Perceived Enjoyment (X3) -> E-commerce Trust (Z)-> Purchase Intention (Y)</i>	0,032	3,105	0,001

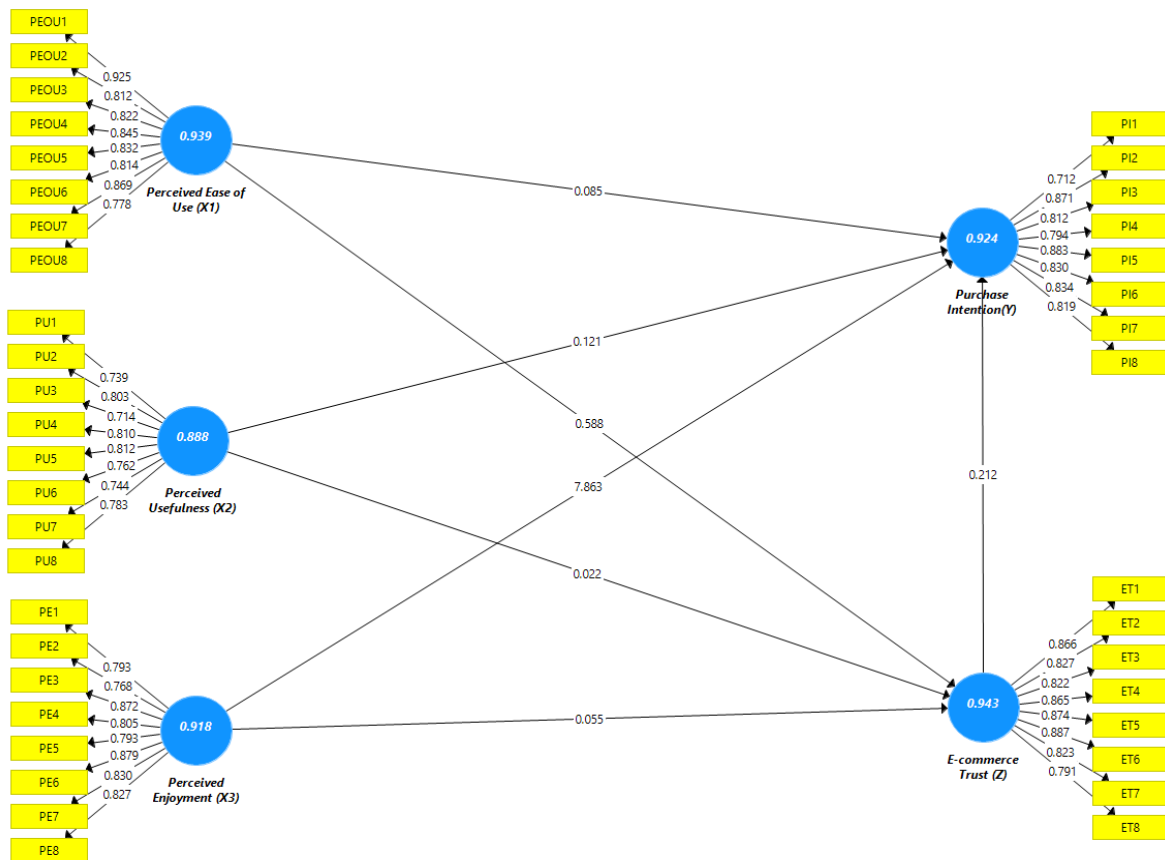


Figure 2. Outer model PLS Path Diagram.

5. KESIMPULAN DAN SARAN

Penelitian ini mengonfirmasi semua hipotesis, di mana *Perceived Ease of Use* (PEOU), *Perceived Usefulness* (PU), dan *Perceived Enjoyment* (PE) berpengaruh positif signifikan terhadap *Purchase Intention* (PI) secara langsung (H1–H3) dan tidak langsung melalui mediasi *E-commerce Trust* (ECT) (H8–H10), dengan ECT juga berpengaruh langsung terhadap PI (H4) serta dimediasi oleh ketiga variabel persepsi (H5–H7). PE menunjukkan pengaruh terkuat ($\beta=0,843$), menegaskan pentingnya pengalaman emosional di Lazada. Secara manajerial, Lazada perlu meningkatkan desain intuitif untuk PEOU, fitur fungsional seperti rekomendasi AI untuk PU, elemen hedonic (*live streaming*, gamifikasi) untuk PE, serta keamanan data dan transparansi untuk ECT guna memaksimalkan PI konsumen. Untuk penelitian lanjutan, eksplorasi mediator tambahan (*platform engagement*, *customer satisfaction*), moderator (demografi, pengalaman online), perluasan konteks/platform lain, *mixed methods*, serta instrumen pengukuran lokal disarankan untuk generalisasi dan kedalaman lebih baik.

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