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EASE OF USE AND ATTITUDE TO OPTIMIZE PURCHASE INTENTION: STUDY OF RIDE-HAILING CONSUMERS

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Abstract

Various types of public transportation are available in the environment, but ride-hailing services remain the primary choice for customers. This study examines the role of perceived usefulness, perceived ease of use, and attitude in maximizing purchase intention based on the Technology Acceptance Model (TAM), which explains how users come to accept and use technology based on its perceived benefit and usability. The research focuses on ride-hailing services among generations Y and Z. The research applied a quantitative methodology and purposive sampling technique, collecting 176 samples. The data were analyzed using structural equation modelling (SEM) with SPSS 29 and AMOS Graphics 26 software, as SEM is particularly suitable for examining complex relationships between multiple variables simultaneously. The novelty of this research is the addition of attitude variables as a mediating factor, an aspect that has been underexplored in previous TAM studies within ride-hailing contexts. The results showed that perceived ease of use does not affect user satisfaction with ride-hailing services, and a significant negative effect of attitude on purchase intention was found. These findings can help service providers set strategies to improve perceived ease of use and consumer attitudes toward ride-hailing services and facilitate the implementation of marketing strategies in the future.

Keywords: Perceived Ease of Use, Perceived Usefulness, Credibility, Satisfaction, Attitude, Purchase Intention

INTRODUCTION

Despite the availability of various public transportation options, ride-hailing services remain the preferred choice for many customers today. As Olayode et al. (2023) suggest, the convenience provided by ride-hailing applications is essential for passengers, as it simplifies the process of requesting transportation. According to an Accenture study in the U.S., nearly two-thirds of private car owners would consider selling their vehicle in favor of a ride-hailing service. According to Bolt's (2022) user experience study, location-based technology allows passengers to conveniently connect with nearby drivers regardless of their location, enhancing mobility in both urban and suburban environments. Ride-hailing customers are increasingly aware of the convenience and efficiency of every interaction with service providers. Ride-hailing customers increasingly value the convenience and efficiency of every interaction with service providers. Nguyen-Phuoc et al.(2021) found that booking methods providing positive user experiences through ease of use, usefulness, and convenience directly contribute to customer satisfaction, which in turn drives industry growth. The economic significance of this trend is substantial: the global ride-hailing services market was valued at USD 28.34 billion in 2021 and is projected to grow at a compound annual growth rate (CAGR) of 15.7% from 2022 to 2030. These impressive figures reflect the transformative impact of ride-hailing on urban mobility, highlighting the importance of understanding consumer adoption behaviors. As the global leader, Uber provides approximately 14 million daily trips in the United States alone, accounting for 65% of the total market share (Grand View Research, 2022).

Loyal consumers can benefit companies in the ride-hailing ecosystem in the long run, as these users will recommend and encourage others to use the service (C. K. H. Lee & Wong, 2021). The ride-hailing service's mobility growth team can identify triggers that help passengers take a stand by understanding the benefits of using the service. The Eats service is sometimes the first way consumers interact with Uber. The company launched a proactive effort to convert Eats users into Uber customers. Uber was able to acquire 20% of new users in the United States (US) and 40% in the United Kingdom (UK) through proactive efforts (Chan, 2022). Purchase intention, or continued usage in the context of ride-hailing applications, is an indicator that reflects the success of business sustainability in the ride-

hailing industry. Consumer purchase intention is based on subjective conditions or individual willingness to purchase products and services in the future (Marsasi, et al., 2024).

This study utilizes the technology acceptance model as its theoretical framework. This model consists of constructing several core variables that measure users' motivation to engage with certain technologies: perceived ease of use, perceived usefulness, and attitude (Camilleri & Falzon, 2021). The TAM emphasizes two main variables: perceived ease of use and usefulness. The Technology Acceptance Model (TAM) is a relevant theoretical framework for studying the adoption of ride-hailing services by Generation Y and Z consumers, as this model outlines the factors that influence users' decisions to accept or reject technology.

This research is based on the core variable of perceived ease of use, which is the ability of consumers to accept new technologies offered to them quickly. Ease of use in ride-hailing services plays an essential role in consumer acceptance of new services. The transition from traditional to online transportation is a gap for some consumers. Perceived ease of use is considered the most critical determinant of user acceptance of technology because it influences attitudes toward using certain technologies (Filieri et al., 2021). Users of ride-hailing services can use and navigate the application platform quickly and easily. The features can help users decide whether an application is easy or difficult (Al-Gasawneh et al., 2022).

As a novel contribution, this research incorporates attitude variables to extend the standard TAM framework. User attitudes toward ride-hailing services represent consumer responses to the substitution of traditional transportation with digital alternatives. Ly & Ly (2022) conceptualize attitude as consumers' positive or negative feelings toward a service. To theoretically ground this addition, we draw upon the Theory of Reasoned Action (TRA), which provides a social-psychological perspective on human behavior. TAM is particularly useful in understanding how users' perceptions of technology, such as ease of use and usefulness, influence their adoption of ride-hailing services. Similarly, TRA provides insights into how attitudes toward technology and societal norms shape consumer behavior (Alam et al., 2021).

The development of ideas comes from Acikgoz & Vega, (2022) who emphasize the importance of perceived ease of use as a factor of the primary constructs toward attitude

toward the use of technology. These researchers show that perceived ease of use can increase attitude. The development of ideas also comes from Abu-Alsondos et al., (2023) found that perceived ease of use in online shopping services can lead to positive consumer attitudes. Researchers believe that high perceived ease of use is one factor that most influence consumer attitudes toward online shopping activities. The development of ideas in previous studies stated that there is a positive relationship between attitude toward advertising and buyer's intention to purchase a product or service offered (Ho Nguyen et al., 2022). A positive user attitude towards the provided service will also result in a high probability of purchasing the service.

Previous studies reveal important research gaps requiring further investigation. While Abdul-Halim et al. (2022) identified a relationship between perceived ease of use and attitude, Chen et al., (2023) found no significant effect of perceived ease of use on customer attitudes. Similarly, inconsistent findings exist regarding satisfaction and purchase intention; Jung et al. (2021) demonstrated a connection, while Hsiao et al. (2021) found no significant relationship. Addressing these contradictions has substantial practical implications for ride-hailing providers seeking to enhance customer satisfaction and drive future growth in a highly competitive market. Resolving these inconsistencies will provide clearer guidance for designing user interfaces and developing marketing strategies that effectively convert positive user experiences into sustainable customer relationships.

According to the description, there is still a lack of perfection in the concept of perceived ease of use and attitude towards purchase intention of ride-hailing customers among generations Y and Z. The idea is not entirely optimized due to the incomplete maximization of buying intention. This concept is inadequately actualized as perceived ease of use and attitudes toward a company's service do not regularly affect purchasing intentions. Every individual possesses a distinct viewpoint regarding the services performed. This study investigates the influence of perceived utility, perceived ease of use, and attitude on enhancing purchase intention. This research seeks to improve the literature on consumer behavior, particularly with ride-hailing, by addressing the deficiencies in prior studies.

REVIEW OF LITERATURE

Technology Acceptance Model (TAM)

This study employs the Technology Acceptance Model (TAM) as its theoretical foundation. TAM posits that the intention to use a technology system is influenced by two primary beliefs: perceived usefulness and perceived ease of use (Marangunić & Granić, 2015; Venkates & Davis, 2000). As a framework for understanding individual adoption behavior, TAM provides valuable insights into why users accept or reject new services or systems—particularly relevant in the context of ride-hailing platforms targeting Generations Y and Z. TAM's explanatory power extends beyond basic technology adoption to include several interconnected factors such as attitude, perceived ease of use, and perceived usefulness that collectively influence the intention to use service technologies (Al-Rahmi et al., 2022; Herzallah et al., 2022). In the ride-hailing context, these factors help explain how users evaluate and ultimately make decisions about adopting digital transportation alternatives. The application of TAM in studies of online purchase behavior, customer satisfaction, and purchase intentions has demonstrated its robustness in identifying key factors influencing user satisfaction and purchase decisions across digital platforms (Cuong, 2023).

Perceived Usefulness

Perceived usefulness refers to the degree to which individuals believe that technological innovations can enhance their daily tasks and effectiveness (Sayaf et al., 2022). In the context of ride-hailing services, perceived usefulness is characterized by user confidence that these platforms offer tangible benefits, such as time savings, convenience, and improved transportation quality, compared to traditional alternatives. This construct is central to TAM, as it directly influences user attitudes toward technology adoption. When ride-hailing users perceive the service as useful, improving their mobility options and daily efficiency, they develop stronger relationships with service providers based on the fulfillment of their expectations(Chawla & Joshi, 2023; Mariano et al., 2022). Perceived usefulness refers to the user's perception of the benefits of technology services in performing various tasks or activities (Alotaibi & Hidayat-ur-Rehman, 2024). Research consistently demonstrates that perceived usefulness substantially impacts users' attitudes and intentions toward technology adoption (Ambalov, 2021), particularly in service-oriented applications like ride-hailing platforms where immediate utility is readily apparent.

Credibility

Credibility refers to a brand's ability to build customer trust in the information provider by providing reliable and valid information (El-Shihy, 2024; Jansom et al., 2022). Within ride-hailing services, credibility manifests in accurate wait times, reliable driver information, transparent pricing, and consistent service quality. Though not originally part of TAM, credibility has emerged as an important extension to the model, particularly for digital services where trust is paramount. The reliability of information conveyed by ride-hailing providers significantly influences customer perceptions of validity and legitimacy. When users trust that the estimated arrival time, driver details, and pricing information are accurate, their overall perception of the service improves. As Zhang et al. (2022) note, credibility represents a quality that consumers can depend on, particularly important in transportation contexts where reliability and consistency directly impact daily planning. A ride-hailing platform's credibility helps reduce customer uncertainty because passengers can trust service details and more readily perceive value in the offering (Fatma & Khan, 2023). This multidimensional construct emphasizes information as a determining element in building trust, which ultimately influences purchase decisions in competitive transportation markets (Zirena-Bejarano et al., 2022).

Perceived Ease of Use

Perceived ease of use—a core TAM component—refers to an individual's belief that new technology application requires minimal effort and facilitates daily activities (Ilieva et al., 2023). In ride-hailing contexts, this encompasses intuitive app interfaces, straightforward booking processes, and uncomplicated payment systems. This construct is particularly relevant for Generations Y and Z, who have varying levels of technology adoption preferences despite being considered "digital natives." When examining ride-hailing services through TAM, perceived ease of use reflects how users evaluate the effortlessness of platform navigation, booking, and service utilization (Pratista & Marsasi, 2024). Users who find ride-hailing apps easy to use and uncomplicated tend to feel more comfortable integrating these services into their daily transportation routines. Research by Al-Adwan et al. (2023) demonstrates that perceived ease of use significantly impacts technology adoption decisions, particularly for services used regularly in daily life. For ride-hailing platforms targeting younger generations, simplicity and intuitive design directly influence user confidence and comfort with the service (Vo & Van, 2021). The straightforward, practical aspects of service

utilization—from account creation to ride completion—collectively form users' perceptions of ease of use (Sulaiman et al., 2023), which subsequently impacts both satisfaction and attitude formation within the TAM framework.

Satisfaction

Satisfaction is a form of consumer evaluation of the quality of the product or service received (Miao et al., 2022). Satisfaction represents a comprehensive evaluation made by customers based on their experiences using products or services (Rostami & Mirshahi, 2022). Within TAM-based studies of ride-hailing services, satisfaction emerges as a critical outcome variable that mediates the relationship between initial perceptions (usefulness, ease of use) and behavioral intentions. This construct involves a subjective, psychological assessment that occurs when consumers compare their expectations with actual experiences (S. Kim & Manoli, 2024). For ride-hailing users, satisfaction encompasses multiple service dimensions: vehicle quality, driver professionalism, app functionality, price fairness, and overall journey experience. When these elements meet or exceed expectations—particularly regarding usefulness and ease of use as predicted by TAM—users develop positive attitudes toward continued service utilization. Customer satisfaction in ride-hailing is influenced by several factors, including service conformity with expectations and quality of delivery (Maharani & Marsasi, 2024). The difference between actual performance and expectations creates either satisfaction or disappointment (Antwi, 2021), with satisfied users more likely to develop loyalty and purchase intentions. For ride-hailing providers targeting Generations Y and Z, creating consistent satisfaction directly impacts business sustainability by fostering repeat usage and positive word-of-mouth.

Attitude

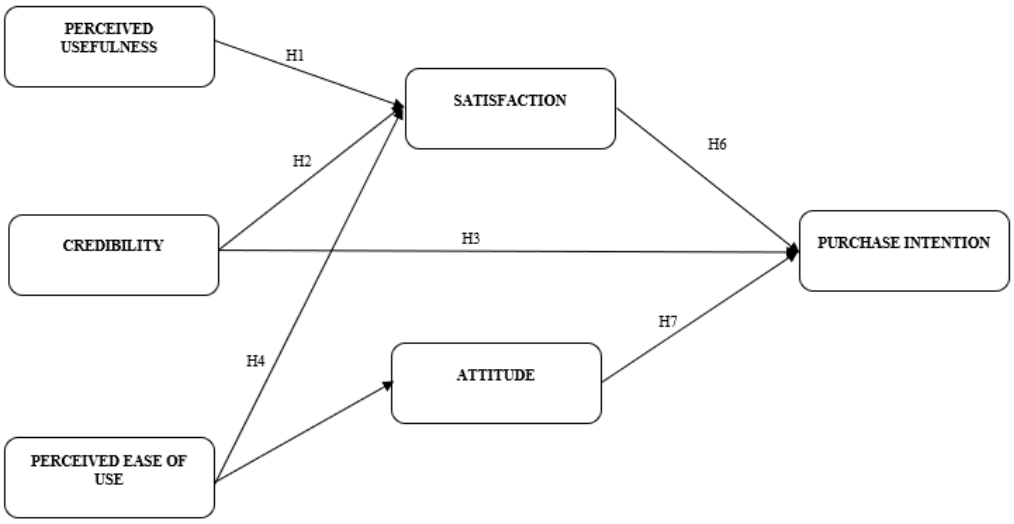
Attitude, a key mediating variable in TAM, reflects a subjective evaluation that helps assess individual responses to technological innovations (Yu & Cai, 2022). For ride-hailing services, attitude represents users' overall evaluation formed in response to their perceptions of the service offering. This evaluation encompasses cognitive (beliefs about service attributes), emotional (feelings toward the experience), and behavioral (action tendencies) dimensions that collectively influence decision-making (Hmoud et al., 2022). Within the TAM framework, attitude serves as a critical link between perceptions (usefulness, ease of use) and behavioral intentions. When ride-hailing users develop positive attitudes based on

beneficial experiences and perceptions, these attitudes directly influence their likelihood of continued platform usage. An individual's attitude toward a service is formed from beliefs about its strengths and weaknesses that reflect a positive or negative tendency toward that behavior (Molinillo et al., 2024). As Kim & Lee (2022) note, attitudes toward behaviors are based on beliefs about consequences—when users believe ride-hailing offers positive outcomes like convenience, time savings, and reliability, their attitudes become more favorable. For ride-hailing providers, understanding attitude formation is crucial because these evaluations serve as the primary basis influencing consumer behavior in the decision-making process. Attitudes help interpret and evaluate market preferences, informing service development and promotion strategies (Choi & Jo, 2021). In practical terms, positive attitudes toward ride-hailing platforms—stemming from perceived usefulness and ease of use—create predispositions toward continued service utilization, particularly among technologically adaptable Generation Y and Z consumers.

Purchase Intention

Purchase intention represents the culmination of the TAM adoption process—the behavioral intention to use technology based on formed perceptions and attitudes. In ride-hailing contexts, purchase intention refers to users' willingness to book rides through the platform (Al-Abbadi et al., 2022; V. Lee et al., 2022) and serves as a critical predictor of actual usage behavior. This construct is defined as an individual's tendency to act toward an object, reflecting planned behavior (Santo & Marques, 2022). For ride-hailing services, purchase intention encompasses both immediate decisions to use the service and longer-term loyalty that sustains platform engagement. As the outcome variable in our extended TAM model, purchase intention represents the psychological tendency reflecting users' desire to utilize ride-hailing services, formed through the combined influence of perceived value, past experience, and situational factors. In the specific context of Generation Y and Z users of ride-hailing platforms, purchase intention describes both the plan to use the service and the decision-making process that considers various situational influences (Sabina & Marsasi, 2024). As Marsasi, Rizan, et al. (2024) note, purchase intention encompasses the complete mental and action processes consumers undertake when selecting and purchasing services—making it the ultimate measure of TAM's effectiveness in predicting technology adoption behavior.

Figure 1.
Research Model



RESEARCH METHOD

This study employed a quantitative approach to examine factors influencing purchase intention in ride-hailing services. This method was selected because it allows for statistical measurement of relationships between variables and hypothesis testing based on existing theory (Creswell & Cresswell, 2022). Rather than simply describing phenomena, this approach quantifies relationships between factors such as perceived usefulness, credibility, satisfaction, and purchase intention.

Data collection utilized structured online questionnaires with validated measurement scales and 5-point Likert items. To ensure content validity, the questionnaire's design incorporated accepted scales from previous studies to assess key constructs. To enhance dependability, each construct was assessed using multiple indicators. To fix question wording, format, and comprehension concerns, the questionnaire was pilot-tested with a small sample before distribution.

Questionnaires were distributed via Google Forms across social media platforms, including WhatsApp, Instagram, Facebook, and Twitter. To address potential sampling bias, targeted distribution strategies ensured diverse demographic representation, extending beyond tech-savvy users. This included sharing the questionnaire in community groups with varied age profiles and socioeconomic backgrounds, and employing snowball sampling techniques to reach non-digital natives through referrals. For data analysis, Structural Equation Modeling (SEM) was employed using Amos software. SEM was particularly

appropriate for this study as it enables simultaneous examination of complex relationships between multiple observed and latent variables while accounting for measurement error (Hair et al., 2019). This analytical method allows for a comprehensive assessment of how various factors interconnect to influence purchase intention on ride-hailing platforms.

The analysis process followed a systematic sequence of phases, including normality and outlier assessment, measurement model analysis through confirmatory factor analysis, validity and reliability assessment, structural model analysis, goodness-of-fit evaluation, and hypothesis testing. in the ride-hailing service context. The data input for the SEM test phase is conducted via confirmatory or factor analysis testing. This methodological approach provided a robust framework for investigating the complex relationships between variables and determining the significant factors affecting consumers' purchase intention.

RESULTS AND DISCUSSION

Respondent Profile

Table 1.
Respondent Demographics

Demographic	Total	Percentage
Gender		
Male	33	19%
Female	143	81%
Age		
15 – 20	19	11%
21 – 25	72	41%
26 – 30	49	28%
31 – 40	32	18%
41 – 50	4	2%
Most Recent Education		
< High School	11	6%
High school/equivalent	104	59%
Diploma	14	8%
S1/D4	46	26%
S2/S3	1	1%
Jobs		
Student	56	32%
Self-Employed	35	20%

Labor	5	3%
Private employee	42	24%
Civil servants/ government employees, Teachers/Lecturers	4	2%
Housewife	34	19%
Domicile		
Jakarta	30	17%
Bandung	26	15%
Bogor	12	7%
Surabaya	19	11%
Tangerang	16	9%
Bekasi	18	10%
Semarang	21	12%
Yogyakarta	30	17%
Jepara	4	2%

Source: Primary Data, Processed 2025

Table 1 describes the demographics of the respondents based on gender, age, most recent education, occupation, and residence. Data was collected from 176 respondents who completed the questionnaire online.

Validity and Reliability Test

Researchers processed data from 176 respondents collected during the distribution of questionnaires. Pearson's correlation coefficient and significance level were used as references in the validity test. If the Pearson correlation value is ≥ 0.5 and the significance level value is ≤ 0.05, the item can be considered valid (Hair et al., 2019). The IBM SPSS 29 software program is used by researchers to conduct validity tests.

Table 2.
Validity Test

Variable	Indicator	Pearson Correlation	Description
Perceived Usefulness	I am grateful for the variety of alternative routes available on this ride-hailing platform, which I find helpful when navigating traffic.	.648**	**Valid**
	I believe that the variety of features offered by this ride-hailing platform has the potential to enhance my daily performance.	.608**	**Valid**

	I find the mobile booking feature quite convenient.	.775**	**Valid**
	I also appreciate the platform's ability to schedule delivery services, which enhances its functionality.	.644**	**Valid**
	I appreciate the flexibility to choose the type of transportation fleet for the ride.	.664**	**Valid**
Credibility	I find the platform's provision of clear driver information, including names and vehicle numbers, satisfactory.	.771**	**Valid**
	I believe this ride-hailing platform has positive reviews.	.776**	**Valid**
	I believe that using cashback coins from this ride-hailing platform is a sensible choice.	.688**	**Valid**
	The payment options available on this platform are a good reference point for attracting consumers' attention.	.821**	**Valid**
	I believe that this ride-hailing platform is reliable and can cover all regions.	.762**	**Valid**
Perceived Ease of Use	I find the menu display to be clear and easy to understand.	.795**	**Valid**
	I find that using this ride-hailing platform saves time because I don't need to approach the Ojek base.	.742**	**Valid**
	I find the coin cashback offered by this ride-hailing platform to be user-friendly, particularly for new users.	.664**	**Valid**
	I also appreciate the flexibility of the payment methods available on the platform.	.753**	**Valid**
	I appreciate the convenience of using this platform to reach my destination with the shortest preferred route.	.698**	**Valid**
Satisfaction	I believe the variety of services this ride-hailing platform offers can meet user expectations.	.750**	**Valid**
	In my opinion, the scheduling feature for delivering goods on this ride-hailing platform is among the best in the industry.	.676**	**Valid**
	I appreciate the platform's commitment to innovation and the continuous updating of its system.	.734**	**Valid**
	I am delighted with the security of payment transactions offered by this ride-hailing platform.	.765**	**Valid**
Attitude	I believe that the platform's ability to match driver information and vehicle numbers will contribute to an overall positive experience for users.	.658**	**Valid**

	I am grateful for the promotional offers I have received through this platform.	.790**	**Valid**
	In my opinion, this ride-hailing platform offers a convenient solution for busy consumers, especially those who may face challenges in finding parking.	.752**	**Valid**
	I believe that the ability to track rides in real time on this platform minimizes potential risks.	.633**	**Valid**
Purchase Intention	I would recommend this ride-hailing platform because its insurance feature offers a sense of security.	.758**	**Valid**
	I am considering purchasing services on this ride-hailing platform because it appears to cover all regions.	.663**	**Valid**
	I am confident in the platform's ability to provide accurate GPS services.	.740**	**Valid**

Source: Primary Data, processed 2025

Table 2 presents the validity test results, which show that 26 indicators are considered valid and can be employed as assessments in this study. A reliability test was subsequently conducted to evaluate the dependence of question items in the questionnaire and to guarantee that respondents were provided with consistent responses to each question item. The test was conducted utilizing IBM SPSS Statistics 29. Hair et al. (2019) assert that a Cronbach's Alpha value of a minimum of 0.7 signifies reliability.

Table 3.
Reliability Test

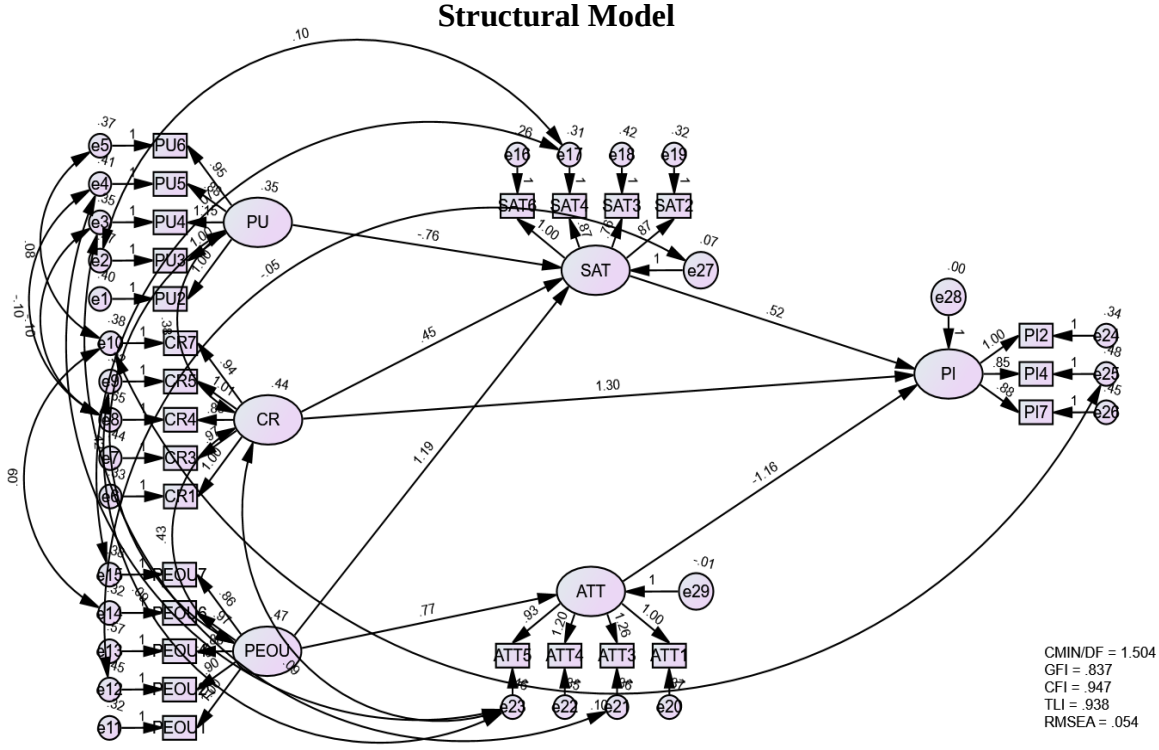
Variable	Cronbach Alpha	Description
Perceived Usefulness	0.807	**Reliable**
Credibility	0.819	**Reliable**
Perceived Ease of Use	0.824	**Reliable**
Satisfaction	0.777	**Reliable**
Attitude	0.767	**Reliable**
Purchase Intention	0.703	**Reliable**

Source: Primary Data, Processed 2025

As demonstrated in Table 3, the reliability test results indicate all variables are reliable. While all values exceed the minimum threshold of 0.7, it's worth noting that "Purchase Intention" has the lowest Cronbach's alpha (0.703). This value, while acceptable, suggests some variability in responses regarding purchase intention among Generation Y and Z consumers, possibly reflecting the complexity of purchasing decisions in ride-hailing services which are influenced by multiple factors beyond those captured in our model.

Model Structural Test

Figure 2.
Structural Model



Source: Primary Data, processed 2025

Figure 2 illustrates the outcomes of modifying the structural model by establishing a correlation between errors and the recommended modification index. The structural model visually represents the relationships between all constructs (Perceived Usefulness, Credibility, Perceived Ease of Use, Satisfaction, Attitude, and Purchase Intention), with arrows indicating directional hypothesized relationships and their corresponding path coefficients. The subsequent stage involves assessing the structural model's suitability, which is evaluated based on its degree of alignment or "fit."

Table 4.
Goodness of Fits Structural Model

No	Index	Value	Description
1.	CMIN/DF.	1.504.	Good Fit.
2.	GFI.	0.837.	Marginal Fit.
3.	CFI.	0.947.	Good Fit.
4.	TLI.	0.938.	Good Fit.
5.	RMSEA.	0.054.	Good Fit.

Source: Primary Data, Processed 2025

Table 4 shows that the research model provides four good fits and one marginal fit. In SEM analysis, "good fit" indicates that the model closely aligns with the observed data, while "marginal fit" (GFI = 0.837) suggests acceptable but not optimal alignment. The conventional threshold for GFI is ≥ 0.90 for good fit, with values between 0.80-0.89 considered marginal. Despite one marginal fit indicator, the overall model is accepted, as the results show the criteria have been met.

Hypothesis Test

AMOS Graphics software is utilized by researchers for hypothesis testing, with the standard value provisions employed in this study to test the hypothesis by examining the probability value of a hypothesis. According to Hair et al., (2019), the probability value undergoes a standard assessment with P ≤ 0.05 to ascertain the hypothesis results as significant. Additionally, it is imperative to examine the CR value with criteria ≥ 1.960. The hypothesis can be deemed supported when it meets these criteria.

Table 5.
Hypothesis Test

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weight	Description
H1 (-)	PU - SAT	-0.763	-0.926	0.355	-0.654	Not Supported
H2 (+)	CR – SAT	0.453	1.985	0.047	0.435	Supported
H3 (+)	CR – PI	1.300	3.678	***	1.356	Supported
H4 (+)	PEOU – SAT	1.190	1.695	0.090	1.189	Supported
H5 (+)	PEOU – ATT	0.775	9.188	***	1.010	Supported
H6 (+)	SAT – PI	0.521	1.932	0.053	0.566	Supported
H7 (-)	ATT – PI	-1.158	-2.629	0.009	-0.965	Supported

Source: Primary Data, 2025

As illustrated in Table 5, the results of the hypothesis testing indicate that H1 is declared insignificant. Conversely, H2, H3, H4, H5, H6, and H7 are declared significant. The conclusion drawn from this analysis is that six hypotheses are indicated to be supported, while one hypothesis is not supported.

The Effect of Perceived Usefulness on Satisfaction

The hypothesis regarding the relationship between perceived usefulness and satisfaction reveals a negative yet statistically insignificant association. These findings are consistent with the study by Pereira and Tam (2021), which suggests that perceived usefulness has a negative yet insignificant influence on satisfaction. The results of the present

study are also consistent with those of Daneji et al. (2019), who reported an insignificant relationship between perceived usefulness and satisfaction. This contradictory outcome may be interpreted in line with a variety of factors. For Generation Y and Z, utilitarian features like mobile travel service ordering are becoming more of expectations than of satisfaction criteria. Platforms that satisfy these underlying assumptions without spotting them might not increase usefulness or satisfaction. The relationship may change depending on differences between reality and expectations. User expectations change with increasing perceived benefit in marketing or referrals. Even if the platform is useful, if the experience falls short of these great expectations, pleasure could diminish. This study implies that in ride-hailing satisfaction, driver behavior, car comfort, and emotional aspects could be more crucial than utilitarian ones. For ride-hailing firms, this has major implications since improving only functioning could reduce customer happiness.

The Effect of Credibility on Satisfaction

The credibility hypothesis on satisfaction demonstrates a positive and significant relationship, aligning with the findings of previous research by Anum et al., (2023), which also asserts that the credibility of a platform exerts a positive influence on satisfaction. Consumers who regard a platform as credible experience heightened satisfaction (Dabija et al., 2023). This notion is further corroborated by the findings of Almansour & Elkrghli, (2023), which assert a positive and significant relationship between credibility and satisfaction. The credibility of a platform has been shown to reduce feelings of anxiety and ambiguity among consumers, thereby fostering heightened satisfaction (Yang et al., 2023). The findings of research conducted by Cheng et al., (2021) indicate that the credibility of a service platform encompasses the quality of trust and confidence. Consumers are likely to place trust in ride-hailing platforms with positive reviews, as these reviews play a pivotal role in influencing their decision to utilize the service. The diversity of services offered by the ride-hailing platform contributes to consumer satisfaction. The study's findings underscore the correlation between platform credibility and consumer satisfaction, suggesting that the stronger the credibility of a platform, the more satisfied its users.

The Effect of Credibility on Purchase Intention

The results of the credibility relationship hypothesis on purchase intention demonstrate a positive and significant relationship, aligning with the findings of research

conducted by Bueno & Gallego, (2021), which suggests that credibility affects consumer purchase intention for the platform. Research by Ngo et al., (2024) further demonstrates that the results of the credibility relationship positively and significantly affect purchase intention. Another study by Wang et al., (2021) explored the effect of credibility on purchase intention, finding a positive and significant impact on both relationships. Consumers find it easier to make purchasing decisions when engaging with platforms that have high credibility (Ao et al., 2023). Research by Zhai et al.,(2022) confirmed the real impact of credibility in building consumer purchase intention. The credibility of a platform exerts a significant influence on consumer perceptions of its services, thereby fostering a future desire to make purchases. Consumers have a high degree of confidence in the reliability of ride-hailing service platforms, perceiving them as capable of reaching all regions. This confidence leads to a reliance on these services for daily needs. Generation Y and Z consumers are particularly keen on utilizing ride-hailing platforms for service purchases due to their extensive reach. The extent of credibility a platform exhibits is directly correlated with the degree of purchase intention displayed by consumers.

The Effect of Perceived Ease of Use on Satisfaction

The hypothesized relationship between perceived ease of use and satisfaction suggests a positive and significant relationship, consistent with the findings of a study conducted by Bossman & Agyei, (2022). This study indicates that the convenience experienced when using services leads to increased consumer satisfaction. Furthermore, De Canio et al., (2022), also demonstrate a significant positive relationship between perceived ease of use and satisfaction. Research by Jiang et al., (2022) also demonstrated a positive and significant influence between perceived ease of use and satisfaction. The perception of convenience offered through platform features supporting consumer effectiveness and performance will positively affect consumer satisfaction (Yin & Lin, 2022). Research by Dokhanian et al.,(2022) also reveals that the perception of convenience increases satisfaction because consumers feel happy, comfortable, and satisfied when using platform services. The positive experience associated with the convenience of using the platform has been shown to increase consumer satisfaction. Generation Y and Z consumers report ease of use with the various payment methods available on ride-hailing platforms, contributing to increased satisfaction and comfort. Furthermore, consumers perceive the scheduling feature for

delivery of goods on ride-hailing platforms to be the most advanced in the industry. The degree to which consumers perceive ease of use as valuable is directly proportional to their level of satisfaction with the platform.

The Effect of Perceived Ease of Use on Attitude

The study's results suggest a positive and significant relationship between perceived ease of use and attitude. This relationship was examined by Palos-Sanchez et al., (2021), who found that perceived ease of use plays a significant role in shaping consumer attitudes. Similarly, Akther & Nur, (2022) reported a significant positive relationship between perceived ease of use and attitude. A similar finding was reported by Gurban & Almogren, (2022), who examined the effect of perceived ease of use on attitude, and the results of this study showed a positive and significant impact on both relationships. The effect of perceived ease of use on satisfaction has also been studied by Aulia & Marsasi, (2024), showing the results of the attitude relationship positively influenced by perceived ease of use. The findings of Rahman et al., (2024), further substantiate this notion, demonstrating that perceived ease of use positively and significantly influences attitude. The platform's convenience is a key factor in fostering positive user perceptions. This is particularly evident among Generation Y and Z consumers, who report feeling saved time when using ride-hailing services, as they no longer have to approach the Ojek base physically. The benefits of this enhanced convenience are manifold, including positive perceptions of services, increased trust in the platform, and heightened emotional satisfaction for the service provider. Furthermore, consumers concur that the platform's convenience is particularly beneficial for individuals with busy schedules, as it eliminates the need to search for parking spaces. The study's findings underscore the importance of perceived ease of use in influencing users' attitudes towards a platform, suggesting that as users' perceptions of ease increase, their positive sentiments towards the platform also rise.

The Effect of Satisfaction on Purchase Intention

The hypothesis regarding the impact of satisfaction on purchase intention has yielded positive and significant results. Research conducted by Lin et al., (2022), asserts that consumer satisfaction with services plays a pivotal role in stimulating purchasing behavior on a platform. Consumer satisfaction with the platform's services is considered a crucial factor in influencing customer purchase intentions (Cattapan & Pongsakornrungsilp, 2022).

Research on the relationship between satisfaction and purchase intention was also studied by Jamil et al., (2022). The impact of satisfaction on purchase intention has also been examined by Román-Augusto et al., (2022), who demonstrated that satisfaction positively influences the relationship between purchase intention and satisfaction. Research by H. Kim & Lee, (2022) corroborates this finding, showing that satisfaction significantly and positively influences purchase intention. Generation Y and Z consumers who utilize the ride-hailing platform express high levels of satisfaction with the security of payment transactions. The sense of satisfaction obtained by consumers serves as a robust foundation for forming purchase intentions, leading to consistent utilization of digital wallets for transactions on the ride-hailing platform. Consequently, the higher the satisfaction experienced by consumers, the more pronounced their purchase intention for the platform.

The Effect of Attitude on Purchase Intention

The hypothesis regarding the impact of attitude on purchase intention reveals a negative and significant relationship. The study results presented by Balaskas et al.,(2023) support a substantial negative relationship between attitude and purchase intention. A positive attitude towards the service negatively influences consumer buying intentions. Other researchers have proposed analogous results, suggesting that attitude exhibits a substantial negative relationship with purchase intention (Carfora et al., 2024). In ride-hailing, positive perceptions regarding safety features or tracking capabilities may not translate into higher purchasing intention. Several causes can explain this contradiction. Positive safety attitudes may make the service seem premium or pricey, repelling price-sensitive buyers from Generation Y and Z. The second factor is that positive attitudes toward one aspect (e.g., safety) may lead to increased scrutiny of other aspects (e.g., price, wait periods), resulting in a higher overall threshold for purchase decisions. This study indicates that the relationship between attitude and purchase intention in ride-hailing services is more intricate than what typical technology adoption models would suggest. This finding has significant practical implications for ride-hailing platforms, as it may not directly increase purchase intentions if marketing efforts are solely focused on enhancing attitudes toward safety or convenience features. Platforms should prioritize pricing incentives, availability, and service reliability, as these factors directly influence purchasing behavior. This negative relationship highlights the importance of a deeper comprehension of how cognitive (attitude) and behavioral

(purchase intention) components interact in ride-hailing, especially among younger consumers whose decision-making patterns may differ from older consumers.

CONCLUSION

The existing research findings suggest that several factors influence purchase intentions. Perceived usefulness has a negative and insignificant effect on satisfaction. Generations Y and Z have different technology expectations, which explains this unexpected conclusion. These demographics want revolutionary digital experiences, not simply utility. Despite being useful, system advances that only meet fundamental functional needs without adding a unique experience or emotional connection may not satisfy. User expectations are evolving, and digitally native consumers require more than just technology to be fully satisfied.

The results demonstrate the platform's ability to deliver comprehensive consumer satisfaction solutions. By upgrading services to meet consumers' evolving technology needs and delivering excellent customer satisfaction, credible platforms can sustainably increase purchase intention. The results also show that the purchase intention of ride-hailing platforms increases with user happiness. Positive attitudes also influence buying intentions for ride-hailing platforms.

The Technology Acceptance Model (TAM) explains how perceived ease of use, usefulness, and credibility affect consumers' satisfaction, attitude, and purchase intention to utilize digital transportation services. The TAM describes how the platform's technology affects users' psychological factors when adopting a new system.

Future research is expected to provide innovative perspectives on the subject matter, provided that it is consistent with the scope of this study. The utilization of application-based food delivery and logistics services as novel objects may be considered in future research. This study suggests adding trust as a new variable to explore. Customers' perceptions of the platform's credibility, reliability, and integrity are measured by trust variables. Riders must trust unknown drivers and accurate service representations in ride-hailing. Trust mediates platform features and purchase intentions and precedes satisfaction.

Source credibility theory emphasizes information source credibility as a fresh theoretical framework for trust analysis. On ride-hailing platforms, driver profiles, user

evaluations, and platform reputation are crucial information sources. This theory examines how information sources' perceived trustworthiness and expertise affect message adoption. Source credibility theory helps academics understand how driver identity verification, review authenticity, and platform reputation affect consumer trust and service acceptance.

This study provides ride-hailing service managers on consumer decision-making criteria. Users can estimate their journey time and cost before booking services using intelligent route prediction technologies provided by service providers. Reliable predictions enhance platform trustworthiness and purchase intention, supporting our credibility findings. The management team can establish a thorough points-based loyalty program to boost consumer happiness, which our research shows drives purchase intention. This program rewards loyal ride-hailing platform users with discounts, vacation vouchers, or other advantages.

Service providers should also use public figures or marketing influencers as brand ambassadors to represent the platform. This method utilizes the credibility-purchase intention relationship from our study. Indonesian ride-hailing companies could work with Raffi Ahmad, a notable Indonesian figure, to promote the service's value to consumers, boosting platform credibility.

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