
The Mediating Role of Attitude and Perceived Usefulness in the Relationship between Direct Marketing, Perceived Trust, Perceived Ease of Use, and Purchase Intention

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Abstract:

This study aimed to examine the impact of perceived trust and perceived ease of use on purchase intent, considering the mediating roles of attitude and perceived usefulness. The research employed a sample of 350 respondents from employees and consumers of Hong Yi Indonesia Ltd in Batam City, utilizing questionnaire distribution and SmartPLS application for data analysis. The findings revealed significant effects of perceived trust, perceived ease of use, and perceived usefulness on purchase intention. Interestingly, attitude was found to have no direct influence on purchase intention, and it did not mediate the relationship between perceived trust and purchase intention. However, perceived usefulness was identified as a mediator in the connection between perceived ease of use and purchase intention. Moreover, perceived trust was shown to impact attitude, while perceived ease of use influenced perceived usefulness. These results provide valuable insights for companies seeking to enhance consumer purchase intent, emphasizing the importance of trust, ease of use, and perceived usefulness in shaping attitudes and driving purchasing decisions. Companies can utilize these findings for assessment and strategic development, aiming to optimize various aspects of their business to attract and retain consumers.

Keywords: *Purchase Intention, Perceived Trust, Perceived Ease of Use, Attitude, Perceived Usefulness*

1. Introduction

The advancement of information and communication technology has brought great changes in society. Now, access to such technology is no longer limited to certain groups but has spread to all walks of life with various needs. Indonesia is specifically ranked third as the country with the largest number of internet users after China Junawan & Laugu (2020). Both the younger generation and the senior generation and children have been involved in the use and felt the positive impact of the advancement of information technology. Information and communication technology is used to meet diverse needs, from finding information to transacting online and accessing social media. Today's intensive use of social media has changed people's information consumption habits and patterns. Social media is not only a source of entertainment

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but also provides easy access to information in various aspects of life such as government, politics, economy, society, culture, and education. Therefore, social media has become an inseparable need in the life of modern society (Frederick, 2021).

Tabel 1. E-commerce Data with the Most Visitors in Indonesia in Q1 of 2023

E-commerce Site	Number of Visits
Shopee	158 million
Tokopedia	117 million
Lazada	83,2 million
Blibli	25,4 million
Bukalapak	18,1 million

Source: (Herzallah et al. 2023)

Electronic commerce (e-commerce) has experienced rapid growth in recent years. Social media platforms and websites have provided new ways for consumers to shop and make purchases. The Covid-19 pandemic has accelerated the development of e-commerce as an increasingly popular business model. Many companies around the world, including small and micro-sized ones, have sold their products through social media and websites, even by expanding into global markets Herzallah et al. (2022). In response, Instagram and Facebook have developed special features to increase consumer purchase interest and support online business growth. The use of the Internet for online shopping or searching for product information shows that people have the intention to make purchases online. Before buying a product, consumers generally seek information first. They look for information about the reputation of the online store, the price of the product, the shape and size of the product, shipping costs, as well as the payment and shipping methods offered by the seller. The factor of consumer trust in online stores and ease of access to shopping sites will affect online purchase intentions in consumers (Nursea & Islamuddin, 2022).

The convenience provided by the company fosters consumer purchase intent. Consumers may intend to buy, both online and in person. Shopping online via the Internet can provide references and places for planning future purchases, so it is necessary to ease of use of applications used by companies in selling Putra et al. (2020). In addition, people at this time pay more attention to the benefits of the products to be purchased, so that the perception of benefits is used as a consumer assessment of the benefits of product information needed and felt when shopping online Basyar & Sanaji (2018). Consumer trust in online stores is an important component of online purchases. This trust becomes a valuable asset for the company and can affect consumer purchase intentions. Companies also need to understand consumer attitudes to increase purchase intent Kepercayaan et al. (2018). Consumer attitudes reflect their evaluation of an object, be it a feeling of like or dislike. By understanding and studying these evaluations, company employees can estimate the level of consumer purchasing power (Aryadhe et al., 2018).

Based on the explanation above, the purpose of this study is to see how the perception of trust and perception of ease of use affect purchase intention with a mediating effect

of attitude and perception of usefulness. Until now, the previous literature that analyzed this matter was still very minimal and the discussion of each variable in previous journals was still lacking in detail. In addition, in previous studies, no research model will be discussed by researchers in this study. Researchers are also interested in researching Hong Yi Indonesia Ltd so that researchers can find out whether this company already understands the factors in increasing purchase intent. Based on these reasons, this study was compiled with the title “The Mediating Role of Attitude and Perceived Usefulness in the Relationship between Direct Marketing, Perceived Trust, Perceived Ease of Use, and Purchase Intention”.

2. Theoretical Background

Relevant feelings that others believe about purchase recommendations can give rise to a person's intention to buy a product. The encouragement of past, present, and future thoughts of consumers toward a product can lead to consumer purchase intentions. In addition, the knowledge and experience of consumers who have a positive attitude towards a product can allow consumers to have the intention to buy products or services in the future. Consumers always evaluate a product before buying it and can be influenced by internal and external factors that can affect consumer intentions in making purchases, and the possibility of consumers buying products due to their environmental needs (Wijaya & Indriyanti, 2022).

Trust in a business cannot appear instantly but must be built from the beginning of a business. This trust is consumer trust in other parties in conducting transaction relationships based on a belief that the person they trust will fulfill all their obligations properly and by what is expected Wulandari et al. (2021). Therefore, trust in salespeople, products, and companies is very important to maintain a long-term relationship between companies and consumers. A high perception of trust in an entity or brand can build consumer confidence. Consumers who believe in the reliability and integrity of a brand or company will tend to have higher purchase intent. They will feel more comfortable and confident that the product or service offered will meet their expectations (Juliana et al., 2020).

When consumers feel trust in an entity, they tend to feel more secure and confident that they will not experience loss or disappointment in purchasing the product or service. Perceived trust reduces uncertainty and risk that may be associated with purchases, thereby increasing consumer purchase intent (Chang et al. (2014). In addition, consumers who feel trust will tend to have a more positive perception of the brand. They may perceive the brand or company as trusted, responsible, and reliable. With this, consumers can give positive recommendations to others and influence the purchase intentions of others which will contribute to business growth (Kwok et al., 2015).

H₁: Perceived Trust has a significant effect on Purchase Intention

Attitude is one of the psychological factors that influence consumer behavior or actions in buying goods or services. Attitude is the evaluation, feelings, and tendencies of consumers towards an object or objects that are relatively consistent. This trust can arise from information obtained about the product or the experience of consuming it Siaputra & Isaac (2020). The positive attitude that consumers have toward a product usually has a positive intention in making a purchase. When individuals have a good attitude towards a product or brand, they tend to have higher purchase intent. This positive evaluation can be influenced by factors such as product quality, benefits obtained, brand image, or previous positive experiences. A positive attitude creates an urge to own and use the product or service (Johari & Keni, 2022).

Attitudes are subjective evaluations influenced by individual preferences, needs, values, and personal experiences. A strong and positive attitude towards an object will bring the individual closer to purchase intent. An individual's perception of the object, such as usefulness, quality, relevance, or uniqueness, will influence their attitude Sallam & Algamash (2016). If individuals believe that the product or service provides high value and significant benefits, their attitude toward purchasing will tend to be positive. A positive attitude towards an object can be an indicator that individuals tend to buy. While attitude doesn't necessarily mean the individual will make a purchase, a positive attitude tends to be a factor influencing purchasing decisions (Debora Indriani et al., 2019).

H₂: Attitude has a significant effect on Purchase Intention

Perceived ease of use refers to the factor that impacts users' decision to adopt and utilize new technology. It reflects the extent to which individuals perceive using a specific system as effortless. Additionally, perceived ease of use can be described as the level of customers' belief in the simplicity of utilizing an e-commerce platform, including ease of navigation, ease of learning, ease of interaction, and ease of comprehension Immanuel & May (2022). High perceived ease of use can increase user satisfaction. If individuals feel that a product or service is easy to use, they will be more satisfied with its user experience. This positive experience can increase consumer purchase intent because they are more likely to choose products or services that provide ease of use and reduce barriers or frustrations in their use (Moslehpour et al., 2018).

Perceived ease of use can reduce the perceived risk perceived by consumers. If a product or service is easy to use, consumers are likely to feel more confident that they will be able to utilize the product successfully. This reduces uncertainty and concern that they may experience difficulties or errors in their use Setyo Iriani & Lestari Andjarwati (2020). If individuals feel that they can easily understand and use the product, they will feel more confident in making purchasing decisions. High self-confidence can strengthen consumers' purchase intent because they feel confident that they will successfully use the product or service (Indarsin & Ali, 2017).

H₃: Perceived Ease of Use has a significant effect on Purchase Intention

Perceived usefulness is a cognitive factor that plays a crucial role in determining the adoption of information technology. Within the framework of the Technology Acceptance Model (TAM), perceived benefits serve as a metric for assessing the influence of attitudes toward new technologies. Moreover, when examining the acceptance of novel technologies, perceived usefulness can be understood as an individual's perception of the effectiveness of conducting online shopping through the Internet Hidayat (2023). Perceived usefulness refers to the perception held by individuals regarding the internet's role as a shopping medium that enhances their shopping experience. This perception significantly influences the attitudes of consumers toward online shopping and also shapes their intentions to make purchases through the Internet (Gil & Jacob, 2018).

High perceived usefulness can increase purchase intent because consumers tend to choose products or services that they find useful. If individuals believe that a product or service can meet a need or provide significant benefits, they are likely to have higher purchase intent Subagio & Rachmawati (2020). Perceptions of the benefits of a product or service, such as increasing efficiency, improving performance, saving time or money, or meeting specific wants or needs, can influence purchase intention. If individuals believe that a product or service can provide an effective solution, they are likely to be more likely to purchase it. The ability of a product or service to address a problem or meet a consumer's specific needs can increase purchase intent (Moreira et al., 2017).

H₄: Perceived Usefulness has a significant effect on Purchase Intention

Perceived trust refers to an individual's perception of the extent to which they believe that a product or service is reliable, safe, and can meet their expectations. Perceived trust plays an important role in shaping purchase intention because consumers tend to be more likely to buy products or services that they believe can meet their needs well and reliably Tsabit (2022). An individual's attitude or evaluation of an object, such as a product or service, mediates the relationship between perceived trust and purchase intention. A positive attitude towards a product or service tends to increase purchase intention, while a negative attitude tends to reduce purchase intention (Rafqi Ilhamalimy & Ali, 2021).

Attitude can mediate the effect of perceived trust on purchase intention. In this case, attitude acts as a link between perceived trust and purchase intention. If individuals have a high perception of trust towards a product or service, they tend to have a more positive attitude towards that product or service Wang et al. (2020). This positive attitude then increases purchase intention. Thus, attitude serves as a mediator in linking perceived trust and purchase intention. An individual's attitude towards a product or service can be influenced by perceived trust. If individuals believe that a product or service is reliable and provides the expected benefits, they tend to have a

more positive attitude toward the product or service. This positive attitude then increases purchase intention (Qalati et al., 2021).

H₅: Attitude as a mediating variable has a significant effect on the relationship between Perceived Trust and Purchase Intention

Perceived ease of use is an individual's perception of the level of simplicity or ease of using a product or service. If individuals feel that a product or service is easy to use, they tend to have a higher perception of convenience Subagio et al. (2018). Perceived usefulness, an individual's perception of the extent to which a product or service is useful in meeting their needs or achieving their goals, can act as a mediator between perceived ease of use and purchase intention. If individuals feel that a product or service is easy to use, they will be more likely to find it useful in meeting their needs (Chen & Aklikokou, 2020).

Perceived usefulness mediates the relationship between perceived ease of use and purchase intention. A high perception of ease of use will contribute to a higher perception of usability. When individuals feel that a product or service is easy to use and useful, they tend to have higher purchase intent. An individual's perception of the ease of use of a product or service can influence the perception of usability Moslehpour et al. (2018). If individuals feel that a product or service is easy to use, they will be more likely to find it useful in meeting their needs. Perceptions of ease of use influence perceptions of usability, which in turn affects purchase intention (Ma et al., 2017).

H₆: Perceived Usefulness as a mediating variable has a significant effect on the relationship between Perceived Ease of Use and Purchase Intention

High perceived trust in an object tends to lead to the formation of a positive attitude towards that object. If individuals feel that an object is reliable, safe, and can meet their expectations, they are likely to have a positive attitude toward the object. Strong belief in objects can increase an individual's confidence in those objects and form favorable attitudes Soegiarto (2016). Perceived trust also plays a role in reducing the uncertainty or vagueness that individuals may feel towards an object. By having a high perception of trust, individuals feel more confident and comfortable in interacting or dealing with the object. Such perceptions can reduce uncertainty and help form a positive attitude (Christianto Malonda et al., 2020).

Perceived trust can also affect the emotional aspect of an individual's attitude towards an object. If individuals feel trust and confidence in an object, they tend to have positive feelings such as comfort, satisfaction, or security towards that object. High perceptions of trust can trigger positive emotional responses and affect an individual's overall attitude Wong & Mo (2019). Meanwhile, personal experience with objects can also play an important role in shaping an individual's beliefs. Positive information or

a good experience with an object can increase perceived trust, which in turn can affect an individual's attitude toward the object (Meyliana Fernando, 2019).

H₇: Perceived Trust has a significant effect on Attitude

Perceived ease of use affects perceived usefulness because individuals tend to associate ease of use with higher usability. If individuals feel that a product or service is easy to use, they are likely to view it as a more useful tool or resource for meeting a need or achieving their goals Indarsin & Ali (2017). The perception of ease of use can increase the perception of usability because individuals assume that if the product or service is easy to use, they will be better able to take maximum benefit from it. Perceived ease of use also plays a role in reducing the perception of complexity or difficulty in using a product or service. If individuals feel that a product or service is easy to use, they are likely to find it more useful because they will not face significant obstacles in utilizing it. Perceptions of ease of use can reduce perceptions of difficulty and complexity, thereby increasing perceived usefulness (Gusni et al., 2020).

Perceived ease of use affects perceived usefulness because individuals see ease of use as a contributing factor to the efficiency and effectiveness of use. If a product or service is easy to use, individuals tend to believe that they can quickly and correctly use the product or service, to better achieve the desired results Xu & Du (2018). Perceptions of ease of use impact perceptions of efficiency and effectiveness of use, which in turn affects perceived usefulness. User experience with a product or service can also affect perceptions of ease of use and usability. If individuals have had positive experiences with previous use, they may be inclined to find the product or service easy to use and useful. Conversely, negative experiences can reduce perceptions of ease of use and usability (Granić & Marangunić, 2019).

H₈: Perceived Ease of Use has a significant effect on Perceived Usefulness

3. Methodology

Employees and consumers of Hong Yi Indonesia Ltd in Batam City are the object of this study. Prospective respondents who work and buy products at Hong Yi Indonesia Ltd were chosen because they meet the criteria in this study, where respondents are expected to understand knowledge about the business activities carried out so that the answers filled in the questionnaire are more accurate and by reality. In this study using the SmartPLS application in testing data and hypotheses. Based on the determination of sample selection, this study uses a purposive sampling method where consideration is used in determining samples by the specified standards (Ardiana & Fitria, 2021). Sampling is carried out by disseminating questionnaires to prospective respondents.

In the process of determining the number of samples used in this study, the author determined it with Roscoe's theory (1975) (Sari & Rohman, 2015), that is, the sample size used in the study must be between 3 to 500, the sample is at least 10 times the

number of variables studied in this study, where there are 5 variables. The total sample per category is at least 30, so the minimum number of samples in this study is 350 respondents and the number of questions in the questionnaire to be distributed is 25 questions consisting of 5 questions on each variable in this study.

Table 2. List of Questionnaire Questions

Variable	Question
Purchase Intention (Dependent)	I intend to purchase products through Hong Yi Indonesia Ltd
	I am willing to buy products through direct marketing of Hong Yi Indonesia Ltd
	I am willing to recommend purchasing products through direct marketing of Hong Yi Indonesia Ltd to my friends
	I will visit the direct marketing of Hong Yi Indonesia Ltd to buy products again
	In the future, I will be very likely to shop via WhatsApp direct marketing platform Hong Yi Indonesia Ltd
Perceived Trust (Independent)	Direct marketing from Hong Yi Indonesia Ltd keeps its promises and fulfills its commitments
	Direct marketing of Hong Yi Indonesia Ltd does not make false statements
	Direct marketing of Hong Yi Indonesia Ltd has a lot of experts in the field of marketing the goods and services it offers
	The majority of what is stated in direct marketing Hong Yi Indonesia Ltd valid goods or services
	I think the information provided by Direct Marketing Hong Yi Indonesia Ltd is true and honest
Perceived Ease of Use (Independent)	Direct marketing of Hong Yi Indonesia Ltd makes it easy for us to transact
	It is easy to become an expert in using the direct marketing WhatsApp platform
	Easy to learn in using WhatsApp platform direct marketing
	I will visit the direct marketing of Hong Yi Indonesia Ltd to buy products again
	In the future, I will be very likely to shop via direct marketing at Hong Yi Indonesia Ltd
Attitude (Mediating)	Purchase through direct marketing Hong Yi Indonesia Ltd is a good thing to do
	Purchase through direct marketing Hong Yi Indonesia Ltd is useful
	Purchase through direct marketing Hong Yi Indonesia Ltd is worth it
	Purchase through direct marketing Hong Yi Indonesia Ltd is a wise idea
	I would love to buy products through direct marketing Hong Yi Indonesia Ltd

Variable	Question
Perceived Usefulness (Mediating)	Direct marketing of Hong Yi Indonesia Ltd is useful for buying products sold
	Direct marketing of Hong Yi Indonesia Ltd makes it easy to search and buy products
	Direct marketing of Hong Yi Indonesia Ltd improved my performance in evaluating products
	Direct marketing of Hong Yi Indonesia Ltd allows me to discover new products and get shopping ideas quickly
	Direct marketing of Hong Yi Indonesia Ltd increased my productivity in finding products and getting shopping ideas

Source: (Processed Data, 2023)

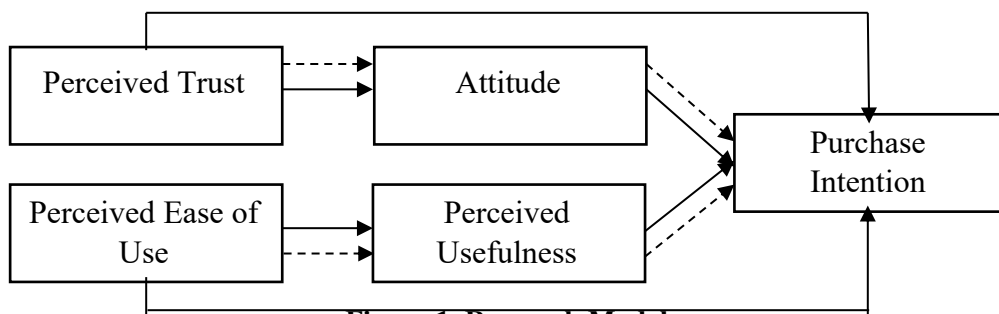


Figure 1. Research Model

Based on the research model made, it can be concluded on the hypothesis in this study as follows:

H1: Perceived Trust has a significant effect on Purchase Intention

H2: Attitude has a significant effect on Purchase Intention

H3: Perceived Ease of Use has a significant effect on Purchase Intention

H4: Perceived Usefulness has a significant effect on Purchase Intention

H5: Attitude as a mediating variable has a significant effect on the relationship between Perceived Trust and Purchase Intention

H6: Perceived Usefulness as a mediating variable has a significant effect on the relationship between Perceived Ease of Use and Purchase Intention

H7: Perceived Trust has a significant effect on Attitude

H8: Perceived Ease of Use has a significant effect on Perceived Usefulness

4. Empirical Findings/Result

The respondent data to be examined in this study was collected from the total number of questionnaires that had been distributed to as many as 350 respondents. From the data that has been processed, 3 respondents are declared not to meet the criteria. So 347 responses were considered usable data. The data collected showed that there were 202 male respondents with a percentage of 58.2% and 145 female respondents with a percentage of 41.8%. Respondents aged 18-26 years are the largest number with a

percentage of 61.1% and the least number is found at the age of 51-58 years with a percentage of 0.3%. Respondents with the last education of high school / vocational school are the most respondents with a percentage of 65.4% and the lowest percentage with the last education of S2/S3 of 0.9%. Based on the monthly income category, respondents' income is at most between IDR 4,100,000-IDR 8,000,000 with a percentage of 74.4% and respondents' income is at least above Rp. 12,000,000 with a percentage of 1.4%.

Table 3. Outer Loading Test Results

Variable	Factor Loading	Conclusion
Attitude 1	0,779	Valid
Attitude 2	0,729	Valid
Attitude 3	0,673	Valid
Attitude 4	0,856	Valid
Attitude 5	0,871	Valid
Perceived Ease of Use 1	0,782	Valid
Perceived Ease of Use 2	0,807	Valid
Perceived Ease of Use 3	0,742	Valid
Perceived Ease of Use 4	0,740	Valid
Perceived Ease of Use 5	0,786	Valid
Purchase Intention 1	0,847	Valid
Purchase Intention 2	0,850	Valid
Purchase Intention 3	0,877	Valid
Purchase Intention 4	0,865	Valid
Purchase Intention 5	0,845	Valid
Perceived Usefulness 1	0,918	Valid
Perceived Usefulness 2	0,750	Valid
Perceived Usefulness 3	0,886	Valid
Perceived Usefulness 4	0,876	Valid
Perceived Usefulness 5	0,889	Valid
Perceived Trust 1	0,831	Valid
Perceived Trust 2	0,850	Valid
Perceived Trust 3	0,814	Valid
Perceived Trust 4	0,780	Valid
Perceived Trust 5	0,782	Valid

Source: (Processed Data, 2023)

Table 4. Average Variances Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Conclusion
Attitude	0,617	Valid
Perceived Ease of Use	0,597	Valid
Perceived Trust	0,660	Valid
Perceived Usefulness	0,750	Valid
Purchase Intention	0,734	Valid

Source: (Processed Data, 2023)

The outer loading test results are above 0.5 so attitude variables 1-5, perceived ease of use 1-5, purchase intention 1-5, perceived usefulness 1-5, and perceived trust 1-5 have a strong and significant correlation. By the criteria, the question is declared valid. The results of each variable that has been tested obtain an AVE value that meets the convergent validity standard, which is above 0.5.

Table 5. Reliability Test Results

Variable	Composite Reliability	Cronbach Alpha	Conclusion
Attitude	0,888	0,849	Reliable
Perceived Ease of Use	0,880	0,838	Reliable
Perceived Trust	0,906	0,870	Reliable
Perceived Usefulness	0,937	0,916	Reliable
Purchase Intention	0,932	0,910	Reliable

Source: (Processed Data, 2023)

The Composite Reliability and Cronbach Alpha values in the reliability test on each arrangement must be above 0.7. From the reliability test carried out, it shows the overall value of the variables tested above 0.7, so that the five variables used in the study are declared proven.

Table 6. The results of the Coefficient of Determination Test

Variable	R-squared	Information
Attitude	0,414	Moderate
Perceived Usefulness	0,659	Moderate
Purchase Intention	0,785	Moderate

Source: (Processed Data, 2023)

The determination test showed an R-squared value of 41.4% attitude variable explained by the perceived trust variable and 58.6% explained by other variables from outside the research model. Then the R-squared value of 65.9% of the perceived usefulness variable explained the perceived ease of use variable and 34.1% was explained by other variables from outside the research model. At the R-squared value of 78.5%, the purchase intention variable explained the variable's perceived ease of use, perceived trust, attitude, and perceived usefulness, and 21.5% was explained by other variables from outside the research model.

Table 7. Goodness of Fit Index Test Results

Communality	R Square	GFI	Conclusion
0,672	0,619	0,416	Kuat

Source: (Processed Data, 2023)

In the Goodness of Fit Index (GFI) test, values are divided into 3 categories, namely weak if the value is greater than 0.01, medium if the value is between 0.25 and 0.36, and strong if the value is greater than 0.36 (Farzin & Fattaho, 2018). The GFI test results show a value of 0.416 which means a value of more than 0.36 and can be said to be strong.

Table 8. Structural Model Test Results

X-Y Path	Sample Mean	P Value	Conclusion
Perceived Trust -> Purchase Intention	0,240	0,000	Positive Significant
Attitude -> Purchase Intention	0,045	0,240	Not Significant
Perceived Ease of Use -> Purchase Intention	0,226	0,002	Positive Significant
Perceived Usefulness -> Purchase Intention	0,452	0,000	Positive Significant
Perceived Trust -> Attitude -> Purchase Intention	0,029	0,240	Not Significant
Perceived Ease of Use -> Perceived Usefulness -> Purchase Intention	0,367	0,000	Positive Significant
Perceived Trust -> Attitude	0,644	0,000	Positive Significant
Perceived Ease of Use -> Perceived Usefulness	0,813	0,000	Positive Significant

Source: (Processed Data, 2023)

The structural model test results indicate that the perceived trust variable significantly influences purchase intention ($p = 0.000 < 0.05$), supporting the acceptance of the hypothesis. Conversely, the attitude variable does not have a significant effect on purchase intention ($p = 0.240 > 0.05$), leading to the rejection of the hypothesis. Additionally, the perceived ease of use variable significantly affects purchase intention ($p = 0.002 < 0.05$), supporting the hypothesis. Moreover, perceived usefulness has a significant impact on purchase intention ($p = 0.000 < 0.05$), confirming the acceptance of the hypothesis. The test results also reveal that the attitude variable does not affect the relationship between perceived trust and purchase intention ($p = 0.240 > 0.05$), leading to the rejection of the hypothesis. However, the perceived ease of use variable significantly influences the relationship between perceived usefulness and purchase intention ($p = 0.000 < 0.05$), supporting the hypothesis. Furthermore, the perceived trust variable significantly influences attitude

($p = 0.000 < 0.05$), supporting the hypothesis, and the perceived ease of use variable significantly affects perceived usefulness ($p = 0.000 < 0.05$), confirming the hypothesis acceptance.

5. Discussion

Based on the research conducted among employees and consumers of Hong Yi Indonesia Ltd, it is evident that perceived trust significantly influences consumers' purchase intention by fostering a sense of security and minimizing risks associated with product purchases (Chang et al., 2014). This reduced uncertainty aligns with increased confidence in making purchasing decisions, contributing to elevated purchase intent. Additionally, trust in a brand positively shapes consumers' perceptions, influencing positive recommendations and ultimately contributing to business growth (Kwok et al., 2015).

In contrast, the study reveals that a person's attitude toward a product or service may not directly impact their purchase intent, as economic constraints, such as budget limitations, can hinder actual purchases despite positive attitudes (Moslehpour et al., 2018). This highlights the complex interplay between attitude and external factors in shaping consumer behavior.

Furthermore, the findings emphasize the role of perceived ease of use in enhancing user satisfaction, reducing perceived risks, and increasing confidence among consumers. A user-friendly experience, characterized by ease of use, not only heightens satisfaction but also strengthens confidence in the purchase decision-making process (Moreira et al., 2017).

Similarly, the research underscores that perceived usefulness plays a pivotal role in influencing consumer purchase intent. Consumers are more inclined to make purchases when they perceive products or services as beneficial, capable of meeting their needs, and providing value (Ma et al., 2017).

Differentiating between attitude and perceived trust, the study elucidates that while both independently impact purchase intention, the relationship between perceived trust and purchase intention is not contingent on an individual's attitude towards the brand. This distinction highlights the unique contributions of each construct to consumer behavior.

Moreover, the study elucidates that perceived trust also influences the emotional component of consumer attitudes towards products. Confidence and trust in a brand lead to positive emotional responses, such as comfort and satisfaction, shaping overall consumer attitudes (Wong & Mo, 2019).

Lastly, the research reveals that consumers consider ease of use as a crucial factor contributing to the efficiency and effectiveness of product use. A product perceived

as easy to use is believed to yield quicker and more accurate results, enhancing perceptions of efficiency and effectiveness, ultimately impacting perceived usefulness (Xu & Du, 2018; Granić & Marangunić, 2019). These insights offer valuable implications for businesses aiming to optimize consumer experiences and shape purchasing behavior.

6. Conclusions

This study concludes that perceived trust, perceived ease of use, and perceived usefulness are the most important elements in increasing consumer purchase intent at Hong Yi Indonesia Ltd. Consumers tend to believe that they can quickly and correctly use the product being sold, to achieve the desired results and consumers are more satisfied with the user experience if they feel the product being sold is easy to use or the product is considered useful. With this, consumers feel more confident and confident that they will not bear any loss or disappointment when buying the product.

High perceptions of trust can trigger positive emotional responses and affect overall consumer attitudes. Consumer attitudes towards products do not affect purchase intentions because if someone has a positive attitude towards a product, economic factors such as budget constraints or prices that are too high can prevent them from making purchases. Attitude and perceived trust are different constructs in the context of consumer behavior. Attitude reflects an individual's subjective evaluation of the products a company sells, while perceived trust has more to do with consumer confidence in the reliability and integrity of the brand.

This study only involved employees and consumers of Hong Yi Indonesia Ltd in Batam City in examining the role of mediation attitude and perceived usefulness towards perceived trust, perceived ease of use, and purchase intention. Further research can be directed at the wider community or consumers in other cities, where the sample used will be wider. Based on the conclusions above, several suggestions need to be conveyed, namely for companies to make this research as an assessment and learning of factors that can increase consumer purchase intention so that it is expected to continue to develop business from every aspect to attract consumers. Then in the next study, it is expected to add samples or other variables that are not used in this study to obtain more accurate data and results.

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