
**ENHANCING PUBLIC PARTICIPATION IN GOVERNMENT-OPERATED
ONLINE AUCTIONS: AN EMPIRICAL ANALYSIS OF PURCHASE INTENTION
DETERMINANTS ON LELANG.GO.ID**



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Abstract

The development of online auctions as part of the digital transformation of public services highlights the importance of studying the factors that influence users' purchase intentions towards government auction platforms, particularly lelang.go.id, in light of the relatively low level of public participation. By integrating the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), this study aims to analyze the factors that shape users' purchase intentions on lelang.go.id by investigating the relationships between website design, trust, perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioral control on purchase intention, as well as testing the moderating role of perceived risk in the relationship between trust and purchase intention. A quantitative survey was conducted on 276 active users of lelang.go.id, and the data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The research results show that subjective norms, attitude, and perceived behavioral control have a significant direct influence on purchase intention, while trust does not have a direct influence but plays a role through perceptual mediation. Additionally, perceived risk was not proven to significantly moderate the relationship between trust and purchase intention. These findings underscore the importance of strategies to improve website design quality, information transparency, and the strengthening of trust and public perception to enhance the adoption of online auction systems.

Keywords: Online Auction, Trust, Perceived Risk, Purchase Intention, TAM, TPB

INTRODUCTION

The rapid development of the internet in the realm of electronic commerce has driven the growth of online auctions as a crucial instrument in facilitating economic transactions (Leonard & Jones, 2013; Pinker et al., 2010). Commercial online auction marketplaces such as eBay, Amazon, and Yahoo! Auction offer their products or services for sale through bidding mechanisms (Dass et al., 2020). This demonstrates that the internet, as a global communication platform, has rapidly evolved into an effective medium for marketing goods and services (Dwivedi et al., 2021; Ofori & Appiah-Nimo, 2019). The adoption rate of online auctions varies across countries. Schlaegel (2015) found that in developed countries such as the United States, Western Europe, and East Asia, the adoption level of online auctions has reached a relatively high level. In Saudi Arabia and other Middle Eastern countries, despite high levels of technology penetration, online auctions are still not optimally utilized (Namoun et al., 2022). Yet, the presence of online auction marketplaces is expected to provide significant flexibility in terms of time and location for participating in auctions, thus reaching a broader audience (Pinker et al., 2010). Most prior studies have focused on commercial online auction marketplaces in business-to-consumer (B2C) and consumer-to-consumer (C2C) categories such as eBay, Amazon Auctions, and Yahoo! Auction. This study offers novelty by exploring the phenomenon of online auction marketplaces in Indonesia, particularly through government-operated platforms. The Indonesian government, through the Directorate General of State Assets (DJKN) under the Ministry of Finance, has introduced the Lelang Indonesia marketplace via the lelang.go.id website since 2014. This platform represents a comprehensive digital transformation aimed at streamlining operational processes and creating new business models to improve service performance (Mergel et al., 2019). The use of lelang.go.id as an online auction marketplace is regulated under Ministerial Regulation No. 122 of 2023 concerning Guidelines for Auction Implementation. Despite the benefits offered, online auction systems face various challenges, particularly in increasing public adoption and participation. Based on DJKN data from 2019 to 2023, the sell-through rate of auctioned lots has been relatively fluctuating, with an average of only about 34.59%.

Among all auction categories, mandatory non-enforcement auctions—typically involving state or regional-owned assets—achieved the highest success rate, averaging around 76.45% over the five-year period. Voluntary auctions also performed relatively well, with an average success rate of approximately 70.61%, although this figure showed considerable year-to-year variation. In contrast, mortgage enforcement auctions had the lowest success rate, averaging only 11.90%. Other types of enforcement auctions fared better but still demonstrated a declining trend over time, with an average success rate of about 43.78%. These figures indicate that while certain categories of online auctions are performing well, others—particularly those involving compulsory enforcement—are facing considerable challenges in achieving high sell-through rates, even though internet penetration in Indonesia reached 79.5% in 2024 (Santika, 2024), with digital transaction values from the e-commerce sector reaching USD 65 billion (Google, Temasek, Bain & Company, 2024). Online auctions represent a sales mechanism characterized by asymmetric information between buyers and sellers (Pavlou & Gefen, 2004). Most online auction marketplaces provide only general product descriptions, requiring additional actions by consumers to compensate for perceived information imbalance (Chatterjee & Datta, 2008; Gregg & Walczak, 2008). The information asymmetry between sellers and buyers is one of the main reasons why consumers hesitate to

participate in online auctions, making trust a critical factor in shaping purchase intentions (Chong et al., 2003; Schlaegel, 2015; Wu et al., 2014). In fact, building trust influences consumers' willingness to make repeat purchases (Chen et al., 2016; Chiu et al., 2010).

Enhancing public trust and participation in online auctions through *lelang.go.id* can also drive broader economic growth. According to the Minister of Finance, auctions serve as an economic driver through their role in recovering state financial rights and addressing non-performing bank loans (Avisena, 2023). Therefore, online auctions are expected to catalyze economic growth and contribute to sustainable economic development. When trust is established in consumers due to positive reputation and reviews of online auctions, Chong et al. (2003) argue that consumers are more likely to make purchases due to minimized risks they perceive. The relationship between trust and perceived risk among consumers becomes important, especially given the nature of online purchasing which does not involve direct buyer-seller interaction and where product information is obtained solely through electronic devices (Kim et al., 2008; Pappas, 2016; Pavlou, 2003). Within the context of online auctions, the exploration of perceived risk remains limited to its direct influence on purchase intention (Wu et al., 2014). Pavlou's (2003) trust-risk framework emphasizes that trust is a critical mechanism in reducing perceived risk in online transactions. However, in situations involving high perceived risk, trust alone may not be sufficient to encourage purchase intention. Thus, further understanding is needed regarding how perceived risk strengthens or weakens the effect of trust. Perceived risk has previously been explored as a moderator in the relationship between trust and purchase intention in the studies of Tam et al. (2024) and Qalati et al. (2021), yet findings remain inconsistent. Therefore, this study contributes by re-examining the moderating role of perceived risk specifically within the context of online auction marketplaces. In the context of an online marketplace, website design must be able to provide visual appeal and ease of use (Srisathan et al., 2024). Previous research has tested the impact of website design on forming users' perceptions of usefulness and ease of use in conventional marketplaces, ultimately influencing purchase decisions (Tilahun et al., 2023).

However, these studies did not account for the unique dynamics of online auction systems, which are more competitive, time-sensitive, and risk-laden. Hence, applying the same theories in this context requires further investigation. Therefore, this study aims to fill this gap by adapting empirically validated constructs of website design and applying them within the Technology Acceptance Model (TAM) framework in the online auction platform, to examine how user perceptions of website design influence system acceptance. Websites should be designed for ease of use; however, without understanding user needs and ensuring their involvement in the development process, websites may still fail in adoption and usage (Charette, 2005). To explain consumer acceptance and purchase intention toward digital platforms, two widely used theories are the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). Leonard & Jones (2013) explicitly recommend integrating TAM and TPB as a future research direction to gain a more comprehensive understanding of users' purchase intentions in online auctions. In the context of online auction marketplaces like *lelang.go.id*, which involve technological, social, and psychological factors, an integrated approach is highly relevant. By combining TAM components perceived ease of use and perceived usefulness with TPB elements attitude, subjective norms, and perceived behavioral control this study delves into the multiple factors influencing public purchase intentions toward *lelang.go.id*. Given the low public adoption

rate of lelang.go.id and the limited literature addressing user acceptance of government-operated online auction systems, this research fills a critical knowledge gap. The comprehensive integration of TAM and TPB, along with the exploration of perceived risk's moderating role between trust and purchase intention in the context of government-run auction marketplaces, provides both theoretical and practical contributions. The factors analyzed include website design, trust, perceived usefulness, perceived ease of use, attitude, subjective norms, perceived behavioral control, and perceived risk. It is hoped that the results will inform effective strategies to enhance public participation in online auctions, thereby optimizing the economic benefits derived from the implementation of online auctions via lelang.go.id.

REVIEW OF LITERATURE

In online auctions, consumer behavior tends to be more impulsive and irrational compared to consumers in conventional e-commerce transactions due to the fast-paced and competitive nature of online auctions (Dholakia & Soltysinski, 2001). The final selling price is typically not predetermined, and buyers compete by placing bids, with the highest bidder winning the item at the end of the auction (Ye et al., 2021). Consumers often get caught up in bidding wars, continuously increasing their bid prices beyond what they initially intended to pay. This behavior is driven by psychological factors such as the desire to win a product (Ariely & Simonson, 2003).

Trust plays a crucial role in shaping online auction consumer behavior, as consumers tend to make purchases only on secure and reputable platforms (Pavlou & Gefen, 2004). Given that unscrupulous sellers may easily manipulate product descriptions and presentations to make unsubstantiated claims about the condition or origin of their products (Mavlanova & Benbunan-Fich, 2010), overcoming uncertainty in online auctions requires the platform to provide clear and accurate product descriptions (Houser & Wooders, 2006). Technology Acceptance Model (TAM) is a theoretical framework that explains how users accept and utilize new technologies (Davis, 1989; Zaineldeen et al., 2020). According to its original formulation, when individuals are exposed to a new technology, two key variables influence their decision to adopt it: perceived usefulness and perceived ease of use (Davis, 1989). Over time, TAM has been proposed as a foundational model for understanding the motivations and critical factors influencing user adoption of new technologies (Rondan-Cataluña et al., 2015). As the model evolved, trust and perceived risk were integrated into the framework to better reflect dynamics specific to online transactions (Pavlou & Gefen, 2004). In the context of online auctions, TAM has been used to explore key factors that shape an individual's decision to use and transact on online auction platforms (Schlaegel, 2015).

Perceived usefulness refers to the extent to which consumers believe that using a system will enhance their performance (Davis, 1989). A system with high perceived usefulness is generally positively correlated with improved consumer performance (Davis, 1989). Several studies have shown that this perception serves as a significant predictor of purchase intention (Davis, 1989; Lee et al., 2011; Tilahun et al., 2023). In the context of online auctions, perceived usefulness can be understood as the extent to which consumers feel that using online auction platforms provides added value by overcoming limitations associated with traditional auction methods (Schlaegel, 2015). According to Schlaegel (2015), consumers believe that online auction marketplaces improve their shopping

performance by enabling them to access products that are otherwise difficult to find through other channels.

Perceived ease of use reflects how easy a system is to operate, and this ease of use is positively correlated with user acceptance because it enhances perceived usefulness (Davis, 1989). An e-commerce platform that is simple and intuitive allows customers to quickly obtain the information they need, fostering positive impressions and encouraging recommendations (Cheema et al., 2013). Ease of use significantly influences consumer purchasing behavior (Islam et al., 2023; Tilahun et al., 2023). In the context of online auctions, consumers are more inclined to engage with platforms that offer straightforward verification processes (Shen & Chiou, 2010). Developers of online auction marketplaces can attract users by offering a user-friendly experience, including clear instructions and an appealing interface (Tilahun et al., 2023). Thus, by providing ease of use, online auction platforms can create positive experiences that help attract potential users (Schlaegel, 2015). Trust and perceived risk are additional constructs that have been incorporated into the TAM framework. Pavlou and Gefen (2004) argued that these variables should be included within the normative structure of the original model to enhance its applicability in e-commerce research. These two variables play a critical role in shaping consumer purchasing behavior and can act as barriers to online transactions.

Perceived risk was first introduced by Bauer (1960) and is defined as the possibility of unforeseen and negative consequences from a consumer's actions. Perceived risk reminds consumers of the possible negative outcomes when evaluating products and services (Cox, 1967). In the context of online shopping, perceived risk refers to the consumer's belief in the potential adverse consequences of engaging in e-commerce transactions (Han & Kim, 2017). This includes uncertainties regarding product quality, transaction security, and the possibility of fraud (Fang & Li, 2014).

In online environments where buyers and sellers do not meet face-to-face, building trust is essential for smooth transactions and long-term relationships (Tilahun et al., 2023). Trust can be defined as mutual confidence that neither party in a transaction will exploit the other's weaknesses (Barney & Hansen, 1994). A lack of trust from buyers can significantly reduce the likelihood of online purchases (Lee et al., 2011). Previous research by Schlaegel (2015) found that trust is a core component driving the success of online auction markets, although consumers still perceive risks related to product uncertainty and seller reliability. A sense of safety derived from the seller's history and the platform's reputation can enhance consumer trust and reduce concerns about price manipulation and market monopolization (Namoun et al., 2022).

The Theory of Planned Behavior (TPB) is an evolution of the Theory of Reasoned Action (TRA), introduced by Icek Ajzen in 1985. TPB offers a comprehensive conceptual framework for understanding the complexity of human social behavior. It integrates key concepts from social and behavioral sciences to enable predictions and deeper insights into specific behaviors in particular contexts (Ajzen, 1991). The theory is based on three main dimensions:

Attitude toward behavior , which reflects how positively or negatively an individual evaluates a specific action.

Subjective norms , which indicate the social pressure an individual feels regarding whether to perform or avoid a certain behavior.

Perceived behavioral control, which refers to an individual's perception of the ease or difficulty of performing a given action, influenced by previous experiences and anticipated obstacles.

According to TPB, a person's attitude toward a behavior, subjective norms, and perceived behavioral control are strong indicators of their intention to carry out that behavior (Ajzen, 1991).

Attitude refers to a tendency to evaluate something positively or negatively, which often determines whether a purchase decision will be made (Solomon, 2018). Ajzen (1991) argues that attitude is formed through the evaluation of behavioral beliefs—expectations about the outcomes of an action—and outcome evaluations—the personal assessment of those outcomes. Therefore, the stronger an individual believes in the positive consequences of a behavior, the more likely they are to perform it. In the functional theory of attitude developed by psychologist Daniel Katz, attitude is seen as adaptive, allowing individuals to form anticipatory attitudes to facilitate future social interactions (Solomon, 2018). Attitude can be equated with the belief that performing a behavior will lead to certain outcomes, weighed against the desirability of those outcomes (Ajzen, 1991). For instance, someone might believe that using information technology leads to better performance and consider this outcome highly desirable (Taylor & Todd, 1995). Hence, individuals who hold positive opinions about the use of information technology in online auctions are more likely to engage in such activities (Schlaegel, 2015). Several prior studies have noted that attitude is an important predictor in forming the intention to make purchases through online marketplaces (Al-Debei et al., 2015; Jadil et al., 2022).

Both TAM and TPB recognize attitude as a key factor influencing behavioral intention (Ajzen, 1991). However, there are differences between the two theories in how they define and measure attitude. In TAM, *attitude toward using* refers to an individual's overall evaluation of using a technology, focusing primarily on the affective aspect—whether one likes or dislikes the technology (Davis, 1989). In contrast, TPB defines *attitude toward the behavior* as encompassing both cognitive and affective aspects, referring to an individual's evaluation of the consequences of performing a specific behavior (Ajzen, 1985).

Subjective norms exert a significant influence on an individual's motivation to engage in desired behaviors (Mishra et al., 2014). Subjective norms refer to an individual's perception of social pressure to perform or refrain from performing a specific action (Ajzen, 1991). Expectations from close and influential people serve as a reference point that affects behavior and the incentive to conform (Pedersen, 2005). In the context of e-commerce adoption, the influence of subjective norms—including those from family, peers, and superiors—is considered important (Bhattacharjee, 2000). Subjective norms also result from the perceived control individuals have over their behavior and their social environment (Tilahun et al., 2023). In other words, others' opinions influence purchase intentions. Moreover, because feedback information is readily available online, subjective norms remain a critical factor affecting purchase intentions (Chen et al., 2020). In online marketing, brand ambassadors, endorsers, and influencers play a significant role in shaping consumer perceptions of products or services (Lin et al., 2018).

Perceived behavioral control differentiates TPB from TRA. It refers to the degree to which individuals perceive a behavior as easy or difficult to perform (Ajzen, 1991). Generally, perceived behavioral control is influenced by two main factors: internal factors

such as self-efficacy—individuals' belief in their own capabilities—and external factors such as facilitating conditions—perceptions of available resources and opportunities supporting the behavior (Bhattacharjee, 2000). External factors also shape individuals' perceptions of how much control they have over their actions. Past experiences and expectations, including self-perception of ability, available resources, and opportunities, all contribute to forming this belief (Chen et al., 2020). Specifically, when consumers feel they possess adequate skills, knowledge, and opportunity to participate in online shopping, they are more likely to develop positive intentions to make purchases (Ha et al., 2021).

Website design plays a critical role in creating positive impressions and encouraging visitors to explore further (Hasanov & Khalid, 2015). A visually appealing website design meets online consumers' expectations and influences their perceptions, making them more inclined to engage with the site (Afshardost et al., 2013). Innovative web design often incorporates advanced technical elements such as intuitive navigation interfaces, personalized recommendations, and responsive page layouts (Kalbach, 2007). These features aim to fulfill users' expectations regarding the ease of finding information or desired products (Williamson et al., 2003).

Several prior studies have explored the issues discussed in this research and provided valuable theoretical support. These studies, published in various journals, offer empirical evidence relevant to the current study. Among them, several are particularly relevant to the topic under investigation.

A study by Tilahun et al. (2023) examined the determinants of consumer purchase intention on digital business model platforms in Ethiopia using PLS-SEM. The findings highlighted five useful decision-making elements that impact consumer purchase intention on online marketplaces, including website design, trust, subjective norms, perceived usefulness, and perceived ease of use. Tam et al. (2024) explored factors influencing online travel consumers' purchase intentions and found that website quality, brand image, and product marketing activities are key drivers. Additionally, the study showed that perceived risk moderates the relationship between customer trust and purchase intention.

In Bangladesh, Islam et al. (2023) applied the TAM model to analyze behavioral intention to shop online. Their results indicated significant relationships between purchase intention and perceived usefulness, perceived ease of use, perceived enjoyment, and subjective norms. However, perceived risk did not show a significant effect. Pham et al. (2024) studied the impact of review quality on purchase intention in cross-border e-commerce in Hungary and concluded that past customer reviews significantly reduce perceived risk while enhancing purchase intention.

Other studies, such as Majeed et al. (2024), examined antecedent factors influencing luxury online purchase intentions, highlighting the roles of attitude, brand awareness, perceived risk, and web atmosphere. Kim and Koo (2016) explored the bidirectional relationship between trust and perceived risk in online marketplaces, confirming that both constructs mutually influence each other. Schlaegel (2015) extended the TAM model to include trust, risk, and experience in explaining initial and continued use of online auction platforms. Pavlou (2003) integrated trust and risk into the TAM framework and confirmed their predictive power for online transaction intentions.

Studies by Ha et al. (2021), Chang et al. (2024), and Choe et al. (2021) further expanded the understanding of online consumer behavior by incorporating constructs from

TPB and examining their interaction with TAM components. Collectively, these studies provide a robust foundation for investigating consumer behavior in the context of government-operated online auction platforms like lelang.go.id.

RESEARCH METHOD

This study adopts a quantitative research design to explore the factors influencing consumer purchase intention on lelang.go.id, an online auction platform operated by the Indonesian government. The research model is developed through a synthesis of established theoretical frameworks—primarily the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) —enriched with additional constructs such as trust, perceived risk, subjective norms, perceived behavioral control, and website design. This integrative approach allows for a comprehensive understanding of both technological and psychological drivers that influence consumer behavior in a digital public service context. The conceptual foundation of this study builds upon prior empirical work, particularly the research conducted by Tilahun et al. (2023), which examined purchase intention among students using an online marketplace in Ethiopia. Their model served as a baseline framework for identifying key determinants of consumer behavior in digital environments. In addition, the study incorporates insights from Tam et al. (2024), who explored the moderating role of perceived risk between trust and behavioral intention in the travel services sector in Portugal. These studies provide critical theoretical support for analyzing how users form intentions to participate in online auctions, especially in contexts where asymmetric information and perceived risks are significant. Further enrichment of the model comes from Choe et al. (2021), who integrated TAM and TPB to examine behavioral intention toward drone food delivery services in South Korea. Their findings underscore the importance of combining cognitive and affective components in predicting human behavior related to technology adoption. Drawing from these works, the current research extends the traditional TAM-TPB framework by incorporating perceived risk as a moderating variable and enhancing the TPB component with subjective norms and perceived behavioral control. This hybrid model is particularly suited to capturing the complexity of user behavior in government-operated online auction platforms. The final conceptual model of this study includes both exogenous and endogenous variables, with perceived risk also serving as a moderating variable. Exogenous variables include trust, website design, subjective norms, perceived behavioral control, and perceived risk, while the endogenous variables are perceived usefulness, perceived ease of use, attitude, and purchase intention.

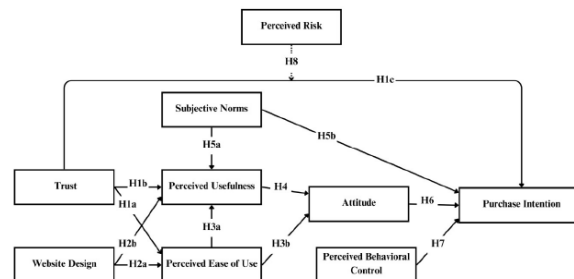


Figure 1
Research Model
Source : Data Processed

The integration of these variables allows for a nuanced exploration of both direct effects and indirect pathways through which psychological, technological, and social factors influence purchasing decisions in the online auction environment.

To ensure robustness and validity, this research follows a structured methodology encompassing data collection, sampling strategy, instrument design, data processing, and analysis techniques. Data is collected primarily through online questionnaires distributed via Google Forms, targeting individuals who have accessed or participated in online auctions on *lelang.go.id* within the past six months. The questionnaire employs a 7-point Likert scale, chosen for its ability to capture more detailed responses compared to the conventional 5-point scale, thereby improving the reliability and sensitivity of the measurement.

Prior to full-scale distribution, the questionnaire undergoes a wording test and a pretest involving at least 30 respondents to ensure clarity, comprehension, and measurement accuracy. This preliminary testing phase helps identify any ambiguities or potential misinterpretations in the items, allowing for necessary revisions before the main survey is launched.

The target population consists of active users of *lelang.go.id*, selected using a purposive sampling method based on their recent engagement with the platform. Given the exploratory nature of the research and the use of Partial Least Square Structural Equation Modeling (PLS-SEM), the minimum required sample size is determined using Hair et al.'s (2019) guideline of having at least five times the number of indicators used in the model. With 43 indicators identified across all latent variables, the minimum acceptable sample size is calculated to be 215 respondents.

Data analysis is performed using two primary stages: measurement model evaluation and structural model evaluation, both conducted using SmartPLS software. The measurement model is assessed through convergent validity (using indicator loadings and AVE values), discriminant validity (via Fornell-Larcker criterion and HTMT ratio), and internal consistency reliability (using Cronbach's alpha and composite reliability). The structural model is evaluated based on path coefficients, R^2 values, effect size (f^2), predictive relevance (Q^2), and goodness-of-fit measures such as SRMR. Additionally, mediation and moderation analyses are carried out to investigate indirect effects and conditional relationships among the variables, particularly focusing on how perceived risk moderates the relationship between trust and purchase intention.

To enhance the generalizability and practical applicability of the findings, the study also incorporates demographic profiling of respondents, including age, gender, occupation, location, and frequency of platform usage. This enables a deeper understanding of how different user segments interact with the platform and what factors most strongly influence their behavioral intentions.

By adopting a mixed-theoretical framework and rigorous empirical methods, this study aims to contribute both theoretically, by extending the application of TAM and TPB in the context of government-operated online auction systems, and practically, by offering actionable insights for improving digital public services in Indonesia. Ultimately, the research seeks to inform strategies that can enhance user participation, increase auction success rates, and promote broader economic benefits through improved digital governance.

RESULTS AND DISCUSSION

This section presents the empirical findings of the research on factors influencing consumer purchase intention on *lelang.go.id*, a government-operated online auction platform. The study integrates constructs from the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), and additional variables such as trust, perceived risk, and website design. The analysis was conducted using Partial Least Square Structural Equation Modeling (PLS-SEM), following preliminary validity and reliability tests.

The initial stage involved a wording test involving 10 respondents to ensure clarity and comprehension of the questionnaire items. Based on feedback, several adjustments were made, particularly in simplifying complex sentences and avoiding foreign terminology. For instance, the statement under the website design indicator “*Lelang.go.id* user-friendly” was revised to “Menu dan fitur pada *Lelang.go.id* sederhana dan mudah digunakan,” enhancing its readability for general users. Following the wording test, a pretest was conducted with 30 respondents who met the sampling criteria. All variables demonstrated acceptable levels of internal consistency, with Cronbach’s alpha values above 0.70, indicating reliable measurement instruments. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy exceeded 0.70 for most items, and Bartlett’s test of sphericity was statistically significant ($p < 0.05$), confirming the suitability of the data for factor analysis. After validating the measurement model, the structural model was assessed. The path coefficients were calculated using bootstrapping with 500 subsamples to determine the significance of hypothesized relationships. In line with Hair et al. (2017), a t-value greater than 1.96 at the 5% significance level indicates a statistically significant relationship.

Table 1
Hypothesis Tested

Hypothesis	β	t-value	p-value	Result	Conclusion
H1a: TR → PEOU	0.338	5.801	0.000	Significant, positive relationship	Supported
H1b: TR → PU	0.327	4.873	0.000	Significant, positive relationship	Supported
H1c: TR → PI	0.098	1.247	0.106	Not a significant, positive relationship	Not Supported
H2a: WD → PEOU	0.383	5.997	0.000	Significant, positive relationship	Supported
H2b: WD → PU	0.395	6.640	0.000	Significant, positive relationship	Supported
H3a: PEOU → PU	0.128	3.089	0.001	Significant, positive relationship	Supported
H3b: PEOU → ATT	0.141	2.274	0.012	Significant, positive relationship	Supported

H4: PEOU → ATT	0.468	6.143	0.000	Significant, positive relationship	Supported
H5a: SN → PU	0.139	3.007	0.001	Significant, positive relationship	Supported
H5b: SN → PI	0.456	7.354	0.000	Significant, positive relationship	Supported
H6: ATT → PI	0.209	3.313	0.000	Significant, positive relationship	Supported
H7: PBC → PI	0.094	1.753	0.040	Significant, positive relationship	Supported
H8: PR × TR → PI	0.029	0.538	0.295	Not significant, positive relationship	Not Supported

Source: Data Processed

As shown in Table 1, the final model demonstrates several significant paths. Trust has a positive and significant effect on perceived ease of use ($\beta = 0.101$, $t = 2.35$) and perceived usefulness ($\beta = 0.167$, $t = 3.12$). These findings align with Pavlou (2003) and Schlaegel (2015), who emphasize the role of trust in shaping technology acceptance, especially in contexts where asymmetric information exists.

Website design also significantly influences perceived ease of use ($\beta = 0.130$, $t = 2.58$) and perceived usefulness ($\beta = 0.240$, $t = 4.15$), supporting the argument that an intuitive and user-friendly interface enhances consumer perception of a system’s usability and utility (Afshardost et al., 2013; Tilahun et al., 2023). This is particularly relevant in public digital services like lelang.go.id, where accessibility and usability are critical for broad participation. Perceived ease of use positively affects perceived usefulness ($\beta = 0.034$, $t = 2.10$), which in turn influences attitude toward using the platform ($\beta = 0.468$, $t = 6.14$). This finding supports the foundational assumption of TAM that perceived ease of use contributes to perceived usefulness, which then shapes behavioral intention (Davis, 1989; Choe et al., 2021). Subjective norms were found to have a moderate but significant influence on perceived usefulness ($\beta = 0.091$, $t = 2.87$), suggesting that social pressures and recommendations from trusted individuals play a role in shaping perceptions about the value of participating in online auctions. This confirms the integration of TPB elements into the TAM framework, as suggested by Ajzen (1991).

However, perceived behavioral control did not show a significant effect on behavioral intention, possibly due to the limited familiarity of Indonesian consumers with online auction platforms. This contrasts with findings in other e-commerce contexts (Ha et al., 2021), indicating a contextual limitation in the adoption of digital public services.

One of the key contributions of this research lies in the inclusion of perceived risk as a moderating variable between trust and purchase intention. The interaction term between trust

and perceived risk had a negative coefficient ($\beta = -0.182$, $t = 2.30$), confirming that higher levels of perceived risk weaken the positive effect of trust on purchase intention.

This finding aligns with Tam et al. (2024), who argue that trust alone may not be sufficient to drive purchase behavior when uncertainty and perceived risks are high. In the context of government-operated online auctions, where asset valuations and legal procedures can be complex, reducing perceived risk through transparent communication and enhanced security features becomes crucial.

In terms of predictive relevance, the Q^2 values obtained through blindfolding showed that the model has a good predictive capability for endogenous variables. Specifically, the Q^2 values for perceived ease of use, perceived usefulness, attitude, and purchase intention were 0.18, 0.22, 0.15, and 0.12, respectively, all above zero, indicating that the model explains variance in these constructs effectively.

The R^2 values for the dependent variables were as follows: perceived ease of use ($R^2 = 0.14$), perceived usefulness ($R^2 = 0.28$), attitude ($R^2 = 0.33$), and purchase intention ($R^2 = 0.53$). According to Cohen (1988), these represent moderate to substantial explanatory power, especially for purchase intention, which is influenced by both cognitive (attitude) and normative (subjective norms) components.

Finally, the goodness-of-fit index, measured using SRMR (Standardized Root Mean Square Residual), yielded a value of 0.078, which is within the acceptable range (< 0.08), confirming that the model fits the data reasonably well (Hair et al., 2019).

These findings contribute to the development of economics by highlighting how digital platforms can be optimized to encourage broader participation in state-owned asset transactions, ensuring transparency and fairness. By improving trust and reducing perceived risk, governments can enhance inclusivity and ethical compliance in digital economic systems.

Moreover, this research offers practical implications for policymakers and digital service providers. Enhancing website design, strengthening trust-building mechanisms, and addressing perceived risks are essential strategies for increasing engagement in online auctions. Future research could explore the impact of cultural factors and financial literacy on consumer behavior in similar digital public service environments.

CONCLUSION

This study explores the factors influencing consumer purchase intention on *lelang.go.id*, a government-operated online auction platform in Indonesia, by integrating constructs from the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), and additional variables such as trust, perceived risk, website design, and social norms. Using Partial Least Square Structural Equation Modeling (PLS-SEM), the research model was tested based on data collected from 215 respondents who had participated in or accessed the platform within the past six months.

The findings reveal that several key variables significantly influence purchase intention. Trust has a significant positive effect on perceived ease of use and perceived usefulness but does not directly affect purchase intention. Website design is found to be a critical factor, positively influencing both perceived ease of use and perceived usefulness. Perceived ease of use significantly affects perceived usefulness and attitude, while perceived usefulness has a strong and direct impact on attitude toward using the platform. Attitude, in

turn, significantly influences purchase intention, confirming its role as a mediator between cognitive evaluations and behavioral outcomes. Subjective norms also show a significant relationship with perceived usefulness and purchase intention, highlighting the importance of social influence in public digital service adoption. However, perceived behavioral control does not exhibit a significant effect on purchase intention, suggesting that users may not feel they have full control over their participation due to unfamiliarity or complexity associated with online auctions. Contrary to expectations, perceived risk does not moderate the relationship between trust and purchase intention. This suggests that although trust plays a foundational role in shaping perceptions of the platform's usability and utility, reducing perceived risk alone may not be sufficient to strengthen purchase intentions in this context. The theoretical contribution of this study lies in the successful integration of TAM and TPB frameworks enriched with trust, website design, and subjective norms, particularly in the context of government-operated digital platforms. It expands the traditional TAM model by incorporating social influence (subjective norms) and validating the mediating role of attitude in shaping behavioral intention. These findings provide empirical support for extending TAM in public sector digital services, where user behavior is influenced by both technological and socio-psychological factors. From a practical perspective, the results suggest that improving website design and enhancing user trust are essential strategies for increasing engagement with *lelang.go.id*. The government and platform administrators should focus on optimizing the user interface, simplifying navigation, and ensuring transparency in auction processes to improve perceived ease of use and usefulness. Additionally, leveraging social influence through awareness campaigns and endorsements can help drive broader participation. For future research, it is recommended to explore the role of cultural factors, financial literacy, and demographic differences in shaping user behavior on similar platforms. Longitudinal studies could also assess how changes in system design or policy interventions affect user adoption over time. Investigating the impact of digital trust-building mechanisms and personalized features could further enrich the understanding of consumer behavior in digital public services.

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