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Factors That Influence Attitude Consumer Regarding Interest in Online Shopping in the Marketplace

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ABSTRACT

The rapid development of information and communication technology (ICT) has transformed consumer behavior toward digital-based transactions, particularly in e-commerce environments. While the Technology Acceptance Model traditionally emphasizes consumer attitude as a key mediator between perception and behavioral intention, prior studies report inconsistent findings, especially in developing countries. This gap highlights the need to re-examine the role of attitude in explaining online purchase intention. This study analyzes the influence of perceived ease of use, perceived usefulness, perceived risk, trust, and information quality on consumer attitude and online purchase intention. A quantitative approach was applied using data from respondents in Bogor City, with path analysis employed to examine direct and indirect relationships. The findings indicate that perceived ease of use, perceived usefulness, trust, and information quality positively influence consumer attitude, whereas perceived risk negatively influences it. However, consumer attitude does not significantly influence online purchase intention, contradicting TAM. Instead, functional factors particularly ease of use and perceived usefulness have stronger, more direct effects, indicating a shift toward more pragmatic, utility-driven consumer behavior. Perceived risk and information quality influence purchase intention indirectly through attitude, although their mediating role is limited. This study extends TAM by highlighting the weakening role of attitude and the dominance of direct cognitive–functional pathways, while integrating risk and trust into the model. Practically, digital platforms should prioritize usability, functional value, security, and trust to enhance online purchase intention.

INTRODUCTION

The rapid development of information and communication technology (ICT), characterized by massive internet penetration, has fundamentally transformed various aspects of human life. The internet is no longer merely a communication tool but has become a vital infrastructure that connects electronic entities quickly and efficiently. According to global data, the number of internet users worldwide reached 4.925 billion in January 2022, an increase of 4% from the previous year (Pahlevi, 2022). In Indonesia, internet users reached 204.7 million people or 73.7% of the total population (Kusnandar, 2021). This phenomenon has accelerated the growth of the digital marketplace and shifted traditional economic activities toward digital-based transactions. The expansion of digital platforms has significantly reshaped commercial activities, particularly through e-commerce ecosystems that enable seamless interaction between buyers and sellers (Zhou et al., 2022).

The rapid growth of digital marketplaces has also influenced consumer behavior, particularly in online shopping activities. Consumers are increasingly reliant on digital platforms that offer convenience, efficiency, and broader product access. The transformation of socio-economic structures has positioned data as a central asset in digital activities (Sadowski, 2019), while digitalization contributes significantly to economic growth through increased efficiency and productivity (Myovella et al., 2020). However, challenges such as the digital divide remain, especially in developing countries, due to infrastructure limitations and income disparities (Magida & Armstrong, 2022). In this context, consumer decision-making becomes more complex, as it is influenced by technological, psychological, and behavioral factors (Kędzierska & Wnęk, 2015).

In the context of digital marketing, the internet plays a strategic role in strengthening brand equity, acquiring customers, and increasing loyalty. Digital marketing strategies such as search engine optimization (SEO) and social media marketing have been proven to enhance brand visibility and sales conversion (Wijaya et al., 2025). Additionally, e-marketing techniques enable more precise audience segmentation through machine learning and behavioral data analysis (Chaudhary et al., 2026; Ling et al., 2025). The efficiency of digital transactions is further supported by e-commerce platforms that reduce distribution and operational costs (Zhou et al., 2022), while the integration of Enterprise Resource Planning (ERP) systems enhances resource management efficiency (Krithika et al., 2020).

In online transactions, several key factors influence consumer decisions, including perceived risk, trust, and information quality. Trust is a fundamental factor in building long-term relationships in digital environments, as it increases consumer engagement and purchase intention (Ahmad et al., 2025; Kasera et al., 2025). Conversely, perceived risk, particularly related to data security, can significantly reduce purchase intention due to increased uncertainty (Siu & Ismail, 2022). Information quality also plays a central role in reducing perceived risk

and strengthening trust through transparency and reliability of product information (Dewan & Yoo, 2024). These variables interact dynamically in shaping consumer attitudes toward online shopping, which subsequently influence behavioral intentions (Bari et al., 2025).

To explain technology adoption behavior, the Technology Acceptance Model (TAM) has been widely used as a theoretical foundation. TAM emphasizes the role of perceived ease of use and perceived usefulness in shaping user attitudes and behavioral intentions. This model has been extended by incorporating additional variables such as trust, perceived risk, and information quality to better explain consumer behavior in digital environments (Kurniawan, 2024). However, previous studies show inconsistent findings regarding the relationship between attitude and purchase intention. Some studies report a significant effect, while others find weak or insignificant relationships, suggesting that contextual and behavioral factors may influence this relationship (Bari et al., 2025). This inconsistency creates uncertainty in predicting consumer behavior in digital marketplaces, particularly in developing countries where socio-economic characteristics and digital literacy levels vary.

These inconsistencies highlight a research gap, as most prior studies examine these variables partially rather than through an integrated model. Therefore, this study proposes a comprehensive framework that combines perceived ease of use, perceived usefulness, perceived risk, trust, and information quality, with consumer attitude as a mediating variable, to influence purchase intention. The conceptual framework of this study is presented in Figure 1, which illustrates both direct and indirect relationships among variables.

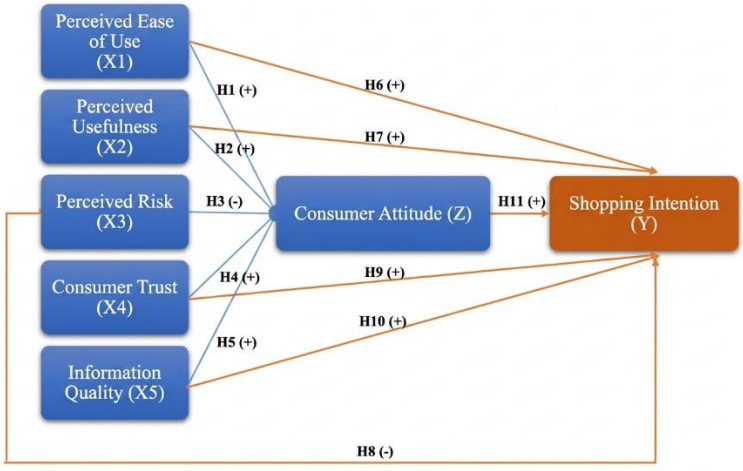

Figure 1. Framework Thinking
(Source: Data processed by researchers, 2022)

The framework encompasses independent variables, namely perceived ease of use (X1), perceived usefulness (X2), perceived risk (X3), trust (X4), and information quality (X5), with consumer attitude (Z) as an intervening variable and online shopping interest (Y) as the dependent variable. This model reflects both direct and mediated relationships, in which consumer attitude serves as a psychological mechanism linking perceptions to behavioral intention. All variables in this study are operationalized using a four-point Likert scale.

Based on this framework, perceived ease of use is expected to positively influence consumer attitude, as ease of system use enhances user comfort and acceptance (Ayuningtiyas & Gunawan, 2018; Putri et al., 2025), thereby supporting H1. Similarly, perceived usefulness is expected to positively affect consumer attitude because greater perceived benefits encourage favorable evaluations of the platform (Liao & Ahn, 2026), thereby supporting H2. In contrast, perceived risk is predicted to negatively influence consumer attitude due to concerns about uncertainty and security (Eti, 2025), thereby supporting H3. Trust is expected to positively influence consumer attitudes, as higher confidence in the platform reduces uncertainty and fosters positive perceptions (Hipólito & Dias, 2025), thereby supporting H4. Furthermore, information quality is hypothesized to positively affect consumer attitude, as accurate and reliable information enhances consumer understanding and confidence (Dewan & Yoo, 2024), leading to H5.

In addition to influencing attitude, perceived ease of use is expected to directly affect purchase intention, as a user-friendly platform enhances the overall shopping experience (Saha et al., 2022), thereby supporting H6. Perceived usefulness is expected to positively influence purchase intention through the functional benefits it provides (Liao & Ahn, 2026), thereby supporting H7. Conversely, perceived risk is expected to negatively affect purchase intention, as higher risk reduces consumers' willingness to engage in online transactions (Zhafiri, 2018), leading to H8. Trust is hypothesized to positively influence purchase intention, as greater trust increases consumers' willingness to purchase (Ahmad et al., 2025), thereby supporting H9. Information quality is also expected to positively affect purchase intention by facilitating better decision-making (Dewan & Yoo, 2024), leading to H10. Finally, consumer attitude is hypothesized to influence purchase intention, as TAM suggests positively. However, prior findings indicate that this relationship may vary across contexts (Sari et al., 2023), supporting H11.

Based on this background, this study aims to comprehensively analyze the influence of perceived ease of use, perceived usefulness, perceived risk, trust, and information quality on consumer attitudes and online purchase intention, both directly and indirectly. The research questions include: how these variables influence consumer attitudes, how attitudes influence purchase intention, and whether attitudes mediate the relationship between these variables and purchase intention. Theoretically, this study contributes to the development of an extended TAM model in the context of developing countries. The findings are expected to provide insights for MSMEs and digital marketplace managers in building a secure and trustworthy digital ecosystem. The city of Bogor was selected as the research locus due to its characteristics as an urban buffer zone with high mobility while maintaining strong local trust values.

RESEARCH METHODS

The novelty of this research lies in the integration of five determinant variables perceived ease of use, perceived usefulness, perceived risk, trust, and information quality tested simultaneously, with consumer attitude mediating, in the context of urban society in Bogor City. The research was conducted from January 2022 to November 2022. The research design

is based on an integrative framework that examines consumer behavior in the digital ecosystem by analyzing the interaction of technical, functional, and psychological factors.

The population of this study comprises all residents of Bogor City, totaling 1,052,359 people (BPS Bogor City, 2021). The sample size was determined using the Isaac and Michael formula with a 10% error rate, yielding a minimum sample size of 271 respondents. A total of 300 questionnaires were distributed online, and 280 valid responses were collected and deemed suitable for further analysis.

The sampling technique used in this study is purposive sampling, which selects respondents based on specific criteria relevant to the research objectives (Sugiyono, 2020). This technique was chosen because not all members of the population have experience in using digital marketplace platforms. Therefore, the respondents in this study were required to meet the following criteria: (1) individuals who have used digital marketplace platforms (such as e-commerce applications) at least once; (2) aged 17 years or older, considering that this age group is capable of making independent purchasing decisions; and (3) have experience in conducting online shopping transactions within the last six months. These criteria are important to ensure that respondents have sufficient experience and understanding of digital shopping behavior, thereby improving the validity of the data collected (Hair et al., 2019).

The data collection method combines primary data from structured questionnaires and secondary data from literature reviews. The questionnaire used a closed-ended Likert scale to measure respondents' perceptions of each variable. Data analysis was conducted in several stages. First, instrument testing was conducted using validity and reliability tests to ensure the measurement items were appropriate and consistent. Second, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the data met the requirements for further analysis. Third, path analysis was used to examine the direct and indirect relationships among the variables in the research model. Hypothesis testing was conducted using both partial (t-test) and simultaneous (F-test) approaches by comparing the significance value (p-value) at a 10% significance level. If the significance value is less than 0.10, the null hypothesis is rejected, indicating a significant effect among the tested variables.

RESULTS & DISCUSSION

Characteristics Respondents. Data collection was carried out through distribution online questionnaire to the people of Bogor City, which produces two hundred and eight tens sample test worthy. Profile respondents show diversity background behind social summarized economics in table following:

Table 1. Questionnaire Data

Information	Amount	%
Gender		
Man	110	39%
Woman	170	61%
Total	**280**	**100%**

Information	Amount	%
Age		
15-22	30	11%
23-30	121	43%
31-48	116	41%
> 48	13	5%
Total	**280**	**100%**
Marital status		
Married	180	64%
Unmarried	100	36%
Total	**280**	**100%**
Last education		
Elementary School	0	0%
Junior High School	2	1%
Senior High School	80	29%
Diploma	37	13%
Bachelor	152	54%
Other	9	3%
Total	**280**	**100** %
Work		
Worker	214	76%
housewife Ladder	39	14%
Students	27	10%
Total	**280**	**100%**
Income Per/Month		
No Income	40	14%
<RP.1,000,000.00	13	5%
Rp. 1,000,000.00 - Rp. 5,000,000.00	133	47%
Rp. 5,100,000.00 - Rp. 10,000,000.00	72	26%
>Rp.10,000,000.00	22	8%
Total	**280**	**100%**
Distance from residence to shopping center		
< 2 km	82	29%
2 km - 5 km	130	47%
> 5 Km	68	24%
Total	**280**	100%
Frequency Shopping *Online* Per Month		
1-5 times	210	75%
6-10 times	48	17%
> 10 times	22	8%
Total	**280**	**100%**
The most frequent marketplace used		
Shopee	190	68%
Blibli	5	2%
JD.ID	0	0
Sun	2	1%
Bukalapak	3	1%

Information	Amount	%
Orami	0	0
Shopping	1	0
Lazada	18	6%
Bhinneka	0	0
Tokopedia	61	22%
Total	**280**	**100%**
Shopping Method Options		
On line	236	84%
Offline	44	16%
Total	**280**	**100%**

Source: Results of primary data processing by researchers, 2022

Based on Table 6, respondents woman dominate by 61%, which reflects role they as taker decision main with involvement emotional and thorough high information (Jacques & Osman, 2019). This is in harmony with height preference towards Shopee (68%) which is adaptive to hedonic shopping behavior. From the perspective age, majority respondents (84%) are group productive (23–48 years) from generation Millennials and Gen Z who have high digital literacy as well as prioritize efficiency time. The height level education (54% Bachelor's degree) vs straight with criticism consumer to quality information (X_5) to mitigate risk transactions. In economy, profile respondents dominated by workers (76%) with income middle class, which views online shopping as need functional. Interestingly, although 47% of respondents stay within a short radius with center shopping (2–5 km), 84 % fixed choose online method. Phenomenon this prove that factor perception convenience (X_1) and benefits (X_2) have influence stronger compared to proximity geographically. Finally, market concentration on Shopee and Tokopedia shows the success of the platform in build trust (X_4) through feature dominant strategy awareness urban consumers in Bogor City.

Analysis Validity and Reliability. Before further analysis, instruments study tested for ensure accuracy and consistency. Validity test use technique *Correlation Product Moment* with level significance 5% (r table = 0.1168).

Table 2. Validity and Reliability Test Results

Variables	Item	r Count	r Table	Validity	Cronbach's Alpha	Reliability
Convenience Usage (X1)	KP1	0.761	0.1168	Valid	0.873	Reliable
	KP2	0.840	0.1168	Valid		
	KP3	0.862	0.1168	Valid		
	KP4	0.826	0.1168	Valid		
	KP5	0.790	0.1168	Valid		
Perceived Benefits (X2)	PM1	0.397	0.1168	Valid	0.805	Reliable
	PM2	0.313	0.1168	Valid		
	PM3	0.366	0.1168	Valid		
	PM4	0.396	0.1168	Valid		
	PM5	0.368	0.1168	Valid		
Perception Risk (X3)	PR1	0.726	0.1168	Valid	0.831	Reliable

Variables	Item	r Count	r Table	Validity	Cronbach's Alpha	Reliability
	PR2	0.803	0.1168	Valid		
	PR3	0.747	0.1168	Valid		
	PR4	0.806	0.1168	Valid		
	PR5	0.787	0.1168	Valid		
Trust Consumers (X4)	KK1	0.750	0.1168	Valid	0.808	Reliable
	KK2	0.828	0.1168	Valid		
	KK3	0.755	0.1168	Valid		
	KK4	0.716	0.1168	Valid		
	KK5	0.751	0.1168	Valid		
Quality Information (X5)	KI1	0.817	0.1168	Valid	0.890	Reliable
	KI2	0.832	0.1168	Valid		
	KI3	0.866	0.1168	Valid		
	KI4	0.867	0.1168	Valid		
	KI5	0.789	0.1168	Valid		
Attitude Consumer (Z)	SK1	0.760	0.1168	Valid	0.848	Reliable
	SK2	0.775	0.1168	Valid		
	SK3	0.766	0.1168	Valid		
	SK4	0.823	0.1168	Valid		
	SK5	0.820	0.1168	Valid		
Purchase Interest (Y)	MB1	0.760	0.1168	Valid	0.808	Reliable
	MB2	0.729	0.1168	Valid		
	MB3	0.769	0.1168	Valid		
	MB4	0.738	0.1168	Valid		
	MB5	0.782	0.1168	Valid		

Source: Results of primary data processing by researchers, 2022

Before done testing hypothesis, instrument study validated for ensure accuracy and consistency of data. Based on results data processing in Table 2, all grains statement from seven tested variables (Ease Use, Perceived Benefits, Perception Risk, Trust, Quality Information, Attitude Consumers, and Purchase Interest) are declared valid. This indicated by the value r_hitung which is overall be on top mark r_table of 0.1168. Interestingly, the variable Quality Information (X_5) shows mark very strong validity with range r_count 0.789 to 0.867, which indicates that indicators accuracy and transparency information understood very consistently by respondents in Bogor City. Although variables Perceived Benefits (X_2) has mark r_hitung which tends lower (0.313 - 0.397) compared to variables others, value the still significant pass critical threshold, so that all fixed items maintained in the research model.

Next, from aspect reliability, all variables show excellent internal consistency with mark Cronbach *'s Alpha* above minimum standard 0.60. Variable Quality Information (X_5) back record score highest of 0.890, followed by Ease The use of (X_1) is 0.873. The height score reliability of the variables TAM 's technical prove that instruments used own high stability; that is, if done measurement repeat on the same subject in similar digital ecosystems, instruments This will give consistent results. With fulfillment criteria validity and reliability Here, all the

primary data collected stated worthy for used in testing assumptions classical and analytical path analysis to test connection causality.

Classical Assumption Test. Normality Test. Based on the results of the normality test in Table 3, it is known that mark significance (*Asymp .Sig. 2-tailed*) for equality First is of 0.200.

Table 3. Normality Test Results Equation 1
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		280
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	1.47946499
Most Extreme Differences	Absolute	.034
	Positive	.034
	Negative	-.028
Test Statistics		.034
Asymp . Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Results of primary data processing by researchers, 2022

Referring to the criteria taking decision in the *Kolmogorov-Smirnov* test, if mark significance bigger from level real set (in study This using alpha = 0.10 or 10%), then the data is stated normally distributed. Since the value of 0.200 > 0.10, it can be concluded that the residuals in the regression model equality First own normal distribution. Fulfillment assumptions normality This show that the regression model has fulfil condition base analysis statistics parametric, so that the resulting parameter estimates nature unbiased and results testing hypothesis (t-test and F-test) can accountable its validity.

Table 4. Normality Test Results Equation 2
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		280
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	1.47936925
Most Extreme Differences	Absolute	.060
	Positive	.040
	Negative	-.060
Test Statistics		.060
Asymp . Sig. (2-tailed)		.016 [c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Results of primary data processing by researchers, 2022

Based on the results of *the One-Sample Kolmogorov-Smirnov* test in Table 4, obtained mark significance (*Asymp. Sig. 2-tailed*) for equality second of 0.016. Referring to the criteria testing statistics with level real (alpha) of 10% or 0.10, the value significance the more small of 0.10 (0.016 < 0.10), which is technical indicates that residual distribution is not fully fulfil criteria normality perfect. However, in study with amount sufficient sample large (N = 280), residual non-normality can often be ignored refers to the Central *Limit Theorem*, which states that sampling distribution tends to be approaching normal as increase amount sample. Therefore that, regression model for equality second still can stated worthy For analysis more carry on because the parameters are estimated Still nature consistent and efficient in sample big to answer hypothesis study regarding Purchase Interest (Y).

Heteroscedasticity Test. Based on the scatterplot in Figure 2, the data points are spread out in a way random above and below number 0 without form pattern certain, so that show no existence heteroscedasticity. This means residual variance is constant (homoscedasticity), so that the regression model that tests influence Convenience Use (X_1), Benefits (X_2), Risk (X_3), Trust (X_4), and Quality Information (X_5) regarding Attitude Consumer (Z) is stated worthy and have good precision for analysis furthermore

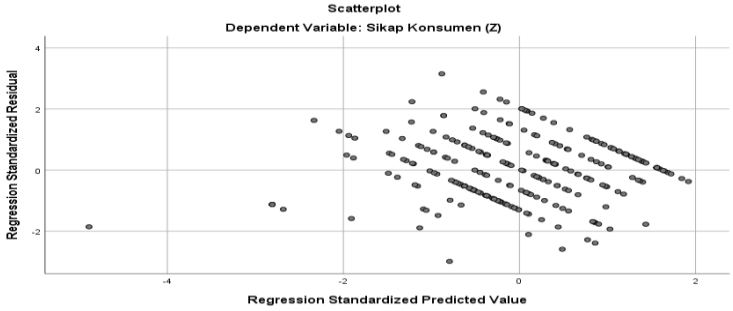

Figure 1 Heteroscedasticity Equation 1

Source: Results of secondary data processing by researchers, 2022

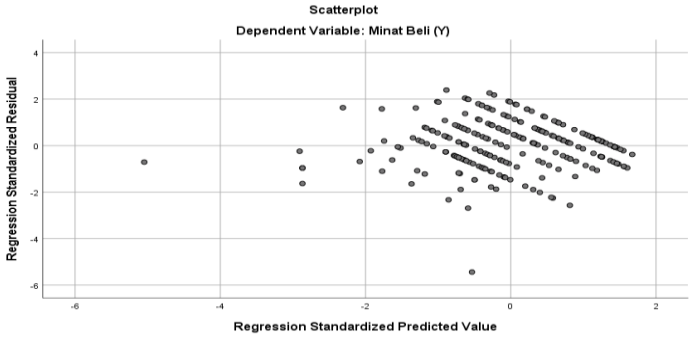

Figure 3. Heteroscedasticity Equation 2

Source: Results of primary data processing by researchers, 2022

Based on Figure 3, the scatterplot shows data points are spread out random above and below number 0 without pattern certain, so that no happen heteroscedasticity. The residual variance is constant (homoscedasticity) in the model that tests influence variables independent and intervening on Purchase Interest (Y). Although seen diagonal pattern due to Likert scale, p the No show existence disturbance, so that the model is declared valid and feasible used for analysis continued.

Multicollinearity Test. Multicollinearity test in Table 5 (Multicollinearity Test Results Equation 1) shows all over variables independent own Tolerance value > 0.10 (0.278–0.449) and VIF < 10 (2.227–3.595), so no there is multicollinearity and the model is stated reliable in estimate influence to Attitude Consumer (Z).

Table 5. Multicollinearity Test Results Equation 1

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,477	0.666		5,220	0,000		
	Perception Convenience Usage (X1)	0.328	0.055	0.335	5,998	0,000	0.449	2,227
	Perceived Benefits Perception (X2)	0.222	0.054	0.245	4,082	0,000	0.387	2,587
	Perception Risk (X3)	-0.169	0.049	-0.197	-3,448	0.001	0.427	2,339
	Trust Consumers (X4)	0.203	0.067	0.215	3,036	0.003	0.278	3,595
	Quality Information (X5)	0.236	0.059	0.253	4,011	0,000	0.352	2,839

a. Dependent Variable: Attitude Consumer (Z)

Source: Results of primary data processing by researchers, 2022

Table 6. Multicollinearity Test Results Equation 2

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,794	0.700		3,993	0,000		
	Perception Convenience Usage (X1)	0.415	0.058	0.406	7,125	0,000	0.397	2,520
	Perceived Benefits Perception (X2)	0.338	0.056	0.358	6,016	0,000	0.364	2,744
	Perception Risk (X3)	-0.121	0.050	-0.135	-2,411	0.017	0.410	2,441
	Trust Consumers (X4)	0.205	0.068	0.208	3,008	0.003	0.269	3,716
	Quality Information (X5)	-0.079	0.061	-0.081	-1,303	0.194	0.333	3,005

a. Dependent Variable: Purchase Interest (Y)

Source: Results of primary data processing by researchers, 2022

Temporary that, in Table 6 (Multicollinearity Test Results Equation 2), all variables including the intervening variable Attitude Consumers (Z) also have Tolerance value > 0.10 (0.269–0.410) and VIF < 10 (2.441–3.716). With Thus, the equation both are also free from multicollinearity and feasible used for test influence on Purchase Interest (Y).

Path Analysis. Analysis track used for dissect connection cause and effect direct and no directly. Test results shared into two main models:

Table 7. Results of the Path Coefficient Test for Model 1

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,485	.659		5,285	.000
	Convenience Use	.327	.054	.335	6,018	.000
	Perceived Benefits	.231	.054	.255	4.255	.000
	Perception Risk	-.173	.049	-.203	-3,556	.000
	Trust Consumer	.199	.067	.212	2,991	.003
	Quality Information	.234	.058	.252	4,009	.000

a. Dependent Variable: Attitude Consumer

Source: Results of primary data processing by researchers, 2022

Coefficient test results Model 1 path in Table 7 shows that all over variables independent own significant influence to Attitude Consumer (Z) with mark significance below level real 0.05. In partial, Ease Use of (X_1) found as factor determinant strongest with beta coefficient of 0.335 (p=0.000), which confirms that efficiency and intuitiveness platform operations strengthen attitude positive consumers in Bogor City, so H_1 is accepted. The influence significant was also found in the Perception of Benefits (X_2) with beta coefficient 0.255 (p=0.000), which indicates that contribution application to efficiency shopping form perception more affective, so H2 is accepted. On the contrary, Perception Risk (X_3) shows influence negative significant (beta-0.203; p=0.000), where the concern to data security is linearly worsening attitude consumers, so H3 is accepted. Meanwhile that, Trust Consumers (X_4) and Quality Information (X_5) each provides contribution positive with beta values of 0.212 (p=0.003) and 0.252 (p=0.000), which proves that credibility *marketplace* as well as product data accuracy become foundation crucial in trigger interest shopping, so H4 and H5 are accepted. By comprehensive findings This confirm modification *Technology Acceptance Model* (TAM) in the urban community of Bogor City, where the formation of attitude consumer No only based on aspects functional, but also highly dependent on mitigation risk and transparency information in the digital ecosystem.

Table 8. Model Summary Path Coefficients of Model 1

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.788 [a]	.621	.614	1,486

a. Predictors: (Constant), Quality Information, Perceived Benefits, Perception Risk, Ease Use, Trust Consumer

Source: Results of primary data processing by researchers, 2022

Based on results analysis in Table 8, the R *Square* (R^2) value obtained is of 0.621. This value show that contribution combination from variables independent consisting of from Convenience Usage (X_1), Perceived Benefits (X_2), Perception Risk (X_3), Trust Consumers (X_4), and Quality Information (X_5) regarding variability Attitude Consumer (Z) is by 62.1%. Meanwhile that, the rest 37.9 % is influenced by other factors outside the research model this. More continue, value residue or influence variables outside the model (e_1) are calculated use formula e_1 = sqrt {1 - 0.621}, so obtained mark of 0.616. This result confirm that the path model First own level strong accuracy in explain phenomenon formation attitude consumers in Bogor City, where more from half change attitude the can explained in a way simultaneously by all five variables the determinant being tested in study This.

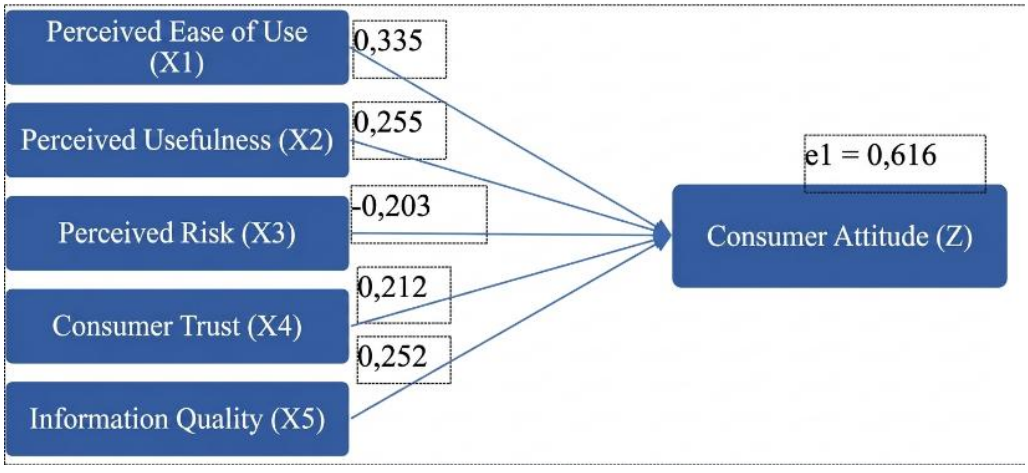

Figure 4. Path Coefficients of Model 1

Based on Figure 4, it can be visualized channel influence all over variables independent to intervening variables. The numbers on each track is mark standardized beta coefficients (*SBC*) which show direction and magnitude influence of each construct. Convenience The use of (X_1) has coefficient track highest (0.335), which confirms his position as driver main formation attitude positive consumers. On the other hand, perception Risk (X_3) is the only one variables with direction negative (-0.203), which visually emphasizes that risk is factor inhibitor in ecosystem online shopping in Bogor City. The existence of the value of e_1 = 0.616 on the diagram represent variance from Attitude Consumers (Z) who do not explained by the five variables independent in this model, at the same time complete path model integrity stage First before continue on to testing to variables dependent main.

Table 9. Results of the Path Coefficient Test for Model 2

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,824	.697		4,052	.000
	Convenience Use	.413	.058	.405	7,089	.000
	Perceived Benefits	.337	.057	.356	5,961	.000
	Perception Risk	-.120	.050	-.134	-2,383	.018
	Trust Consumer	.204	.068	.208	2,998	.003
	Quality Information	-.081	.061	-.083	-1,331	.184
	Attitude Consumer	.109	.061	.105	1,797	.074

a. Dependent Variable: Shopping Interest

Source: Results of primary data processing by researchers, 2022

Based on coefficient test results the path in Model 2 presented in Table 9, can identified influence variables independent and intervening factors on Shopping Interest (Y). Test results show that Perception Convenience Usage (X_1) and Perceived Benefits (X_2) have very significant influence with mark significance of each is 0.000 ($p < 0.05$). Significance influence was also found on the variables Perception Risk (X_3) with value 0.018 ($p < 0.05$) and Trust Consumers (X_4) of 0.003 ($p < 0.05$). Findings This indicates that factor functionality technology, mitigation risks, and the credibility of the platform is driver main interest shopping people in Bogor City. However, the results were different found in the variable Quality Information (X_5) that has mark significance 0.184 ($p > 0.05$) and variables Attitude Consumer (Z) with value 0.074 ($p > 0.05$). With thus, it can concluded that in a way partial, Quality Information and Attitude Consumer No own influence significant in a way direct on Shopping Interest in the research model This.

Table 10. Model Summary Path Coefficients of Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.805 [a]	.649	.641	1,496

a. Predictors: (Constant), Attitude Consumers, Perception Risk, Ease Use, Perceived Benefits, Quality Information, Trust Consumer

Source: Results of primary data processing by researchers, 2022

The size R2 value or R square contained in table 10 Model Summary is of 0.649, p This show that contribution or donation influence variable X1 (Ease of use), X2 (Perceived Benefits), X3 (Perceived Risk), X4 (Trust Consumers), X5 (Quality Information), Z (Consumer Attitude) towards Y (Shopping Interest) is by 64.9% while the remaining 35.1% is contribution from

variables other variables that are not entered in research. Meanwhile that, for the value of e1 can be searching for with formula:

E2 = √(1-0.649) = 0.5924 with thus obtained path diagram Path Diagram Model 2 as following:

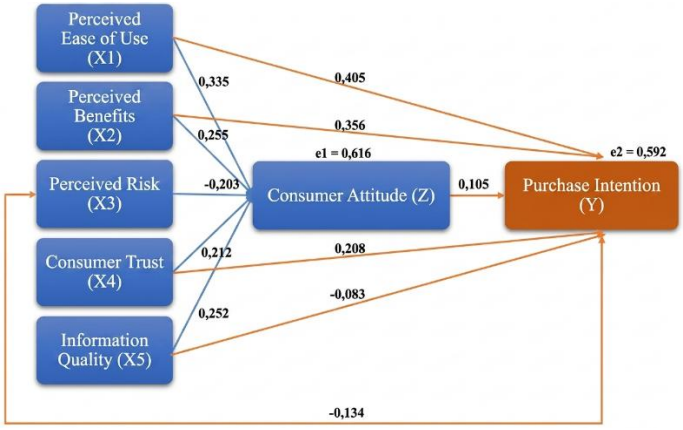

Figure 5. Path Coefficients of Model 2

Based on Figure 5, the final model show influence variables independent towards Shopping Interest (Y) through Attitude Consumer (Z) as intervening variables. Results of the second model show that Perception Convenience The use of (X_1) becomes influence direct strongest on Shopping Interest (0.405), followed by Perceived Benefits (X_2) (0.356), which confirms domination factor functionality technology. Attitude Consumers (Z) also have an influence positive on Shopping Interest (0.105), shows role aspect affective. On the other hand, Perception Risk (X_3) and Quality Information (X_5) has an effect negative values of -0.134 and -0.083 respectively. The residual value e_2 = 0.592 indicates that the model has good ability in explain Variability of Shopping Interests. In general overall, decision shopping influenced by interactions between convenience, benefits, attitudes, risks, and quality information.

Test Results Research Model Hypothesis

Table 11. Test Results Research Model Hypothesis

Hypo-thesis	Relationship Path Variables	Direct	Indirect	Total	Results
H1	Allegedly perception convenience use influential positive to attitude consumer	0.335	-	-	Accepted
H2	Allegedly perception perceived benefits influential positive to attitude consumer	0.255	-	-	Accepted
H3	Allegedly perception risk influential negative to attitude consumer	-0.203	-	-	Accepted
H4	Allegedly perception trust consumer influential positive to attitude consumer	0.212	-	-	Accepted
H5	Allegedly perception quality information influential positive to attitude consumer	0.252	-	-	Accepted
H6	Allegedly perception convenience use through attitude consumer influential positive to interest shopping	0.405	0.035	0.440	Rejected

Hypo-thesis	Relationship Path Variables	Direct	Indirect	Total	Results
H7	Allegedly perception perceived benefits through attitude consumer influential positive to interest shopping	0.356	0.027	0.383	Rejected
H8	Allegedly perception risk through attitude consumer influential negative to interest shopping	-0.134	-0.021	-0.155	Accepted
H9	Allegedly perception trust consumer through attitude consumer influential positive to interest shopping	0.208	0.022	0.230	Rejected
H10	Allegedly perception quality information through attitude consumer influential positive to interest shopping	-0.083	0.026	-0.057	Accepted
H11	Allegedly attitude consumer influential positive to interest shopping	0.105	-	-	Rejected

Source: Data Processed by Researchers, 2022

Based on Table 11, the results of the hypothesis testing show that, in Model 1, all independent variables have a significant influence on Consumer Attitude (Z). Perceived Ease of Use (X1) has a significant positive effect (β = 0.335), so H1 is accepted. This indicates that ease of use increases efficiency and comfort in using the system, thereby fostering positive consumer attitudes toward technology (Putri et al., 2025). These findings align with the Technology Acceptance Model and are supported by Ayuningtiyas & Gunawan (2018), who emphasize the importance of technical aspects in shaping user perceptions. Furthermore, Perceived Usefulness (X2) also has a significant positive effect (β = 0.255), supporting H2 and indicating that the greater the perceived benefits, the more positive the consumer attitude toward digital platforms (Liao & Ahn, 2026). On the other hand, Perceived Risk (X3) has a significant negative effect (β = -0.203), supporting H3, which states that higher perceived Risk leads to more negative consumer attitudes (Eti, 2025). Trust (X4) has a significant positive effect (β = 0.212), supporting H4 and indicating that trust is an important factor in shaping consumer attitudes in digital environments (Hipólito & Dias, 2025). In addition, Information Quality (X5) has a significant positive effect (β = 0.252), supporting H5, which states that accurate and transparent information enhances consumer confidence and positive attitudes. Simultaneously, the F-test results show F_count = 83.960 > F_table = 2.131 (p = 0.000), indicating that all variables in the model have a strong goodness-of-fit in explaining the variability of Shopping Interest (Y).

These findings reinforce the core assumptions of the Technology Acceptance Model (TAM), where perceived ease of use and perceived Usefulness remain fundamental predictors of user attitudes. However, the inclusion of perceived Risk, trust, and information quality indicates that TAM in the digital marketplace context requires extension beyond its original constructs to capture psychological and uncertainty-related factors (Kurniawan, 2024). This is in line with the development of the extended Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), which emphasize the importance of external variables such as social influence, facilitating conditions, and perceived risk in

explaining technology adoption behavior. Empirical evidence shows that social influence significantly affects behavioral intention across various digital contexts, including mobile payment and cryptocurrency adoption (Koenig-Lewis et al., 2015; Tan et al., 2025). In addition, facilitating conditions such as infrastructure and technical support have been proven to enhance both intention and actual usage of digital technologies (Lingga et al., 2025; Teng et al., 2022). Meanwhile, perceived risk consistently shows a negative effect on adoption intention due to concerns related to security and privacy (Al-Saedi et al., 2020; Tan et al., 2025).

In Model 2, the results show that not all mediation hypotheses are accepted. Perceived Ease of Use has a positive total effect (0.440), but H6 is rejected because the indirect effect through Consumer Attitude (0.035) is relatively small and not significant. This indicates that ease of use directly influences purchase intention, particularly through improved user experience and shopping satisfaction, without being fully mediated by consumer attitudes (Saha et al., 2022). A similar pattern is found in Perceived Usefulness (H7 rejected), where, although it has a positive total effect (0.383), the indirect effect through attitude is very weak (0.027), suggesting that consumers tend to respond directly to functional benefits without involving affective processes. Trust (H9) is also rejected because the indirect effect (0.022) is not strong enough, indicating that trust has a more direct impact on purchase intention rather than through attitude. Furthermore, Consumer Attitude on Purchase Intention (H11) is not significant ($\beta = 0.105$), suggesting that attitude is not the primary driver of purchase intention, particularly among rational, utility-oriented consumers who prioritize functional benefits and practical considerations over affective aspects (Sari et al., 2023). These findings are reinforced by the stronger direct effects of functional variables such as Ease of Use ($\beta = 0.405$) and Usefulness ($\beta = 0.356$), which are more dominant compared to indirect effects through attitude, in line with (Himawati, 2018), who found that consumers tend to behave pragmatically in purchase decision-making.

These results indicate a shift in digital consumer behavior from affective-based decision-making toward more cognitive and utilitarian orientations. In digital environments, consumers tend to prioritize efficiency, convenience, and functional value over emotional attachment, especially in high-frequency online transactions. This is supported by studies showing that time efficiency, ease of use, and product accessibility are key drivers of online purchasing behavior (Gajdzik et al., 2025; Kalaivani et al., 2025), while factors such as delivery speed and system usability further reinforce functional considerations over emotional engagement (Edu, 2024). Moreover, the limited physical interaction in online platforms reduces emotional attachment, leading consumers to adopt more pragmatic and utility-oriented decision-making (Pandey et al., 2026).

On the other hand, the mediation hypotheses for Perceived Risk (H8) and Information Quality (H10) are accepted. Perceived Risk has a negative total effect (-0.155) and an indirect effect (-0.021), indicating that Risk influences purchase intention by deteriorating consumer attitudes. This means that higher perceived Risk worsens attitudes and ultimately reduces purchase

intention, in line with Zhafiri (2018). Meanwhile, Information Quality shows a negative total effect (-0.057) with a positive indirect effect (0.026), indicating that information quality still plays a role in shaping attitudes, although its total effect is relatively small due to a negative direct effect. Overall, these findings suggest that while functional variables such as ease of use and Usefulness directly influence purchase intention, variables such as Risk and information quality operate through psychological mechanisms, particularly consumer attitudes.

These findings have important implications for TAM development, suggesting that the mediating role of attitude may weaken in certain digital contexts where consumers prioritize efficiency and practicality. This supports recent arguments that the attitude construct in TAM may not always act as a dominant mediator in highly utilitarian systems, particularly in e-commerce and mobile commerce environments. Empirical studies show that factors such as perceived usefulness, trust, and perceived risk often have a more direct and stronger influence on behavioral intention compared to attitude (Sholihah & Wulansari, 2025). In addition, utilitarian value and social influence are found to be more dominant predictors in digital commerce contexts, positioning attitude as a secondary or indirect factor (Rohani & Widiantoro, 2025). Therefore, future research should consider contextual factors such as consumer experience, platform familiarity, and transaction frequency in explaining technology adoption behavior.

CONCLUSION & SUGGESTION

Conclusion. This study provides several important findings regarding online shopping behavior in the digital marketplace context, particularly in Bogor City. The most critical finding is that consumer attitude does not significantly influence purchase intention. This result contradicts the core assumption of the Technology Acceptance Model (TAM), which posits that attitude acts as a key mediator between perception and behavioral intention. In this study, attitude ($\beta = 0.105$; $p > 0.05$) is not a significant predictor of purchase intention, indicating that purchase decisions in digital marketplaces are no longer driven by affective evaluation, but rather by direct cognitive and functional considerations. Furthermore, functional variables are found to dominate consumer decision-making, where perceived ease of use ($\beta = 0.405$) and perceived usefulness ($\beta = 0.356$) emerge as the strongest determinants of purchase intention. This confirms that efficiency, usability, and practical benefits serve as the primary drivers of online purchasing behavior, outweighing emotional or attitudinal factors. In addition, perceived risk and trust remain critical determinants, as perceived risk has a significant negative effect while trust has a positive effect on both attitude and purchase intention. These findings highlight that risk mitigation and trust-building mechanisms are essential in digital transactions, particularly in developing country contexts. Moreover, the mediating role of attitude is found to be partial and limited, as attitude only mediates the effect of perceived risk and information quality, but fails to mediate the influence of ease of use, usefulness, and trust. This suggests that not all TAM relationships operate through attitude in digital environments.

From a theoretical perspective, this study contributes to the development of the Technology

Acceptance Model (TAM) by demonstrating several key extensions. First, the role of attitude as a mediator is weakened, as it is no longer a central variable in explaining purchase intention in digital marketplace contexts. This indicates a shift from the classical TAM structure (Perception → Attitude → Intention) toward a more direct model (Perception → Intention). Second, the study strengthens the importance of direct effects through a cognitive–utilitarian pathway, where perceived ease of use and perceived usefulness directly influence purchase intention without passing through attitude, reflecting that digital consumers are more utilitarian, efficiency-oriented, and experience-driven. Third, the integration of perceived risk and trust into the model confirms that uncertainty reduction mechanisms are essential extensions of TAM, particularly in e-commerce environments. Finally, this study highlights a contextual shift in developing countries, where consumer behavior tends to be more pragmatic and less affective, thereby modifying the traditional assumptions of TAM. Overall, this research proposes a modified TAM framework in which attitude plays a limited or conditional mediating role, while direct functional effects dominate behavioral intention.

Suggestion. Based on the findings, several practical and academic recommendations can be proposed. From a managerial perspective, marketplace platforms and online sellers should prioritize optimizing user experience (UX) and interface design by simplifying navigation, reducing steps in the user journey, and improving checkout speed through faster transaction flows and fewer clicks. In addition, mobile interface optimization and personalized recommendations are essential to create seamless interaction and reduce consumer decision time, ensuring that the platform is effortless to use. Platforms also need to strengthen functional value by clearly highlighting product benefits through features such as price comparisons, customer reviews, and ratings, as well as providing supporting tools such as wishlists, auto-fill systems, and smart search functions. System performance, including loading speed and reliability, must be maintained to maximize perceived efficiency and utility. Furthermore, in terms of payment security and risk reduction, marketplace providers should implement secure payment systems such as e-wallet protection and escrow mechanisms, while also offering transaction guarantees including refund and return policies. The presence of security badges and privacy assurances is crucial to reduce perceived risk at every stage of the transaction process. Trust-building mechanisms should also be strengthened through seller verification systems, transparent rating mechanisms, and the display of authentic customer reviews and testimonials, along with clear and transparent pricing and delivery information to enhance credibility and reliability. Although information quality plays a supporting role, it should still be improved by providing accurate, clear, and consistent product descriptions supported by high-quality images and detailed specifications, while avoiding information overload to ensure relevance and clarity.

From an academic perspective, future research is encouraged to include experiential variables such as user experience (UX), customer satisfaction, and hedonic motivation to provide deeper insights into consumer behavior beyond functional aspects. In addition, incorporating behavioral and contextual factors such as digital literacy, shopping frequency, and platform

familiarity is important, as these variables may influence how consumers interact with digital marketplaces. Future studies are also recommended to apply more advanced analytical techniques, such as Structural Equation Modeling (SEM) and multi-group analysis based on characteristics such as age, income, and digital experience, in order to obtain more comprehensive and robust findings. Furthermore, cross-regional or cross-country comparative studies are needed to examine whether the weakening role of attitude identified in this study is consistent across different socio-economic contexts.

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