

The Effect of Intention to Usage to Actual Usage E-Purchasing Application

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The Effect of Intention to Usage to Actual Usage E-Purchasing Application

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Abstract-This study aims to find out: (1) The effect of usability on e-purchasing application usage intentions. (2) Effect of ease of use on the intention to use e-purchasing applications. (3) Effect of confidence in the intention to use e-purchasing applications. (4) Effect of the quality of website design on the intention to use e-purchasing applications. (5) Effect of usability, ease of use, trust, quality of website design on the intention to use e-purchasing applications. (6) Effect of use intention on the use of e-purchasing applications. The research sample was 47 people. Data analysis method uses analysis prerequisite test, simple and multiple linear regression. The results of study show: (1) There is a positive and significant effect on the intention to use e-purchasing applications, indicated by the coefficient value of 0.333, significance of 0.000, and the value of t count of 3.918. (2) There is a positive and significant influence of the ease of use of the intention to use e-purchasing applications, indicated by the coefficient value of 0.346, significance of 0.001, and t value of 3.430. (3) There is a positive and significant influence on the intention to use e-purchasing applications, indicated by the coefficient value of 0.307, significance of 0.000, and the value of t count of 3.844. (4) There is a negative and significant effect on the quality of website design on the intention to use e-purchasing applications, indicated by the coefficient value of 0.425, significance of 0,000, and t-count of -4,623. (5) There is a positive and significant effect of usability, ease of use, trust, quality of website design on the intention to use e-purchasing applications, indicated by a coefficient of 0.746, adjusted R²0,722 and a calculated F value of 30,814.

Keywords - Ease of use, e-purchasing application usage, intentions, trust, usability, website design quality.

1 INTRODUCTION

Since the start of the information and communication technology (ICT) revolution throughout the world, 173 of 190 countries have used ICTs, especially the internet as a tool to provide government services to improve public services (Gant, 2008). A number of countries have invested heavily in electronic government services (e-government) to connect government networks and implement various service infrastructure to improve efficiency and productivity (Hung, Chang, & Yu, 2006). One form of innovation in implementing e-government-based governance carried out through the use of information and communication technology (ICT) is in the process of procuring government goods and services and is known as e-procurement (Nurlukman, 2017). Procurement of goods / services electronically (e-procurement) is carried out by Electronic Procurement Services (LPSE) in the form of e-tendering and e-purchasing through the application of Electronic Procurement Systems (SPSE) (LKPP, 2010).

In the development of the e-purchasing implementation journey in Indonesia, there has been an increase in effectiveness and efficiency in the procurement of government goods and services (Nurlukman, 2017). The implementation of e-purchasing can save a budget of up to 30% (LKPP, 2015) and reduce budget corruption by up to 30% (LKPP, 2015). The user satisfaction survey conducted by the 2016 Government Goods / Services Procurement Policy Institute on 723 respondents to the service of providing e-purchasing systems received a value of 79.20, quality B and performance was good (LKPP, 2016). The total products contained in the electronic catalog are 125,349 products classified in 38 catalog commodities provided by 776 providers (LKPP, 2017). The number of e-purchasing users up to 2017 is 713 ministries / institutions / regions with a total tender of 93,389 work packages and worth 283.1 trillion

(LKPP, 2017). This shows e-purchasing has been used by users in this case procurement officials or commitment-making officials in the procurement process of government goods / services.

An important factor and determining the success or failure of the application of technology is the readiness of users to receive and use it (Kustono, 2011). A number of studies show the acceptance and use of applications / information systems as indicated by user satisfaction, among others (Aman & Kasimin, 2011; Amelia et al, 2011; Nightisabha, et al, 2009; Nurlukman, 2017; Nurmandi & Kim, 2015; Yuwinanto, 2013) Research was conducted on a number of profit-oriented organizations. Research on the acceptance and use of applications / information systems in public organizations and government institutions has not been done much (Sambavisan. 2010). Of course there is a big difference between profit organizations (business) and public organizations / government institutions (Hung, et al., 2006), a model / framework is needed to analyze the successful application and acceptance of technology use in public organizations / government institutions.

According to (Oly Ndubisi & Jantan, 2003) and (Juniarti, 2011) a number of models have been built as tools to analyze and understand the factors that influence the acceptance of use of technology including the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980), Theory of Planned Behavior (TPB) (Ajzen, 1991), and Technology Acceptance Model (TAM) (Davis, 1989). Venkatesh, et al (2003), developed a model that is a combination of Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM) into a model namely Unified Theory of Acceptance And Use Of Technology (UTAUT). This model can explain the relationship between intention behavior and use in

technology acceptance. This study combines the Technology Acceptance Model (TAM) model (Davis, 1989) and the Unified Theory of Acceptance And Use Of Technology (UTAUT) model developed by Venkatesh (2003).

According to Davis (1989) and Venkatesh (2003) the main influence to observe the behavior of technology use (actual usage behavior) is the behavior of desires / intentions (behavior intention). The main influences that influence desire / intention are 2 individual beliefs, namely perceived usefulness and perceived easy of use (Davis, 1989). For research in public organizations / government institutions need to be equipped with variables of trust, quality of website design, guarantee of service by providers, response from providers, quality of information and quality of services (Sambavisan, 2010). In this study, the variables used are trust and quality of website design with the reasons that both are dominant things in the acceptance of technology in a mandatory environment such as in government institutions (Sambavisan, 2010).

Previous studies aimed at finding out the acceptance of e-government applications have been carried out. The results of the study (Hung et al., 2006) regarding the Online Tax Filling Payment System state that the variables of usability, convenience, trust and external factors influence the acceptance and use of e-purchasing applications by government employees. Contrary to the results of the study (Sambavisan, Wemyss, & Rose, 2010) about the use of Electronic Procurement System by ministry employees in Malaysia which states that the trust variable does not affect the intention and use of E-Purchasing applications. The difference in research results sparked an urge for researchers to conduct e-purchasing acceptance and use research. This study combines the Technology Acceptance Model (TAM) model (Davis, 1989) and the Unified Theory of Acceptance And Use Of Technology (UTAUT) model developed by Venkatesh (2003) to examine the effect of usability, ease of use, trust, quality of website design, against the intention of use and the subsequent impact on the use of the E-Purchasing application.

2 LITERATURE REVIEW

a. Usefulness

Usability is defined as the extent to which a person believes that using a technology will improve his work performance ("as to the extent to which a person believes that using technology will enhance his or his performance.") (Davis, 1989; Venkatesh et al., 2003). Previous studies showed that usefulness variables positively and significantly affect the use of information systems (Davis, 1989; Hu, Chau, Liu Sheng, & Tam, 1999; Igarria, 1995) and are the most significant and important variables that affect attitudes, interests (behavioral intention) and behavior (behavior) in using technology. Davis (1989) uses 4 indicators to form usefulness variables, namely:

1. Work faster (Work More Quickly);

2. Job performance (Job Performance);
3. Increased productivity (Increase Productivity);
4. Effectiveness;

b. Ease of Use

Ease of use is defined as the degree to which a person believes that using a technology will be free of effort ("is the extent to which a person believes that using technology will be free of effort") (Davis, 1989; Venkatesh et al., 2003). Previous studies also showed that ease of use affects easiness, attitude, interest (intention behavior), and use (behavior) (S. Al-Gahtani, 2001; Davis, 1989; Lucyanda, 2010; Venkatesh et al., 2003). Davis (1989) uses 6 indicators to form ease of use, namely:

1. Easy to learn (Easy of Learn);
2. Controlled (Controllable);
3. Clear and easy to understand (Clear and Understandable);
4. Flexible (Flexible);
5. It's easy to be skilled (Easy to Become Skillful);
6. Easy to use (Easy to Use).

c. Trust

Mayer, et al. (1995) defines trust as the willingness of a person to be sensitive to the actions of others based on the expectation that other people will take certain actions on people who believe them without depending on their ability to monitor and control them. Willingness to depend on trust in the ability, virtue, and integrity of the definition of trust according to Gefen et al. (2002). Indicators for measuring trust according to (Bhattacharjee, 2002) and (Sirikka, Tractinsky, & Vitale, 2000) are as follows:

1. Competence;
2. Openness;
3. Integrity;
4. Trustworthy.

d. Quality Website Design (Website Design Quality)

Quality dimensions related to accuracy, timeliness and flexibility of information presented on the website (Liu, Arnett, Capella, & Taylor, 2001). Indicators for measuring the quality of website design according to (Van der Heijden, 2003) are as follows:

1. Information description;
2. Information for comparison;
3. Website speed;
4. Website accuracy;
5. Reliability of processing transactions;
6. Website functions.

e. Intention to Use

Intention of Use is a desire to do a certain behavior (Ajzen, 1991). Someone will do a behavior if they have the desire or intention to do it (Ajzen, 1991; Jogiyanto, 2007). The indicator

for measuring intention to use according to (Venkatesh, 2000) is:

1. Intend to use the application because it is useful;
2. Intend to use the application because it can be trusted;
3. Intend to use the application for all activities.

f. Actual to Use

Use is the real condition of the use of the system, which is measured as the amount of time used to interact with a technology and the frequency of its use (Davis, 1989; Igbaria, 1995). Indicators for measuring usage according to (Moon & Kim, 2001) are as follows:

1. Real use;
2. Use because of trust and reliability;
3. Frequency of use 100%.

3 RESEARCH METHODOLOGY

I. Research Design

This study used a questionnaire to collect data. Research design is quantitative research and causal relationships. The answers to the questionnaire are presented according to the Likert scale with the choice of points 5. The highest point (5) states that perceptions strongly agree with the lowest point (1) states strongly disagree, point 3 is neutral. Data collected, tabulated and for further validity and reliability tests. The analysis technique uses description and regression analysis. An interview is needed to confirm the results of the statistical test.

II. Population

The research population was the procurement officials of Malang Regency Government, 47 people who carried out government goods / services procurement activities using e-purchasing systems. The sampling technique is census.

III. Conceptual Framework

The independent variable of use is reflected by four indicators, which are faster work, job performance, increased productivity, and effectiveness. Independent variables of ease of use are reflected by six indicators, which are easy to learn, controlled, clear and easy to understand, flexible, easy to be skilled, easy to use. The independent variable of trust is reflected by four indicators, namely competence, openness, integrity, trustworthiness. Independent variable quality of website design is reflected by six indicators, namely description information, information for comparison, website speed, website accuracy, reliability of processing transactions and website functions. The variable bound to use intention is reflected by three indicators, namely intending to use the application because it is useful, intends to use the application because it can be trusted, and intends to use the application for all activities. The variable bound to use intention is reflected by three indicators, namely intending to use the application because it is useful, intends to use the application because it can be trusted, and

intends to use the application for all activities. Based on the Sambavisan model (2010), the research hypothesis and determine the concept of the research model shown in Figure 1.

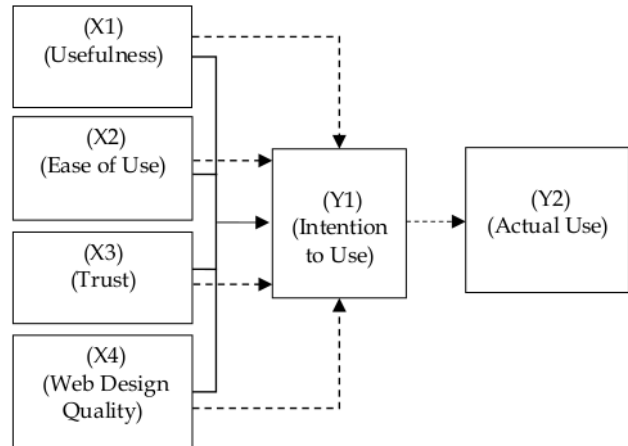


Figure 1 . Concept of Research Framework

Research Hypotheses:

- H1: There is a significant effect on the use of e-purchasing application intentions
- H2: There is a significant effect of ease of use on e-purchasing application intentions
- H3: There is a significant influence of confidence in the intentions of e-purchasing application usage
- H4: There is a significant influence of website design quality on the intent of e-purchasing application usage
- H5: There is a significant influence on usability, ease of use, trust and quality of website design against the intent of e-purchasing application usage
- H6: There is a significant influence on the use of e-purchasing applications

4 FINDING

a. Characteristics of Respondents

Characteristics of respondents based on gender, age, education, and level of computer mastery. It was found that the average sex of men, the average age of 31-40, the average education of S1 and the average level of mastery of computer basic skills. This finding shows that respondents understand the duties and responsibilities for government goods / services procurement activities using e-purchasing applications.

b. Instrument Testing

The test results of all questionnaires were declared valid and reliable. Each statistical r value is greater than r table (0.28)

and the cronbach Alpha value is greater than r table (0.6). There is no doubt that collected data can be analyzed. c. Analysis Results Description Displayed in table 1 below:

Table 1. Indicator Description of Research and Notation

Usefulness	Mean	Easy to use	Mean
Work faster	4,70	Easy to learn	4,17
Job performance	3,89	Controlled	4,23
Increased productivity	4,06	Clear and easy to understand	4,14
Effectiveness	4,23	Flexible	4,29
		Easy to be skilled	4,29
		Easy to use	3,91
Trust	Mean	Website Design Quality	Mean
Competence	4,48	Information description	4,31
Openness	4,40	Information for comparison	4,53
Integrity	4,25	Website speed	4,14
Can be trusted	4,12	Website accuracy	4,55
		Reliability of processing transactions	4,57
		Website function	4,34
Intention to use	Mean	Usage	Mean
Intend to use the application because it is useful	4,12	Real use	4,42
Intend to use the application because it can be trusted	4,21	Use because of trust and reliability	3,80
Intend to use the application for all activities	4,23	Frequency of use 100%	4,44

Findings related to research variables indicate that there is the highest average for each indicator. The use of e-

purchasing according to the perceptions of respondents / users shows that they work faster in carrying out goods / services procurement activities. The ease of using e-purchasing according to respondents shows that the e-purchasing system is easy to use. Trust given by e-purchasing can improve user competence in goods / services procurement activities. The quality of e-purchasing website design provides reliability in processing goods / services procurement transactions. The results of the study show that respondents intend to use and use e-purchasing for government goods / services procurement activities. The results of the causality analysis are explained in Figure 2

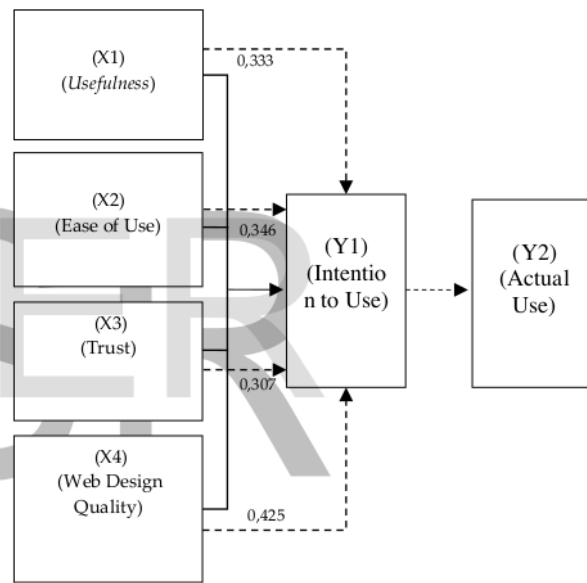


Figure 2. Causality of research variables

The results of the study show that usability, ease of use, trust and quality of website design significantly affect intention to use and influence the use of e-purchasing applications. Statistical results also show that the observed data is normal, the relationship between the independent variables is very low so there is no multicollinearity problem and the distribution of data shows there is no problem of heteroscedasticity. Statistical and hypothesis results are presented in Table 2.

Table 2. Recapitulation of the results of the research hypothesis

Variable	t statistic- Intention to use (Y1)	t statistic- Usage (Y2)	F statistic	t tabel	Chro- nbac- h's Alpha	VIF	DW	Result's
Usefulness (X1)	3,918		30,184	1,681	0,706	1,574	2,10	H1 accepted
Easy to use (X2)	3,430				0,693	1,944	4	H2 accepted
Trust (X3)	3,844				0,704	1,579		H3 accepted
Website design quality (X4)	4,623				0,823	1,462		H4 accepted
Intention to use (Y1)		9,861			0,729			H5 accepted
usage (Y2)					0,750			

Description: probability level > 0.05; Xi = independent variable; Yi = bound variable

Table 2. shows that usability is obtained t statistic value of 3.918 and t table is 1.68 so t statistics > t table and significance value (0,000) < α (0.05) so that H0 is rejected and H1 is accepted. It was tested that utility variable (X1) had a significant effect on usage intention (Y1), ease of use obtained by the statistical value t 3.430 and t table at 1.68 so that t statistics > t table and significance value (0,000) < α (0.05) So H0 is rejected and H1 is accepted. This shows that the ease of use variable (X2) has a significant effect on usage intention (Y1), trust is obtained by a statistical t value of 3.844 and t table of 1.68 so that t statistics > t table and significance value (0.001) < α (0, 05) H0 is rejected and H1 is accepted. Tested that the trust variable (X3) affects usage intention (Y1). Website design quality variable (X4) affects usage intention (Y1), obtaining obtained t statistic value of 4.623 and t table of 1.68 so t statistics > t table and significance value (0,000) < α (0.05) so that H0 is rejected and H1 is accepted. Usage intention variables affect usage, obtained t statistic value of 9.861 and t table of 1.68 so that t statistics > t table and significance value (0,000) < α (0.05) so that H0 is rejected and H1 is accepted. This comparison shows proven six research hypotheses (see table 2).

5 Discussion

a. Usefulness and Intention to Use

The results of the study show that usability has a direct positive influence on the intention to use e-purchasing applications. This finding is similar to the results of research conducted by Davis (1989) and Sambasivan (2010) where usability has a positive and direct influence on the intention

to use a application. The respondent questionnaire explained that the average choice of answers on the usability variable was agreed. This means that using e-purchasing applications by procurement officials is worth faster, increases productivity, increases effectiveness and is useful for government goods / services procurement activities.

b. Ease of Use and Intention to Use

The results of the study show that ease of use has a direct positive effect on the intention to use e-purchasing applications by procurement officials. This finding is similar to the study of Davis (1989), Hung (2006) and Sambasivan (2010) which states that ease of use influences the intention to use the application. Procurement officials have the perception that e-purchasing applications are easy to operate, easy to master, easy to understand and easy to use.

c. Trust and Intention to Use

The results of the study indicate that trust directly influences the intention to use e-purchasing applications by procurement officials. This finding is similar to that of Rofiq (2007) which states that trust influences the intention to use the application but differs from the findings of the Sambasivan (2010) study which states that trust does not affect the intention to use the application. The difference in findings with the findings of the Sambasivan study (2010) can be caused by differences in different cultural cultures. Different cultures and cultures can cause different views of certain values.

d. Website Design Quality and Intention to Use

The results showed that the quality of website design had a direct negative effect on the intention to use e-purchasing applications by procurement officials. This finding is different from the research and Heijden (2009) which states that trust influences the intention to use the application. The research findings that show negative direction means that the quality of website design has an inverse effect on intention to use. This is supported by the average respondent's answers which indicate that the e-purchasing application function is more important than the website design. The e-purchasing application is a mandatory application for the process of procurement of goods / services within the Government. So that users in this case procurement officials have no other choice or other application in conducting goods / services procurement activities.

e. Intention to Use and Use (Actual Usage)

The results of the study show that intention to use has a direct positive effect on the use of e-purchasing applications by procurement officials. This finding is similar to the study of Davis (1989), Venkatesh (2003), Sambasi (2010) which states that intention to use influences the use of the application.

Based on the results above, it means that the higher the intention of using e-purchasing applications will be the higher e-purchasing use by procurement officials.

f. Trust Has a Dominant Impact on Intention to Use

Procurement officials' confidence has a dominant influence on the intention to use e-purchasing applications. This means that the trust of procurement officials in the ability of e-purchasing applications to provide information on goods / services, access to information on goods / services by providers and the integrity of providers is very strong. This finding as a confirmation from the research of Bhattacharjee (2002) states that in the context of e-commerce users, the intention to believe represents the usability of users for subsequent transactions. The higher the user's trust in the company, the higher the intention to make a transaction.

Conclusions

a. The results of testing the descriptive analysis through the mean values of each variable, it can be concluded that the average respondent's answer to the variable usefulness (X1), ease of use (X2), trust (X3), website design quality (X4), intention to use (Y1) and usage (Y2) is agreed. This shows that usability, ease of use, trust and quality of website design, intention to use and use e-purchasing applications are appropriate.

b. The simultaneous influence (together) of each independent variable on intention to use is done by testing the F-test. The results of multiple linear regression analysis obtained independent variables have a significant and simultaneous influence on usage intentions and use intentions towards use. So that it can be concluded that testing.

c. The results of the study still have limitations, therefore it still needs improvement in the next study. Based on the results of analysis and conclusions, it turns out that the variable quality of website design has an influence with a negative direction. This is contrary to the results of the Sambasivan (2010) study which states that the quality of website design has a positive influence on intention to use and subsequently on the use of the application. Of course, it does not ignore the variables of usability, ease of use and

trust that have a positive influence on the intention to use and subsequently on the use of e-purchasing applications. Based on the results above, in the next study new variables and / or indicators can be added to enrich the model used for this study. Responsive variables, guarantees and conditions of the facilities affect the intention to use and subsequently to use.

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