An International Journal

Indonesian Journal of Economics, Business, Accounting, and Management

OPEN ACCESS

The Impact of Argument Quality, Perceived Usefulness, and Ease of Use on Purchase Intentions: Evidence from Viral Marketing of Mobile Applications in Indonesia

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ARTICLE INFORMATION	ABSTRACT
Section Research Results Articles *History of Article* Submitted: Accepted: Available online: *Keywords* argument quality perceived usefulness perceived ease of use attitude purchase intention viral marketing	This study investigates how argument quality, perceived usefulness (PU), and perceived ease of use (PEU) shape user attitudes (ATT) and purchase intentions (PI) toward mobile applications promoted through viral marketing. Using a quantitative survey of 200 Indonesian social-media users, data were analysed with partial least squares-structural equation modelling (SmartPLS 4). Results show that argument quality positively influences PU ($\beta = 0.412$; $p < 0.001$) and PEU ($\beta = 0.346$; $p < 0.001$). PU ($\beta = 0.364$; $p < 0.001$) and PEU ($\beta = 0.233$; $p < 0.01$) both enhance ATT, which in turn strongly predicts PI ($\beta = 0.678$; $p < 0.001$). The findings highlight the importance of rational, credible messaging and intuitive interface design in converting viral exposure into buying decisions.

INTRODUCTION

Social media has significantly transformed the way people interact and communicate (Valkenburg, 2017). Today, it plays a vital role in marketing, self-expression, and community building across the globe (Rugova and Prenaj, 2016). According to Yltävä (2025), global social commerce spending is projected to reach approximately USD 219.8 billion in 2024 and USD 255.8 billion by 2028, with a compound annual growth rate (CAGR) of 3.86%. These figures highlight that the highest growth of internet and social media users occurs in the Asian region. Consequently, businesses are expected to anticipate and adapt to the rapid increase in internet and social media usage in this area (Razali *et al.*, 2023).

On the other hand, in recent decades, the mobile industry, along with its related technologies and applications, has experienced remarkable growth (Fard and Marvi, 2020). However, branding strategies for mobile applications how companies create and promote their apps to enhance brand awareness have received relatively little scholarly attention (Dovaliene, Masiulyte and Piligrimiene, 2015). Small and medium-sized enterprises (SMEs), which typically operate with limited financial resources, must therefore focus more on implementing targeted and effective marketing strategies (Salciuviene *et al.*, 2022). Cacciolatti and Lee (2015) suggest that customized marketing strategies can benefit SMEs as their perceptions of marketing value evolve. According to Cacciolatti and Lee (2015), companies do not necessarily need to invest heavily to promote their brands on social media platforms.

Consumers' growing preference for shopping via social media has laid the foundation for more targeted and effective marketing strategies (Hendrayati and Pamungkas, 2020). Social media has become a crucial tool for viral marketing campaigns, which rely on the rapid sharing of content across digital and mobile platforms (Fard and Marvi, 2020). These campaigns have proven effective in influencing consumer behavior and purchase decisions (Reichstein and Brusch, 2019).

The success of such campaigns heavily depends on the quality of the arguments presented in the content namely, the clarity, credibility, and relevance of the messages conveyed to users (Roy and Jain, 2023). Studies have shown that strong and persuasive marketing content increases user engagement and fosters positive perceptions of products or services (Reichstein and Brusch, 2019). As a result, mobile application companies that emphasize high-quality argumentation in their viral marketing efforts can expect a stronger influence on consumer perception and behavior, thereby increasing purchase intentions (Hendrayati and Pamungkas, 2020).

Two critical components that influence user engagement in the mobile app industry are perceived usefulness and perceived ease of use. The Technology Acceptance Model (TAM) posits that users are more likely to adopt and engage with applications they find beneficial and user-friendly. Perceived usefulness refers to the extent to which an application enhances users' daily activities by improving productivity, convenience, or enjoyment (Davis, 1989). In contrast, perceived ease of use reflects how effortless it is to interact with the app (Yousafzai, Foxall and Pallister, 2007). These perceptions collectively shape user experience and influence their continued use of the app. Applications perceived as both useful and easy to use are more likely to foster positive user attitudes and engagement—critical factors in enhancing purchase intentions (Ha *et al.*, 2019).

This study therefore focuses on the relationship between several key variables: argument quality in viral marketing campaigns, perceived usefulness (PU), perceived ease of use (PEU), user attitudes toward purchasing, and purchase intentions within the context of mobile applications. In addition to perceived usefulness and ease of use, user attitudes toward purchasing influence behavior within mobile applications. Factors such as trust, convenience, and security play a pivotal role in shaping these attitudes (Sari and Hersusetiyati, 2024). When users feel confident that an app allows them to make secure and easy transactions, they are more likely to develop a positive attitude toward using the app for purchases (Yanuar *et al.*, 2021). Furthermore, a positive purchasing attitude significantly increases the likelihood of actual purchasing behavior. Users with favorable perceptions of an app's functionality and reliability are more inclined to make purchasing decisions, contributing to the app's commercial success (Arora and Sahney, 2018).

Users' purchasing attitudes also affect how they perceive the usefulness and ease of use of mobile applications (Nguyen *et al.*, 2019). When an app facilitates safe and convenient transactions, users tend to develop more positive attitudes toward purchasing through the

platform (Zhu, 2016). In turn, favorable attitudes strongly influence actual purchasing behavior, especially when users perceive the app as functional and trustworthy (Arora and Sahney, 2018).

Fard and Marvi (2020) explored how customer acceptance perceptions influence attitudes and purchase intentions in viral marketing. This research is grounded in several key considerations. First, although viral marketing holds strong potential for attracting customers, its effectiveness remains uncertain. Understanding what drives success in viral campaigns requires identifying the most influential elements for products and services. Second, many businesses invest substantial effort into encouraging positive word-of-mouth (WOM) and accelerating its spread. Third, despite its promise, viral marketing has shown limited impact on customer purchase intentions. A related study by Sawaftah, Calıcıoglu and Awadallah (2020) found that viral advertisements have a greater influence than electronic word-of-mouth (E-WOM), regardless of whether a brand image is included.

Internet penetration in Indonesia continues to rise and is expected to reach 200 million users by 2024 (CRIF Group, 2025). Data show that over 80% of Indonesian internet users regularly access social media, making viral marketing a highly effective strategy (Panggabean, 2024). However, Indonesian consumers still prefer free mobile applications, which presents challenges for app developers seeking profitability. As such, this study aims to examine how argument quality and social media user acceptance influence purchase intentions for mobile applications.

This research seeks to support the development of more effective viral marketing strategies in Indonesia by investigating how argument quality impacts perceived usefulness and perceived ease of use, and how these, in turn, influence user attitudes and purchase intentions. Businesses aiming to enhance their marketing efforts and customer engagement must understand these dynamics in light of Indonesia's rapid digital growth and widespread mobile app usage.

This study differs from prior research such as Fard and Marvi (2020), which examined how viral marketing influences consumer perceptions and purchase intentions but did not specifically address the role of argument quality in shaping mobile app usability perceptions. Similarly, Moslehpour *et al.* (2018) investigated purchase decision factors in e-commerce without integrating viral marketing within the mobile app context. Gunawan, Ali and Nugroho (2019) also focused on digital marketing effectiveness via social media but did not explore how argument quality influences consumer attitudes and purchase intentions. Therefore, this study offers a novel contribution by linking viral marketing theory with the Technology Acceptance Model (TAM) to better understand mobile app consumer behavior in Indonesia.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Theoretical Foundations

Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is a well-established framework used to explain and predict how users come to accept and use new technologies. Developed by Davis (1989), the model has become a cornerstone in the fields of information systems and behavioral science. TAM primarily focuses on understanding the psychological factors that influence user adoption of technology. According to Fard and Marvi (2020), the model remains relevant today because it offers a structured way to evaluate why individuals embrace or reject technological innovations. At the core of TAM are two key constructs: Perceived usefulness (PU) and

perceived ease of use (PEU). Perceived usefulness refers to the degree to which a person believes that using a particular system will enhance their job performance or daily activities. On the other hand, perceived ease of use is the extent to which a person believes that using the technology will be free of effort. These two factors are critical because they directly influence an individual's attitude toward using a system, which in turn affects their behavioral intention to use it (Davis, 1989).

Research has consistently shown that when users perceive a technology as both useful and easy to use, they are more likely to adopt and continue using it. Amir *et al.* (2020) emphasize that this positive perception can lead to higher levels of user satisfaction and commitment. When the technology aligns with users' needs and does not present significant usability barriers, it fosters a favorable attitude, resulting in a stronger behavioral intention to use. Over time, this intention often translates into sustained usage and integration into users' routines (Dixit and Prakash, 2018). As TAM has evolved, scholars have expanded the model to include additional external factors that influence user perceptions. Notably, elements such as social influence, subjective norms, and facilitating conditions have been incorporated into extended versions of TAM. These components acknowledge that users do not make decisions in isolation but are affected by their environment, including peers, cultural norms, and access to technical support (Lala, 2014). In the context of viral marketing, social influence becomes especially significant. For instance, when friends or influencers recommend an application, this can positively shape a potential user's perception of the technology's usefulness and ease of use. Peer endorsements or online reviews often serve as informal validation, encouraging others to try and adopt the technology themselves. Fard and Marvi (2020) note that such social cues can be powerful motivators, altering initial attitudes and increasing the likelihood of adoption.

Hypothesis Development

The Effect of Argument Quality on Perceived Usefulness.

Research conducted by (Ismagilova *et al.*, 2020; Khwaja, 2020; Lopes *et al.*, 2021) underscores the significant role that well-crafted promotional arguments play in influencing user perceptions within the technology acceptance model (TAM) framework. According to these studies, when promotional messages are logical, relevant, and backed by concrete evidence, they tend to enhance the perceived usefulness of a technology or application. This perceived usefulness is a critical determinant in a user's decision to adopt new digital tools or platforms. High-quality content that clearly articulates the advantages and functionalities of an application not only informs potential users but also builds their trust in the product. When users are presented with systematic and well-supported information, they are more likely to believe in the effectiveness and value of the technology (Tandon, Kiran and Sah, 2016; Moslehpour *et al.*, 2018; Kripesh, Prabhu and Sriram, 2020).

This trust, in turn, increases their willingness to engage with and adopt the application. In the competitive digital landscape, where users are constantly exposed to numerous technological offerings, credibility becomes a key differentiator. Developers and marketers must therefore prioritize the creation of promotional materials that are both persuasive and authentic. Generic or exaggerated claims can lead to skepticism, while evidence-based and user-centered messaging can foster genuine interest and confidence. As such, application developers and marketers should focus on crafting communication strategies that align with the principles of TAM. This involves highlighting features that meet users' needs, providing testimonials or case studies, and presenting data that demonstrate the application's effectiveness. By doing so, they can more effectively motivate potential users, reduce

resistance to new technologies, and ultimately drive higher rates of adoption (Yang, Kim and Yoo, 2013; Fard and Marvi, 2020; Muthahhari, Tjahjono and Puji RDA, 2020).

H₁: Argument quality has a positive and significant effect on perceived usefulness.

The Effect of Argument Quality on Perceived Ease of Use

Fard and Marvi (2020) as well as Wambsganss *et al.* (2021) emphasize the significant impact that the quality of arguments has in digital communication, particularly within the framework of the Technology Acceptance Model (TAM). In the context of TAM, perceived ease of use is a fundamental determinant of whether users accept or reject a technology. High-quality arguments those that are clear, logical, and informative contribute meaningfully to users' perceptions by making complex systems more comprehensible. When users encounter well-structured and persuasive communication, they are better able to grasp the functionality and purpose of an application. This clarity reduces cognitive load and perceived complexity, allowing users to interact with the system more intuitively. As a result, users experience greater confidence in their ability to navigate and operate the technology effectively (Hidayat, Saifullah and Ishak, 2016; Setywan, 2016; Youssef, Jaafari and Belhcen, 2020).

Moreover, effective digital communication plays a critical role in alleviating uncertainty. Uncertainty often arises when users are unsure about what a system can do or how to utilize specific features. High-quality arguments address these concerns by providing detailed explanations, use-case scenarios, and step-by-step guidance. This not only fosters trust in the system but also encourages more frequent and effective usage. Given this, developers and marketers must prioritize communication strategies that emphasize the quality of the message delivered to potential users. By highlighting clear and compelling reasons for using the application—backed by logical structure and relevant information—they can better align user expectations with actual system capabilities. Ultimately, such strategies can lead to broader and more sustained technology acceptance (Inch and Tudor, 2015; Youssef, Jaafari and Belhcen, 2020; Faruqi, Rahmi and Mutma, 2022).

H₂: Argument has a positive and significant effect on perceived ease of use.

The Effect of Perceived Usefulness on User Attitudes Toward Purchasing.

Studies conducted by Manda et al. (2021), Prastiawan et al. (2021), and Liesa-Orús et al. (2023) consistently highlight the critical role of perceived usefulness in shaping consumers' attitudes toward mobile applications. Key dimensions of this perceived usefulness include time efficiency, ease of access, and enhanced productivity. These functional benefits not only add value to users' daily activities but also serve as primary motivators that influence their engagement with mobile apps.

When users perceive an application to be beneficial, their trust in the platform tends to increase. This trust is further reinforced by the convenience and reliability of the app, leading to a more satisfying user experience. As a result, users are more inclined to adopt the application, use it consistently over time, and recommend it to others within their personal or professional circles (Gupta, 2019). This cycle of perceived benefit, satisfaction, and positive word-of-mouth significantly boosts the application's market penetration and long-term success. Within the framework of the technology acceptance model (TAM), these findings emphasize the importance of perceived usefulness as a direct determinant of attitude toward use and behavioral intention. The TAM suggests that when users believe a system will enhance their performance or simplify their tasks, they are more likely to accept and utilize it.

For developers and marketers, this means that the value proposition of a mobile application must be clearly communicated and demonstrated through tangible and immediately experienced features. Highlighting functional aspects such as efficient navigation, seamless service integration, fast performance, and practical utilities can significantly improve user perception. By prioritizing these elements, businesses can effectively cultivate a favorable attitude among users, thereby encouraging not only initial adoption but also long-term usage and increased purchasing behavior.

H_3: Perceived usefulness has a positive and significant effect on user attitudes toward purchasing.

The Effect of Perceived Ease of Use on User Attitudes Toward Purchasing

Studies conducted by (Amir *et al.*, 2020; Manda and Salim, 2021; Ibrahim and Shiring, 2022) highlight the importance of user perceptions in shaping their interactions with digital applications. Specifically, these studies emphasize that intuitive navigation, a clean and simple interface, and a seamless user experience contribute significantly to users' comfort and satisfaction. When users find an application easy to navigate and visually appealing, they are more likely to engage with it positively and frequently. These positive user experiences do not just create temporary satisfaction; they also help build trust. Trust plays a vital role in shaping the user's attitude toward the application. When users feel confident that they can easily accomplish their goals without confusion or frustration, they are more inclined to return to the application in the future. This forms the foundation for long-term user loyalty and reinforces their willingness to explore more features or services offered (Wang and Chou, 2014; Song, 2023).

From the perspective of the Technology Acceptance Model (TAM), perceived ease of use is a critical determinant of user behavior. It is not only a factor in the initial decision to adopt a technology but also influences users' continued engagement over time. Applications that are perceived as easy to use often generate more favorable attitudes, which in turn support ongoing use and increase the likelihood of users making purchases or subscribing to premium services (Hidayat, Saifullah and Ishak, 2016; Setywan, 2016; Toor, Husnain and Hussain, 2017; Edeh *et al.*, 2021). Given these insights, it becomes clear that developers and marketers must prioritize user-friendly design in their strategies. A well-designed application that meets users' expectations for usability and simplicity can significantly enhance engagement rates (Rembulan and Firmansyah, 2020). Moreover, investing in intuitive design elements can serve as a competitive advantage in crowded markets, ensuring that users not only adopt the application but also remain loyal to it in the long run.

H_4: Perceived ease of use has a positive and significant effect on user attitudes toward purchasing.

The Effect of User Attitudes Toward Purchasing on Purchase Intentions

Research by (Vahdat *et al.*, 2020; Sidanti *et al.*, 2021; Nguyen, Thi Thu Truong and Le-Anh, 2023) underscores the crucial role that user perceptions play in shaping consumer attitudes toward applications. Their studies reveal that elements such as comfort, ease of use, perceived usefulness, and emotional value are significant determinants in the formation of positive consumer attitudes. These factors serve as mediators that bridge the gap between how users perceive technology and their subsequent intention to make purchases, particularly within the framework of the technology acceptance model (TAM).

The TAM posits that when users perceive an application to be user-friendly and beneficial, they are more likely to develop favorable attitudes toward its use. However, recent research adds a more nuanced understanding by highlighting the importance of emotional value—such as enjoyment, satisfaction, and personal relevance—in influencing these attitudes. Applications that manage to evoke a strong emotional response tend to foster deeper user engagement and trust, further reinforcing the decision to proceed with a transaction (Davis, 1989).

Moreover, applications that deliver efficient, personalized, and enjoyable experiences tend to generate stronger affective attitudes. These experiences make users feel understood and valued, which in turn increases their willingness to interact with the application and complete a purchase. This highlights the growing importance of both functional and emotional dimensions in digital environments, where user experience design plays a pivotal role in driving behavioral outcomes (Gupta, 2019).

Therefore, developers and marketers should go beyond optimizing technical functionality alone. While system efficiency and usability remain foundational, integrating elements that enhance emotional engagement—such as intuitive design, personalized recommendations, and interactive features—can significantly impact users' purchase intentions. By focusing holistically on both technical and emotional aspects of user experience, businesses can cultivate stronger consumer attitudes and ultimately boost their purchase conversion rates (Gupta, 2019).

H5: *User attitudes toward purchasing positively affects purchase intentions.*

RESEARCH METHODS

This study employs a quantitative research method. Quantitative research methods test hypotheses using numerical data. The quantitative approach is grounded in post-positivism to generate scientific knowledge, such as causal relationships, variable reduction, hypotheses, and specific questions through measurement, observation, and theory testing. This approach utilizes research strategies such as surveys and experiments, which require statistical data (Emzir, 2010) .

In this study, quantitative data were collected through a questionnaire distributed to Indonesian respondents who use at least two social media platforms (Instagram, WhatsApp, Twitter, Line, Facebook, TikTok). The questionnaire was designed to measure the research variables, namely argument quality, perceived usefulness of mobile applications, perceived ease of use of mobile applications, attitude toward purchase, and purchase intention. A 6-point Likert scale was employed to measure responses. Using a quantitative survey of 200 Indonesian social-media users, data were analysed with partial least squares-structural equation modelling (SmartPLS 4).

Table 1. Descriptive Analysis of Demographic Variables

Demographic Variables	N	%
Gender		
Male	96	48
Female	104	52
Age Range		
<20 y.o	55	27.5
20-25 y.o	74	37
26-30 y.o	42	21

Demographic Variables	N	%
31-35 y.o	20	10
>35 y.o	9	4.5
Domicile		
Yogyakarta	125	62.5
Outside Yogyakarta	75	37.5
Job		
State-Owned Company Employees	34	17
Civil Servant	46	23
Entrepreneur	90	45
Others	30	15
Montly Income		
<Rp 2.500.000	25	12.5
Rp2.500.000 – Rp3.500.000	31	15.5
Rp3.501.000 – Rp4.500.000	46	23
Rp4.501.000 – Rp5.500.000	64	32
>Rp5.500.000	34	17
Most Used Mobile Apps		
Instagram	31	15.5
Whatsapp	67	33.5
Line	22	11
Twitter	27	13.5
Facebook	17	8.5
Tiktok	36	18

Source: Processed Primary Data (2025)
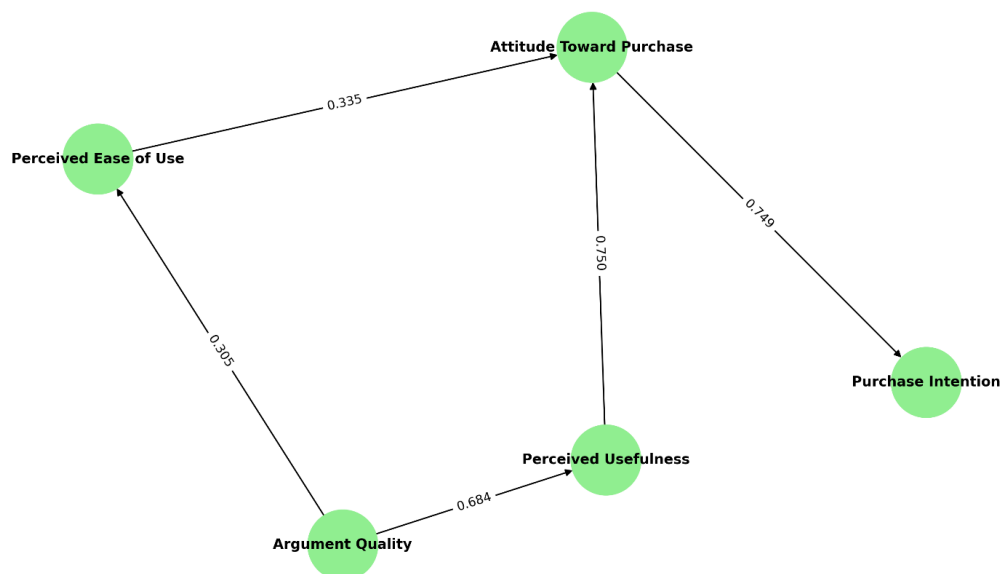
DATA ANALYSIS RESULTS & DISCUSSION

Figure 1. Path Analysis Test Results

Source: Processed Primary Data (2025)

Table 2. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
AQ -> PU	0.412	0.419	0.076	5.425	0.000
AQ -> PEU	0.346	0.354	0.074	4.650	0.000
PU -> ATT	0.364	0.369	0.072	5.069	0.000
PEU -> ATT	0.233	0.232	0.073	3.216	0.001
ATT -> PI	0.678	0.682	0.041	16.430	0.000

Source: Processed Primary Data (2025)

The analysis results indicate that argument quality has a significant positive influence on the perceived usefulness of mobile applications, with a coefficient value of 0.412 and a p-value of 0.000 (< 0.05). This suggests that the more convincing, comprehensive, and accurate the arguments presented, the higher the users' perception of the application's usefulness.

A coefficient of 0.346 with a p-value of 0.000 demonstrates that argument quality also significantly influences perceived ease of use. This implies that well-structured and logical arguments assist users in better understanding and navigating the mobile application. With a coefficient value of 0.364 and a p-value of 0.000, it is evident that the perceived usefulness of the application significantly affects consumer attitudes toward purchasing. The greater the perceived benefits of using the application, the more favorable the consumers' attitudes toward adopting it.

A coefficient of 0.233 and a p-value of 0.001 confirm that ease of use significantly contributes to forming a positive attitude toward the application. This finding suggests that applications that are easy to operate tend to be more appreciated and preferred by users. With a strong coefficient value of 0.678 and a p-value of 0.000, the results confirm that a positive consumer attitude toward the application has a substantial impact on their intention to purchase and use it. This highlights that fostering a positive attitude is a key factor in encouraging consumers' purchase intentions for mobile applications.

Discussion

The Effect of Argument Quality on Perceived Usefulness

The results of this study indicate that argument quality has a positive and significant influence on the perceived usefulness of mobile applications. This finding aligns with the research of (Lopes *et al.*, 2021), which states that the quality of information delivered in the form of logical, systematic, and relevant arguments can enhance users' perception of the usefulness of a digital product. In the context of digital communication, strong arguments supported by concrete evidence can increase user confidence in the functionality and effectiveness of an application, thereby making them more inclined to use it in their daily activities.

Additionally, Khwaja (2020) also emphasized that argument quality plays a vital role in influencing perceived usefulness, particularly when users are faced with the decision to adopt a new technology. When users receive informative content that is rationally structured, they are more likely to believe that the application will provide real benefits. This reinforces the role of persuasive communication in creating a positive perception of technology, ultimately encouraging user adoption of the application.

Furthermore, Ismagilova *et al.* (2020) found that content quality, including the arguments presented in digital marketing communications, directly affects perceived

usefulness, as users tend to assess an application's usefulness based on the initial information they receive. When arguments are consistent, trustworthy, and aligned with users' needs, perceived usefulness increases significantly. This highlights the importance of strategically crafting arguments in the design of digital communication for applications.

The implications of these findings support the Technology Acceptance Model (TAM), particularly the construct of perceived usefulness (PU) as a key determinant in technology acceptance. Within the TAM framework, perceived usefulness is formed through users' rational evaluation of a technology's benefits. Therefore, delivering high-quality arguments becomes crucial in shaping such perceptions. For mobile application developers and marketers, these findings underscore the importance of creating promotional content that is logical, relevant, and informative in order to foster perceived usefulness and drive technology adoption among consumers (Davis, 1989).

The Effect of Argument Quality on Perceived Ease of Use

The research findings indicate that the quality of arguments has a positive and significant influence on users' perceived ease of use of mobile applications, with a coefficient value of 0.346 and a p-value of 0.000. This result aligns with the study by Fard and Marvi (2020), which revealed that the quality of arguments in digital marketing communication can shape users' perceptions of an application's interface and usability flow. When arguments are presented clearly, logically, and in an easily understandable manner, users tend to feel more confident and assisted in comprehending how the application works, thereby enhancing their perceived ease of use.

Furthermore, Wambsganss *et al.* (2021) emphasize that in the context of digital technology, the quality of arguments not only affects perceived usefulness but also significantly influences users' cognitive perceptions of a system's complexity or simplicity. Well-structured arguments that clearly communicate the steps of using an application can help users perceive the system as less complex and more user-friendly. Therefore, the quality of communication plays a strategic role in shaping user perceptions from the initial stages of interaction.

In addition, high-quality arguments help reduce user uncertainty when exploring application features. Users are more likely to feel comfortable and confident when the provided arguments include practical explanations and solutions to common problems encountered during application use. When users perceive that the application is supported by reliable information that addresses their needs, their perceived ease of use increases, as also supported by (Fard and Marvi, 2020; Wambsganss *et al.*, 2021).

The implications of these findings reinforce the framework of the Technology Acceptance Model (TAM), particularly in terms of perceived ease of use. In TAM, perceived ease of use is a critical factor that drives individuals to adopt and utilize technology. Therefore, communication strategies that emphasize high-quality arguments are essential in shaping a positive perception of ease of use. In this context, mobile application developers and marketers should construct arguments that are logical, comprehensible, and informative to minimize users' psychological barriers in adopting the application.

The Effect of Perceived Usefulness on User Attitudes Toward Purchasing

The research findings indicate that the perception of mobile application usefulness has a significant positive influence on consumer attitudes toward purchasing, with a coefficient value of 0.364 and a p-value of 0.000. This finding aligns with Manda and Salim (2021), who state that perceived usefulness plays a crucial role in shaping users' attitudes toward digital technology. In the context of mobile applications, when users perceive that the app provides

real benefits such as time efficiency, ease of access to information, and increased productivity they tend to form a more positive attitude toward using the application in their purchasing decisions.

Furthermore, Prastiawan, Aisjah and Rofiaty (2021) found that a high level of perceived usefulness in an application enhances consumer trust and comfort in using it, ultimately reinforcing a positive attitude toward purchasing. This attitude arises because consumers feel that the application effectively meets their needs and expectations in the shopping or digital transaction process. When consumers recognize that using the app facilitates the achievement of their goals, they are more likely to adopt and recommend the application.

Liesa-Orús et al. (2023) also support this finding by emphasizing that the perceived usefulness of digital technology, including applications, contributes to enhancing the overall user experience, which directly affects purchasing preferences and behavior. A positive attitude is formed when users perceive that the application provides practical solutions and enriches their experience in conducting specific activities, such as shopping or service-related tasks. Therefore, perceived usefulness not only drives technology adoption but also enhances the subjective value experienced by users in making consumption decisions.

The implications of these findings reinforce the framework of the Technology Acceptance Model (TAM), where perceived usefulness is one of the key determinants in shaping attitude toward use. In this context, mobile application developers and marketers should focus on delivering tangible and easily perceived value to users, such as functional features, efficiency, and service integration tailored to consumer needs. When consumers recognize the direct benefits of an application, they are more likely to be open to it, develop a positive attitude, and continue using it throughout their purchasing journey.

The Effect of Perceived Ease of Use on User Attitudes Toward Purchasing

The research findings indicate that the perceived ease of use of mobile applications has a positive and significant influence on consumer attitudes toward the application, with a coefficient value of 0.233 and a p-value of 0.001. This finding aligns with the study by Manda and Salim (2021), which states that the easier an application is to use, the more likely users are to feel comfortable and form a positive attitude toward its usage. In this context, ease of navigation, an intuitive user interface, and a non-confusing user process are key factors that shape a positive user experience.

Ibrahim and Shiring (2022) also noted that applications that are easy to understand and operate enhance user trust and comfort, thereby encouraging a positive attitude toward the application. When consumers do not encounter obstacles in accessing or using the features within an app, they feel more confident in using it. This, in turn, strengthens their perception of the app's value and increases the likelihood of using it in purchase decision-making.

Amir et al. (2020) emphasized that the perceived ease of use contributes not only to the initial adoption of an application but also to the formation of long-term attitudes. Consumers tend to maintain a positive attitude toward applications that are cognitively non-burdensome and enable efficient experiences. Therefore, the perception that an application is easy to use plays a vital role in creating stronger user engagement and increasing the likelihood of continued use.

The implications of these findings support the framework of the Technology Acceptance Model (TAM), in which perceived ease of use is a key variable in shaping users' attitudes toward technology. In the context of this study, mobile application providers should prioritize designing user interfaces that are simple, user-friendly, and functional. Ease of use not only influences users' direct experiences but also plays a role in creating positive attitudes

that can drive intention and purchasing decisions through the application. Thus, usability should be a primary focus in the development and marketing of digital applications (Davis, 1989).

The Effect of User Attitudes Toward Purchasing on Purchase Intentions

The findings of this study indicate that mobile application usage behavior, as reflected in consumers' positive attitudes toward the application, significantly influences their purchase intention. Sidanti *et al.* (2021) state that consumer attitudes formed through positive experiences in using mobile applications such as convenience, ease of use, and utility can enhance their interest in making purchases through the application. When users feel that the application effectively and enjoyably supports their activities, their desire to engage in transactions or make purchases through the application becomes stronger.

Nguyen, Thi Thu Truong and Le-Anh (2023) further affirm that positive user experiences regarding application features and performance can foster affective attitudes that ultimately increase purchase intention. In their study, applications that offer added value, personalization, and ease of access were shown to encourage users not only to actively engage with the application but also to make purchases within it. Therefore, a favorable consumer attitude toward the application serves as a crucial bridge connecting app usage to buying intention.

In line with this, Vahdat *et al.* (2020) emphasize that a positive attitude toward the application directly influences purchase decisions, particularly when the app consistently provides an interactive and beneficial experience. Consumers who feel satisfied tend to develop an emotional attachment to the application, which in turn strengthens their intention to purchase the products or services offered through the platform. This attitude is shaped not only by the app's technical functions but also by the overall perceived value the application contributes to users' daily lives.

The implications of these findings, within the context of the Technology Acceptance Model (TAM), reinforce the role of user attitude as a critical mediating variable between perceived technology and actual behavior. A positive consumer attitude toward mobile applications is the result of a combination of perceived usefulness and perceived ease of use. Therefore, app developers and marketers should focus on creating experiences that are not only efficient and functional but also enjoyable and emotionally valuable. In doing so, a positive attitude can form naturally and ultimately drive higher purchase intention among mobile application users.

CONCLUSION

The research findings highlight the crucial role that the quality of arguments plays in shaping users' perceptions of mobile applications. Specifically, when arguments are presented in a logical, comprehensive, and relevant manner, they have a significantly positive impact on how useful users perceive the application to be. This suggests that the structure and clarity of communication within the app or its promotional content can directly influence user attitudes and acceptance. High-quality arguments are characterized by their ability to clearly explain the purpose and features of the application. They provide users with well-reasoned justifications for why the app is worth using, often supported by examples, evidence, or comparisons. Such arguments reduce ambiguity and help users form a concrete understanding of how the application functions and what value it offers.

Moreover, comprehensive arguments ensure that all key aspects of the app such as usability, functionality, and unique selling points are addressed. This completeness helps users

evaluate whether the application meets their specific needs or preferences. In contrast, vague or incomplete explanations may lead to confusion or skepticism, potentially deterring adoption. Relevance is another critical factor. Arguments must align with the user's context, goals, and expectations. When users find that the information resonates with their own experiences or solves their problems, they are more likely to perceive the app as useful. This alignment fosters a sense of personal relevance, which is a powerful motivator in decision-making processes.

Ultimately, high-quality arguments serve as persuasive tools that bridge the gap between the application's technical capabilities and the user's personal benefits. They not only inform but also convince, thereby increasing user trust and likelihood of continued engagement with the application. The quality of arguments presented within a mobile application plays a significant role in shaping users' perceptions, particularly regarding the application's ease of use. When users encounter well-reasoned, logical explanations and justifications within the app whether in the form of tooltips, guided tutorials, or help sections they are more likely to perceive the app as user-friendly and accessible.

A clear and coherent information structure enhances the learning curve for users. When content is organized logically, users can easily follow along and understand how each feature functions. This structured presentation reduces confusion and frustration, allowing users to quickly become familiar with the app's interface and capabilities. Moreover, practical and relatable explanations help bridge the gap between technical functionality and user experience. When instructions and descriptions are framed in everyday language or illustrated through real-world examples, users feel more confident navigating the application. This clarity is especially important for new users who may be unfamiliar with the app or hesitant to explore on their own.

Reducing uncertainty is another key benefit of high-quality informational content. Users are often reluctant to engage with unfamiliar technology due to fear of making mistakes or wasting time. By providing comprehensive, yet easy-to-understand guidance, mobile applications can reassure users and foster a sense of control. This sense of predictability and transparency ultimately leads to a more positive and comfortable user experience. In summary, the quality of arguments and the clarity of information not only enhance comprehension but also contribute to the overall perceived ease of use. By supporting users with thoughtful, well-structured content, mobile applications can improve usability, promote user engagement, and encourage ongoing interaction with the app.

The perception of efficiency and productivity plays a crucial role in shaping consumer attitudes toward digital applications. In today's fast-paced digital environment, consumers are constantly seeking tools and platforms that streamline their decision-making processes and save time. When an application is perceived to enhance efficiency, it fulfills this demand, making it more attractive to users. Moreover, productivity is a key motivator for many consumers, especially in contexts where time and convenience are valued highly. Applications that assist in organizing tasks, simplifying navigation, or accelerating the purchasing process often gain favor. These productivity benefits not only satisfy functional needs but also contribute to a sense of control and empowerment during the buying journey.

As a result, when consumers believe that an application offers tangible benefits such as quicker access to information, seamless transaction features, or personalized recommendations—they are more likely to develop a positive attitude toward it. This positive perception fosters trust and comfort, which are critical factors in encouraging adoption and continued use. Ultimately, a favorable attitude toward an application often translates into a greater willingness to engage with it during the purchasing process. Consumers who view an application as both useful and effective are more inclined to rely on it when making buying

decisions. This highlights the importance for developers and marketers to emphasize features that directly contribute to user efficiency and productivity.

Perceived ease of use plays a critical role in shaping users' attitudes toward an application. When users find an application simple and straightforward to operate, they are more likely to develop a favorable impression of it. This is particularly important in today's digital landscape, where users expect seamless and efficient interactions with technology. Applications that are accessible and intuitive reduce the cognitive effort required to learn and operate them. When users can easily understand how to navigate an application without extensive guidance or repeated trial and error, it increases their overall satisfaction. Intuitive design ensures that the interface aligns with users' expectations, making tasks feel natural and effortless.

Furthermore, ease of use fosters user confidence and comfort. When users feel in control of the application and encounter minimal friction, they are more likely to trust it and continue using it. This sense of ease encourages users to explore more features, engage more deeply, and become more reliant on the application for their needs. Ultimately, the combination of usability, comfort, and confidence contributes to greater acceptance and long-term loyalty. Users are more inclined to adopt applications that meet their expectations with minimal frustration. As a result, perceived ease of use is not just a functional attribute but a powerful driver of user engagement and retention.

A positive consumer attitude toward an application plays a crucial role in shaping their purchase intentions. This attitude is often formed through repeated interactions with the app, during which users evaluate its design, usability, and overall functionality. When these aspects align with user expectations, a favorable perception begins to develop. User satisfaction is a key element in fostering this positive attitude. If the application meets or exceeds users' needs whether through ease of navigation, personalization, or seamless transaction processes it enhances the overall user experience. This satisfaction reinforces trust and encourages users to continue engaging with the app.

Moreover, a positive experience can generate emotional connections between the user and the application. These connections strengthen brand loyalty and increase the likelihood of repeat purchases. In many cases, a well-designed and intuitive interface can reduce user frustration, making the shopping process more enjoyable and efficient. As a result, when consumers feel good about using an application, they are more inclined to make purchases through it not just once, but consistently over time. Their ongoing engagement is often driven by the belief that the app will continue to deliver value and satisfaction. This long-term relationship between the user and the application is what ultimately sustains and enhances purchase intention.

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