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INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND SOCIAL INFLUENCE ON BEHAVIORAL INTENTION TO USE OF E-HAILING APPLICATIONS IN PADANG CITY: A REVIEW BASED ON THE TECHNOLOGY ACCEPTANCE MODEL APPROACH

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Abstract

This study aims to analyze the ease of use of e-hailing applications in Padang City using the Technology Acceptance Model approach. The population in the study were people living in Padang City who had the E-Hailing Application on their mobile phones and the number of samples in this study was 280 respondents. The research method used was quantitative with data collection through online questionnaires. Data analysis was carried out using SmartPLS 4.0.9.9 software. The results of this study indicate that: (1) Perceived Ease of Use has a positive and significant effect on Perceived Usefulness. (2) Perceived Usefulness has a positive and significant effect on Behavioral Intention to use. (3) Perceived Ease of Use has a positive and significant effect on Behavioral Intention to use. (4) Social Influence has a positive and significant effect on Behavioral Intention to use. This study concludes that benefits, ease of use, and social influence are important factors in driving the adoption of e-hailing services. These results can be a basis for application developers and policy makers in designing strategies that are more adaptive to local user needs and behavior.

Keywords : *Perceived Usefulness, Perceived Ease of Use, Social Influence, Behavioral Intention, E-Hailing Application, Technology Acceptance Model.*

Abstrak

Penelitian ini bertujuan untuk menganalisis kemudahan penggunaan aplikasi e-hailing di Kota Padang dengan menggunakan pendekatan Technology Acceptance Model. Populasi dalam penelitian ini adalah masyarakat yang berdomisili di Kota Padang dan memiliki aplikasi e-hailing di ponsel mereka, dengan jumlah sampel sebanyak 280 responden. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner daring. Analisis data dilakukan menggunakan perangkat lunak SmartPLS versi 4.0.9.9. Hasil penelitian ini menunjukkan bahwa: (1) Persepsi Kemudahan Penggunaan berpengaruh positif dan signifikan terhadap Persepsi Manfaat. (2) Persepsi Manfaat berpengaruh positif dan signifikan terhadap Niat Perilaku untuk menggunakan. (3) Persepsi Kemudahan Penggunaan berpengaruh positif dan signifikan terhadap Niat Perilaku untuk menggunakan. (4) Pengaruh Sosial berpengaruh positif dan signifikan terhadap Niat Perilaku untuk

menggunakan. Penelitian ini menyimpulkan bahwa manfaat, kemudahan penggunaan, dan pengaruh sosial merupakan faktor penting dalam mendorong adopsi layanan e-hailing. Hasil ini dapat menjadi dasar bagi pengembang aplikasi dan pembuat kebijakan dalam merancang strategi yang lebih adaptif terhadap kebutuhan dan perilaku pengguna lokal.

Kata Kunci : *Persepsi Manfaat, Persepsi Kemudahan Penggunaan, Pengaruh Sosial, Niat Perilaku, Aplikasi E-Hailing, Model Penerimaan Teknologi.*

A. INTRODUCTION

The development of digital technology has fundamentally changed the way people meet their daily needs, including in terms of mobility. One of the technological innovations that is growing rapidly in the transportation sector is e-hailing services—digital-based applications that allow users to order vehicles instantly, quickly, and flexibly. Applications such as Gojek, Grab, Maxim, and inDriver have now become the main choice for urban communities, including in Padang City, because they offer time efficiency, ease of access, cost transparency, and an integrated digital payment system (Nazri et al., 2021).

Padang City as one of the big cities in Sumatra Island has experienced significant growth in the use of e-hailing services. This is influenced by the increasing need of the community for practical, fast, and accessible transportation at any time. In addition, the limitations of public transportation and the community's preference for personal and efficient services also encourage the adoption of e-hailing applications. However, the increasing use of this service cannot be separated from various psychological and social factors that influence individual decisions in adopting technology. The Technology Acceptance Model (TAM) developed by Davis (1989) is a relevant theoretical model to explain this phenomenon. In TAM, the two main constructs that influence user intentions to use technology are Perceived Usefulness and Perceived Ease of Use. These two constructs describe the extent to which individuals believe that technology can increase their effectiveness and is easy to operate.

In addition to the two main constructs in TAM, the expanded approach in TAM 2 adds external factors such as Social Influence—the extent to which individuals are influenced by the opinions, recommendations, or behavior of those around them in deciding to use a technology. In a society with strong social ties such as in Padang City, social influence is an important aspect in the decision-making process regarding the use of new technologies, including e-hailing services (Achim et al., 2024). Previous studies have shown that a combination of perceived usefulness, ease of use, and social influence can influence

Behavioral Intention to Use, namely a person's intention to use an application consistently (Suryatenggara & Dahlan, 2022); (Soares et al., 2020). In the context of e-hailing applications, users who feel that the application is useful, easy to use, and supported by their social environment tend to have a higher intention to use it continuously. However, studies on the adoption of e-hailing applications in Indonesia, especially in Padang City, are still relatively limited. Most studies focus more on the aspects of tariffs, service satisfaction, or driver performance. In fact, understanding behavioral intention to use from a psychological and social perspective is very important to increase the success of widespread technology adoption, as well as to support application development strategies that are more responsive to local community needs.

Therefore, this study aims to examine the influence of Perceived Usefulness, Perceived Ease of Use, and Social Influence on Behavioral Intention to Use e-hailing applications in Padang City. The results of this study are expected to provide empirical contributions to the development of technology adoption theory and provide practical recommendations for application developers and policy makers in increasing the adoption of digital transportation services at the local level.

B. METHODOLOGY

Metode penelitian adalah serangkaian prosedur dan teknik yang digunakan oleh peneliti untuk mengumpulkan, menganalisis, dan menginterpretasikan data dalam rangka menjawab pertanyaan penelitian atau menguji hipotesis. Metode penelitian dapat bervariasi tergantung pada disiplin ilmu, tujuan penelitian, dan jenis data yang dikumpulkan.

This study is an associative study with a quantitative approach. The aim is to identify and analyze the relationship between variables, especially the influence of Perceived Usefulness, Perceived Ease of Use, and Social Influence on Behavioral Intention to Use of e-hailing applications. A quantitative approach is used because this study relies on numerical data and hypothesis testing through statistical methods. The study was conducted in Padang City, West Sumatra, Indonesia, with data collection carried out in March 2025.

The population of the study was the people of Padang City who have and use e-hailing applications (Gojek, Grab, Maxim, inDriver, etc.). The sampling technique used non-probability sampling with a convenience sampling approach, because the population size is not known for certain. The sample was calculated using the Cochran formula with a 90% confidence level and a 5% margin of error, so that a minimum of 271 respondents were

obtained. The researcher used 280 respondents to increase the accuracy of the results. Respondent inclusion criteria: People who live in Padang City who have the E-Hailing Application on their cellphones. And People who still use the E-Hailing application.

The type of data used is primary data. The data source was obtained directly from respondents through a 5-point Likert scale-based questionnaire distributed online using Google Form. Independent variables (X): Perceived Usefulness, Perceived Ease of Use, Social Influence. Dependent variable (Y): Behavioral Intention to Use

Each variable is defined based on TAM theory and supported by indicators from previous studies, such as: Perceived Usefulness: the extent to which users believe that e-hailing applications are useful and efficient in daily mobility. Perceived Ease of Use: the extent to which users consider e-hailing applications easy to use without significant effort. Social Influence: the influence of important people (family, friends, community) on users' decisions to use the application. Behavioral Intention to Use: the user's intention to use the e-hailing application consistently in the future.

The instrument used was a questionnaire with a 5-level Likert scale: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1). Data were analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software, because it is suitable for complex models and non-normal data. The analysis stages include:

1. Measurement Model Test

Convergent Validity (outer loading > 0.70; AVE > 0.50). Discriminant Validity (Fornell-Larcker and HTMT < 0.90). Construct Reliability (Cronbach's Alpha and Composite Reliability > 0.70)

2. Structural Model Test

Path coefficient and t-statistic values (> 1.96 for significance at $\alpha = 5\%$). R^2 to measure the predictive power of the model. Q^2 and f^2 to measure the predictive relevance and effect size between variables.

C. HASIL DAN PEMBAHASAN

The following is a description of the discussion of the results of the data analysis starting with the respondent profile. Direct questionnaires were used to collect data, which were then distributed to respondents, resulting in a total of 280 responses. The time of data collection was in March 2025. The most respondents were female respondents, namely 163 people or 58.2%, whereas 117 respondents, or 41.8%, were men. Therefore, based on respondents' gender, it can be said that 163 female respondents made up the majority of users of the E-

Hailing Application in Padang City. 23 respondents, or 8.2%, were under the age of 20, 162 respondents, or 57.9%, were between the ages of 21 and 30, and 76 respondents, or 27.1%, were between the ages of 31 and 40. 18 respondents, or 6.4%, were between the ages of 41 and 50, and 1 respondent, or 0.4%, was above 50. Therefore, it can be said that 162 respondents, or 57.9% of the total, were in the 21–30 age range. 94 individuals, or 33.6% of the total, were students or college students (i); 57 individuals, or 20.4%, were entrepreneurs; and 56 individuals, or 20%, were State Civil Apparatus (ASN). Housewives with a total of 24 people or 8.6%, BUMN with a total of 40 people or 14.3% and other jobs with a total of 9 people or 3.2% So it can be concluded that respondents in this study were dominated by respondents with Student/College Students (i) jobs as many as 94 people or reaching 33.6%. based on using the e-hailing application in the last 6 months, purchases 1-2 times were 63 people or 22.5%, then respondents who bought 3-5 times were 142 people or 50.7% and finally respondents who used more than 5 times were 75 people or 26.8%. Based on the monthly expenditure of respondents, namely ≤ Rp. 500,000 with a total of 62 people or 31%, monthly expenditure of Rp. 500,001, - to Rp. 1,000,000 as many as 67 people or 33.5%, monthly expenditure of Rp. 1,000,001, - to Rp. 1,500,000 as many as 35 people or 17.5%, monthly expenditure of Rp. 1,500,001, - to Rp. 2,000,000 as many as 13 people or 6.5%, monthly expenditure of Rp. 2,000,001, - to Rp. 2,500,000 as many as 10 people or 5%, and finally monthly expenditure> Rp. 2,500,001 as many as 13 people or 6.5%. So it can be concluded that respondents in this study are dominated by monthly expenditure of Rp. 500,001, - to Rp. 1,000,000 as many as 67 people or 33.5 % .

PLS Output Analysis (Inferential Statistics)

a. Outer Model Test

1) Validity Test

a) Convergent Validity

As per (Sarstedt et al., 2021) Convergent Validity Criteria, the outer loading must be greater than 0.7 and the average variance extracted (AVE) value must be greater than 0.5. When the outer loading value is greater than 0.7 and the AVE is greater than 0.5, convergent validity is evident.

Table 1. Outer Loading

	Behavioral Intention to use	Perceived Ease of Use	Perceived Usefulness	Social Influence

BI1	0.870				
BI2	0.834				
BI3	0.810				
PE1		0.911			
PE2		0.894			
PE3		0.926			
PU1			0.880		
PU2			0.853		
PU3			0.859		
SI1				0.850	
SI2				0.809	
SI3				0.847	

Source: Processed Primary Data, 2025

Given that all of the outer loading findings in Table 1 are greater than 0.7, it can be said that each construct's indicators offer a high convergent validity value. A route diagram of all the indications is shown below:

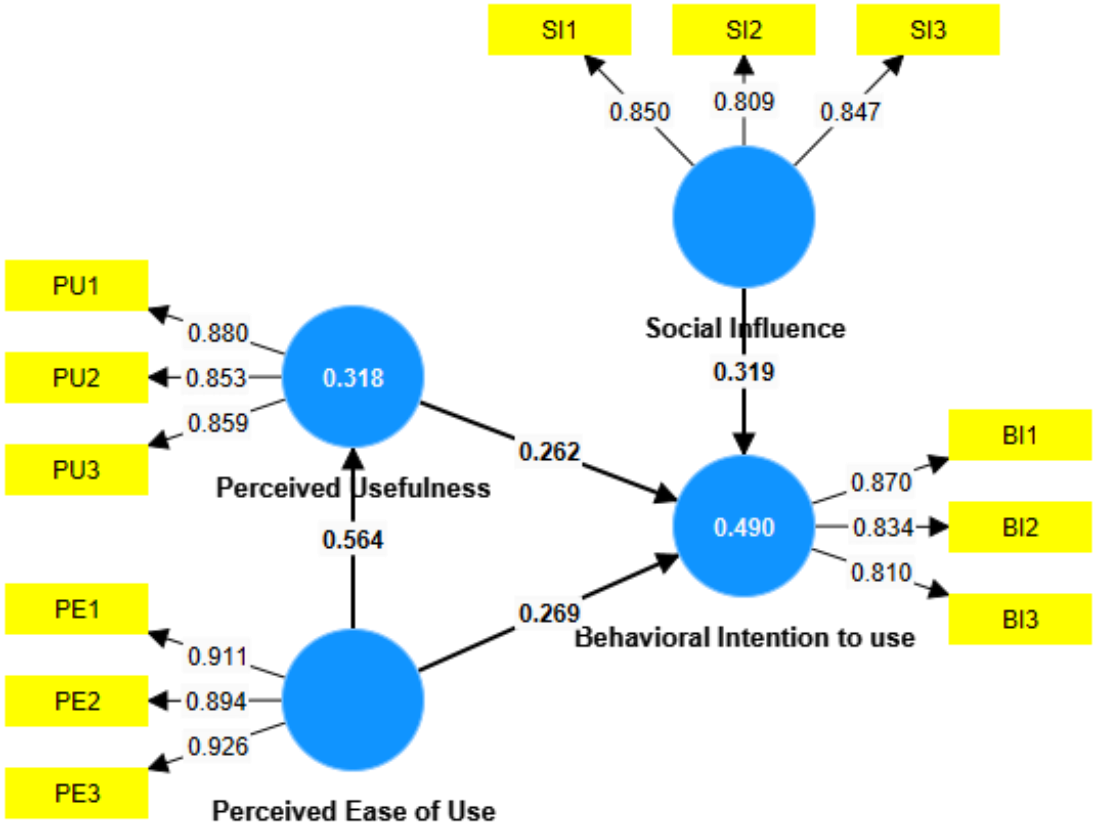

Figure 1. Results of the structural model

Comparing each construct's Average Variance Extracted (AVE) with the correlation between it and other constructs in the model is another way to evaluate. If a construct's AVE value is more than 0.5, it is considered valid.

Table 2. Average Variance Distracted (AVE)

	Average variance extracted (AVE)
Behavioral Intention to use	0.703
Perceived Ease of Use	0.829
Perceived Usefulness	0.747
Social Influence	0.698

Source: Processed Primary Data, 2025

In table 2, it can be seen that the AVE values for all variables have met the rule of thumb with the AVE value having to be greater than 0.50 (>0.50).

b) Discriminant Validity

The findings of the discriminant validity test will be explained in this section. The cross loading value is used in the discriminant validity test. If an indicator's cross loading value on its variable is the highest when compared to other variables, it is said to have discriminant validity. The cross loading values for each indicator are as follows:

Table 3. Cross Loading Value

	Behavioral Intention to use	Perceived Ease of Use	Perceived Usefulness	Social Influence
BI1	**0.870**	0.488	0.504	0.475
BI2	**0.834**	0.479	0.549	0.536
BI3	**0.810**	0.390	0.460	0.446
PE1	0.493	**0.911**	0.493	0.322
PE2	0.503	**0.894**	0.537	0.375
PE3	0.485	**0.926**	0.508	0.383
PU1	0.545	0.491	**0.880**	0.578
PU2	0.521	0.493	**0.853**	0.479
PU3	0.499	0.477	**0.859**	0.492
SI1	0.470	0.344	0.488	**0.850**
SI2	0.483	0.360	0.470	**0.809**
SI3	0.505	0.291	0.539	**0.847**

Source: Processed Primary Data, 2025

Table 3 illustrates that, in comparison to the cross loading values for the other variables, each indication in the research variable has the greatest cross loading value for the variable that was generated.

2) Reliability Test

Cronbach's alpha and composite reliability are the two techniques available for reliability testing in PLS. While Composite reliability evaluates a construct's actual reliability value, Cronbach's alpha measures the construct's reliability value at its lowest limit. Although a value of 0.6 is still acceptable, the general norm for alpha or composite reliability is > 0.7 (Sarstedt et al., 2021) . The Cronbach Alpha and Composite Reliability values are as follows:

Table 4. Cronbach Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Behavioral Intention to use	0.789	0.794	0.876
Perceived Ease of Use	0.897	0.897	0.936
Perceived Usefulness	0.830	0.831	0.898
Social Influence	0.783	0.784	0.874

Source: Processed Primary Data, 2025

Based on Table 4, it can be seen that the Cronbach Alpha and Composite Reliability of each construct exceed 0.7 and are declared reliable.

b. Structural Model Test (Inner model)

1) R-Square (R2)

The following is a table of R-square values from this study:

Table 5. R-Square

	R-square	R-square adjusted
Behavioral Intention to use	0.490	0.485
Perceived Usefulness	0.318	0.315

Source: Processed Primary Data, 2025

2) Hypothesis Testing

The level of significance and the path coefficient between latent variables can be used to assist hypothesis testing. Significance is determined using a p-value less than 0.05 or t-statistics more than 1.96.

Table 6. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Perceived Ease of Use -> Perceived Usefulness	0.564	0.560	0.055	10,252	0.000
Perceived Usefulness -> Behavioral Intention to use	0.262	0.267	0.077	3.386	0.001
Perceived Ease of Use -> Behavioral Intention to use	0.269	0.265	0.078	3.458	0.001
Social Influence -> Behavioral Intention to use	0.319	0.317	0.067	4.795	0.000

Source: Processed Primary Data, 2025

Table 6's data indicates that all four of the study's hypotheses can be accepted because each influence has a P-Value less than 0.05. Therefore, it may be said that the variable has a big impact.

The findings of the relationship between constructs, as presented in Table 6, indicate that Perceived Ease of Use significantly and favorably influences Perceived Usefulness, with a parameter coefficient of 0.564 and a significance level of 0.000 (P Values, 0.000 <0.05). The t-statistic of 10.252, which has a value higher than the t-table (t-statistic 10.252> t-table 1.96), can also be used to demonstrate this. Therefore, the study's first hypothesis is accepted.

Additionally, the results of the construct-to-construct relationship show that Behavioral Intention to Use is positively and significantly impacted by Perceived Usefulness,

with a parameter coefficient of 0.262 and a significant value of 0.001 (P Values, 0.001 <0.05). The t-statistic of 3.386, which has a value higher than the t-table (t-statistic 3.386> t-table 1.96), can also be used to demonstrate this. Consequently, the study's second hypothesis is approved.

According to the findings of the construct-to-construct relationship, Behavioral Intention to Use is positively and significantly impacted by Perceived Ease of Use, with a parameter coefficient of 0.269 and a significant value of 0.001 (P Values, 0.001 <0.05). The t-statistic of 3.458, which has a value higher than the t-table (t-statistic 3.458> t-table 1.96), can also be used to demonstrate this. Consequently, this study's third hypothesis is accepted.

The link between constructs shows that Social Influence has a positive and substantial effect on Behavioral Intention to Use, with a parameter coefficient of 0.319 and a significance level of 0.000 (P Values, 0.000 <0.05). This is reinforced further by the t-statistic of 4.795, which is more than the t-table value of 1.96. As a result, the fourth hypothesis in this study is supported.

Discussion

1. Perceived Ease of Use has a positive and significant effect on Perceived Usefulness

The results of the study showed that Perceived Ease of Use in the use of E-Hailing applications has a positive and significant effect on Perceived Usefulness. Perceived Ease of Use is the extent to which someone considers that the technology or system used is easy to learn and implement. In the context of e-hailing applications, if users feel that the application is easy to use, they are more likely to consider the application useful. When users do not have difficulty understanding how the application works, they will more quickly feel the benefits offered. For example, if the application interface is intuitive and the vehicle booking process is simple, users will be more confident that the application can improve their travel efficiency. Research shows that ease of use can increase user confidence in perceived benefits, thereby strengthening Perceived Usefulness. Thus, the positive and significant effect of perceived ease of use on perceived usefulness is an important factor in encouraging the adoption of e-hailing applications in Padang City.

This result is in accordance with previous research. The relationship between the variables Perceived Ease of Use (PEOU) and Perceived Effectiveness (PU) shows that the easier the system or technology is understood and used by users, the greater the user's perception that the system is useful in supporting their performance or goals. In the context of this study, PEOU positively affects PU, meaning that if users feel that Bio-QR code traceability

is easy to use, they are more likely to consider the system useful for verifying the authenticity and quality of edelbird nests (Saari et al., 2022). The ease of use of technology allows users to focus more on utilizing the available features without being hampered by operational complexity. So from the results of this study it can be concluded that, if users find the application easy to use, they tend to find the application useful, which in turn encourages adoption of the application.

2. Perceived Usefulness has a positive and significant effect on Behavioral Intention to use

The results of the study showed that Perceived Usefulness in the use of E-Hailing applications has a positive and significant effect on Behavioral Intention to use. Perceived Usefulness is the extent to which a person believes that using a particular system or technology will improve performance or provide benefits in their activities. In the context of e-hailing applications, if users feel that the application can improve efficiency and comfort in traveling, they will be more likely to have the intention to use the application. When users feel the real benefits of the application, such as saving time and money, they will be more motivated to adopt and use the application regularly.

According to research, behavioral intention to use is positively and significantly impacted by perceived utility. This means that the more a user believes in the advantages of an application, the more likely they are to utilize it. Therefore, it is important for e-hailing application providers to emphasize the benefits that users can get in order to increase their intention to use the application.

This result is in accordance with previous research by Saari et al., (2022) Finding the Relationship between Perceived Usefulness and Behavioral Intention shows that the higher the user's perception of the usefulness of the system, the greater their intention to use it. In this study, PU has a positive and significant influence on behavioral intention to accept and use the Bio-QR code tracking system. This means that if users believe that this system will help them in verifying the authenticity of edelbird nests effectively, they are more likely to have the intention to adopt and use the system. This indicates that individuals who believe the technology is useful will be more likely to use it. So from the results of this study it can be concluded that users who believe that the application provides benefits, such as efficiency and convenience, tend to be more inclined to use it. Therefore, E-Hailing application providers should focus on communicating and increasing the benefits offered to users to encourage adoption and regular use of the application.

3. Perceived Ease of Use has a positive and significant effect on Behavioral Intention to Use

The results of the study showed that Perceived Ease of Use in the use of E-Hailing applications has a positive and significant effect on Behavioral Intention to use. Perceived Ease of Use plays an important role in forming Behavioral Intention to use to use technology. If users feel that the e-hailing application is easy to use, they will be more likely to have the intention to use the application. Ease of use can reduce the psychological barriers that users may face, making them more open to trying and adopting new technologies. For example, if users do not have to spend a lot of time understanding how the application works, they will feel comfortable and confident in using the application more quickly. Research shows that perceived ease of use has a positive and significant effect on behavioral intention to use, which means that the easier the application is to use, the more likely users are to adopt it. Therefore, e-hailing application providers need to ensure that the application interface and features are well designed so that users feel comfortable and motivated to use it.

This result is in accordance with previous research by Saari et al., (2022) that Perceived Ease of Use has a positive and significant relatiosnship to Behavioral intention to use. This means that the easier users feel that the system is used without difficulty, the greater their intention to adopt and use the system. Ease of use is an important factor that encourages users to commit and intend to adopt this technology. So from the results of this study it can be concluded that the ease of use of the application plays an important role in shaping user intentions to adopt the technology. When users feel that the application is easy to use, they are more likely to try and continue using the application, because this ease reduces the psychological barriers they may face.

4. Social Influence has a positive and significant effect on Behavioral Intention to use

The results of the study indicate that Social Influence in the use of E-Hailing applications has a positive and significant effect on Behavioral Intention to use. Social Influence is a process in which a person's attitude, behavior, or decision is influenced by other people or their surroundings. In the context of e-hailing applications, if individuals feel that people around them, such as friends, family, or coworkers, support the use of the application, they will be more likely to have the intention to use the application. When many people in their social environment share positive experiences about e-hailing applications, individuals will feel more confident to try and adopt the technology.

Social support can boost an individual's intention to use the application, as research indicates that social impact has a positive and significant effect on behavioral intention to use. Therefore, it is important for e-hailing application providers to build a positive user community and encourage users to share their experiences in order to increase application adoption in Padang City.

This result is in accordance with previous research by Patil et al., (2020) Social Influence such as friends, family, or public figures can motivate individuals to intend to use a mobile payment system. This influence shows that social references and other people's opinions play a role in shaping consumer intentions to adopt payments via mobile devices, in accordance with findings from previous studies that show user sensitivity to social influence in the context of technology. Therefore, it can be inferred from the study's findings that social influence plays a big part in determining people's inclinations to use e-hailing apps. Support and recommendations from people around them, such as friends, family, and coworkers, can increase an individual's confidence to try and adopt new technology.

D. CONCLUSION

This study uses the Technology Acceptance Model approach to examine how behavioral intention to use e-hailing services in Padang City is influenced by perceived usefulness, perceived ease of use, and social impact. The results of the study indicate that the three variables have a positive and significant influence on Behavioral Intention to use in using e-hailing applications. Specifically, Perceived Usefulness is the dominant factor influencing usage intention, followed by Perceived Ease of Use and Social Influence. This indicates that functional benefits, operational ease, and social influence are important determinants in driving the adoption of application-based transportation technology. These findings provide theoretical contributions in strengthening the TAM framework as well as practical implications for service providers and policy makers in developing strategies that are more responsive to user behavior in the digital era.

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