

Can Attitude be a Mediator in Increasing User Intention in the Midst of Online Courier Service Businesses?

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Abstract. The growing of mobile technologies and applications encourage courier service companies to provide the services through mobile application. Both prospective customers and existing customers can place orders and transaction courier services through the online application. The use of mobile applications increases the opportunities for courier service companies to gain a larger market share. Level of user acceptance of the courier service application can be seen at user reviews in PlayStore. The purpose of this study is to identify factors affecting user intention of online courier services application owned by stated-owned enterprise in Indonesia. The research methodology integrates several factors of perceived ease of use, perceived usefulness, and perceived service quality, price value, trust, and perceived risk which affecting behavioural intention with attitude as a mediator. This study has contributed theoretically and practically to the courier service companies. Theoretically, the results of this study are factors perceived ease of use, perceived service quality, price value and attitude affecting significantly to user intention of courier service mobile applications. In this research, price value has a significant effect on intention to use online courier service application mediated by attitude. Practically, the model proposed in this study is expected to be used as a reference for application owner and for subsequent research. The analysis result can be used as the recommendation as suggestion in developing the further exploration.

Keywords: Mobile Application, Courier Services, Intention to Use, Price Value, Attitude

1. Introduction

In the revolutionary age of digital technology encourage the development of lots of digital solutions for real-life problems and people are meant to accept and use them accordingly (Keesara & Schulman, 2020). There are many studies which concern about use and adoption of technology. Especially during the Covid-19 pandemic, many things become more effective and efficient using information technology. In e-Commerce industry, courier services become one of important factor that help delivery goods form seller to buyer. Inter-company reliance is essential to logistics management in a supply chain (Dyer, 2000).

In Indonesia, Pos Indonesia is one of courier services companies that provide mobile application for courier services. Pos Indonesia is a company owned Indonesia Government through Ministry of State-Owned Enterprise (SOE). As one of company which engaged in courier services, increasing customer satisfaction becomes the main objective that must be considered by the company through their products and services quality. Responding to this situation, Pos Indonesia created application called QPosinAja on March 1st, 2020 and got 118,644 downloaders but still did not meet company's target which is 1M within a year (Harahap & Belgiawan, 2022). On August 17th, 2021, it changed the name with PosAja to make it easier to get positioning on customer's mind and improve the features, but the annual target of downloader was only reached 25.69%. It shows that intention to use PosAja are still low compare to competitors. It needs refinements and developments so that it is expected to give convenient experience to its customers. According to this issue, user acceptance analysis is needed to evaluate user acceptance in using PosAja application.

This study aim is to analyse factors that affecting user intention to use PosAja. The method used is combination between UTAUT (Unified Theory of Acceptance and Use of Technology) and TAM (Technology Acceptance Model). Based on TAM, Perceived Usefulness and Perceived Ease of Use is the main factors that can influence intention to use. Furthermore, Price Value and Perceived Service Quality also can influence the intention of use. According to several literature, there are seven factors that can influence intention to use an application; perceived ease of use, perceived of usefulness, perceived service quality, price value, trust, perceived risk, and attitude.

SEM (Structural Equation Model) is used to draw the conclusions and PLS (Partial Least Square) is used to analyse the data. The way SEM-PLS collected the data is considered as effective, efficient, and easy to understand. The accuracy of an information becomes most important point to reach global competition success. It also being an important role to know customer's perspective so that it can achieve customer satisfaction. That's the main reason why courier services mobile application being one of an important information technology that supports the

growth and developments in the world.

2. Literature Review

2.1. Mobile Application

Applications are programs that process commands needed to carry out user requests for certain purposes (Supriyanto, 2005). Application is the use in a computer, instructions, or statements that are arranged in such a way that there is a process of input and output on the computer (Jogiyanto, 1999). Application is a term to describe applications that run on smartphones or mobile devices using the internet network. Mobile applications assist users in using applications by accessing the internet network on mobile devices (Turban, 2012).

Mobile applications are applications designed specifically for mobile platforms such as Windows Mobile, Android, and iOS (Roger & Bruce, 2014). The mobile application has a user interface that exists on a mobile platform with interoperability that provides access to various information relevant to the application (Jung, et al., 2018). The application has local processing capabilities to collect, analyse, format information according to the mobile platform, and has persistent storage capabilities on the platform. Based on this understanding, it can be concluded that a mobile application is an application program that provides access to various related information through smartphones, wireless and other similar devices. With the mobile application, users can easily carry out various activities such as browsing, buying and selling, entertainment, studying, doing office work and so on.

2.2. Courier Services

Goods delivery services are all efforts that are organized or carried out individually or jointly in an organization to provide services effectively and efficiently (Tjiptono, 2008). Couriers are the best way to optimize time and money for people's needs especially in busy areas. Courier services carry out the delivery of all parcels, letters, documents and other important shipments.

Basically, conventional courier services compared to other modes of transportation delivery time is relatively fast. However, this fast delivery time tends to take longer if the type or volume of the package sent is relatively small, due to the accumulation of package volumes, collecting data on types of goods and grouping packages by delivery area will take longer.

Courier service applications used by consumers who need document and package delivery services. The development of this technology is given an online-based application that makes it easy for the public to be able to order a courier service to deliver their package without having to go to the outlet but ordering through an online application then the package will be picked up by the courier.

2.3. Online and Conventional Courier Services

The technology application applied to online courier services is more in demand by the community than conventional couriers (Fadhila, 2019). The attributes contained in courier services based on service quality are: accessibility, fare, insurance. Accessibility is an interpretation of reliability which is defined as providing services in a timely manner (on time). Travel time is an interpretation of reliability (reliability) which is defined as providing services on time and the delivery time is fast. Fare is an interpretation of responsiveness or responsiveness which is interpreted as being ready and responsive in providing the services needed by consumers (affordable rates). Insurance is an interpretation of assurance or guarantee which is defined as a security guarantee provided by a service company, namely the existence of re-checking of goods, data collection and guarantee of goods being replaced or paid a sum of money in the event of damage or loss in accordance with the provisions provided by the service provider.

2.4. TAM (Technology Acceptance Model)

Technology Acceptance Model (TAM) is very popular as a research model to predict the acceptance of technology and information systems by users (Davis, 1989). There are 2 factors from TAM, namely Perceived Usefulness and Perceived Ease of Use. Usability as a subjective prospective user who if using an application system will have an effect on improving its performance. While Ease is defined as an ease in using the application for new users. Both of these are influenced by external variables such as cultural factors, social factors and political factors (Surendran, 2012).

2.5. Perceived Ease of Use (PEOU)

One of the major factors concerning consumers' acceptance of a system is how easy they perceive the system to use. It is considered as one of the dimensions that have the largest influence on the acceptance of new technologies (Davis, 1992). The perceived ease of use refers to the individual's perception that using a certain system is effortless or easy to do (Davis, 1989). Depending on TAM developed by Davis et al. if a system is perceived as easy to use, it also provides more usefulness to its users (Davis, 1989). This is related to instrumentality of the ease-of-use construct and approved by various researchers in mobile services context (Liébana et al., 2014), (Phonthanikitithaworn et al., 2015), (Wang, et al., 2003). As proposed in related theories and confirmed in empirical studies, perceptions on a technological system's ease of use have an impact on users' attitudes towards that system and also their use intentions.

This construct has also appeared in other models in relevant literature, for instance the meta-analysis revealed complexity (opposite of the ease-of-use construct) as a factor affecting adoption behaviour (Tornatzky & Klein, 1982). Also, UTAUT, a model developed on and after TAM accepts "effort expectancy" again a

similar construct to EAS as the major antecedents of attitude and adoption behaviour. In courier service applications-based, the users should find the system easy enough to use compared to their current applications to adopt it, otherwise may not be worth trying and adopting a new courier service application. Consequently, ease of use should be established in a better way or at least on par with comparative courier service application.

2.6. Perceived Usefulness (PU)

Perceived usefulness is a condition where a person believes by using a particular system it can improve its performance (Wang et al., 2003). Perceived usefulness is a measure in which the use of a technology is believed to benefit those who use it (Davis, 1989). The lack of actual benefits or a clear understanding of these benefits offered by mobile payment systems is one of the major barriers of mass adoption of mobile payment systems (Shatskikh, 2013). When a user finds a system to be useful, he or she develops a positive attitude towards it, furthermore if able, he or she uses the system to obtain the perceived benefits. This is one of the underlying assumptions of TAM and the usefulness offered by a system / new technology is operationalized as the perceived usefulness construct in the relevant literature (Davis, 1989).

This construct is also incorporated into similar models, one being relative advantage another being performance expectancy (Tornatzky & Klein, 1982), (Venkatesh, 2003). Perceived usefulness was originally defined as “the degree to which a person believes that using a particular system would enhance his or her performance”, another definition more relevant to the present study is that “the use of a given technology should be useful for someone in achieving a particular result” (Vijayasathy, 2004; Liew and Ng 2021). In different contexts usefulness of a system/service appeared among the key factors shaping attitudes and also explaining use intentions (Davis, 1989). Within the courier service application context, customers indicate new application as useful if these systems make their lives easier and this construct incorporates the performance (Davis, 1989), mobility factors (Arvidsson, 2013).

2.7. Attitude (AT)

Attitude is the degree to which a user is attracted to a particular system, which has a direct effect on the intention to use that specific system in the future (Davis et al., 1989). Attitude towards use is an individual's overall evaluation of the use of an information technology (Doulani, 2018). In Theory of Reasoned Action (TRA), attitude toward use is a mediator between user beliefs of Perceived Usefulness (PU) and Behavioural Intention (BI) behavioural intentions, but in the Theory Acceptance Model (TAM) model, expectations of increased job performance are described as direct predictors of intention to use Behavioural Intention (Al-Azawei, Parslow & Lundqvist, 2017).

2.8. Price Value (PV)

Price value as a process in the cognitive realm of consumers in comparing the benefits provided by an application with the amount of finance, they have to spend to use the application (Dodds, 1991). When users feel that the benefits felt by using the application are greater than the financial sacrifice, the user will be interested in using the application in the long term. the price value positively impacts the continuance intention when the consumer realizes that the benefits are greater than the price itself (Tam et al., 2020; Tandon et al., 2021; Venkatesh et al., 2012).

2.9. Trust (TR)

Trust is the most important thing in a business. Building trust for long-term relationships with consumers is an important factor for creating customer loyalty. This trust cannot simply be recognized by consumers, but must be built from scratch and can be proven. Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen, 2002). Trust is an important factor for analysing the trust felt by customers when making transactions. Trust in service providers is a sense of security and fulfilment of consumer expectations (Zeithaml et al., 2006). Trust is defined as a state of individual faith regarding intentions, and prospective actions will follow the appropriate behaviour of integrity and ability (Gefen, 2000; Grazioli and Jarvenpaa, 2000) From some of the definitions above, it can be concluded that consumer trust is a feeling that arises from consumers to depend on products or services owned by a company.

2.10. Perceived Risk (PR)

In a purchasing process or a decision to choose a type of product or service, consumers will consider the risks that will occur. Perceived risk is defined as the uncertainty faced by consumers when they are unable to see the possibilities that will occur from the purchase decision they make (Suryani, 2008). Perceived risk is defined as consumers not being able to predict the outcome of their buying decisions due to the ambiguity of consumer psychological feelings (Malik et al., 2014).

Risks perceived by customers are grouped into five types (Bobalca, 2014): financial risk, performance risk, social risk, physical risk, psychological risk. Financial risk is associated with losing money or spending a lot of money that is used in buying products or using services. Performance risk is perceived risk because the product or service purchased is not in accordance with the expected quality. Social risk is perceived risk of problems with the customer's image and status, that the product or service purchased may harm their image and status. Physical risk associated with harm or health problems after purchasing or using a product or service. Psychological risk associated with consumer attitudes and emotions after buying a product or using a service.

2.11. Perceived Service Quality (PSQ)

Service quality is a long-term cognitive evaluation of consumers on service delivery by companies (Lovelock and Wirtz, 2007). Service quality can be manifested in meeting the needs and expectations of consumers and the accuracy of delivery to match consumer expectations. Service quality is defined as the customer's perception of the service component of a product, is also a critical determinant of customer satisfaction (Zeithaml et al., 2009). Service quality that is felt by the customer must be an important element in the continuous service process that is created jointly by considering the expectations and needs of users and allows it to be improved by service providers (Ejdys and Gulc, 2020). From this definition, perceived service quality can be defined as the extent to which the difference between consumer expectations or desires and their perceptions. The implementation of service quality has become a strategy for several industries, especially industries engaged in the service sector, one of which is a courier service company.

2.12. Behavioural Intention (BI)

Behavioural intention is a user's interest in using a system or application continuously with the assumption that they have access to the system. This behavioural intention is the expected output of the models that construct the UTAUT model. The results of research by Venkatesh et al (2003) and Sedana (2010), that behaviour intention influences user behaviour.

3. Research Method

Based on Figure 1 researcher conducted observation of the object by identification usage, determine the population and sample, define model and hypothesis, develop questionnaire, data collection, analysing data, and conclusion in order to provide recommendation to improve the application.

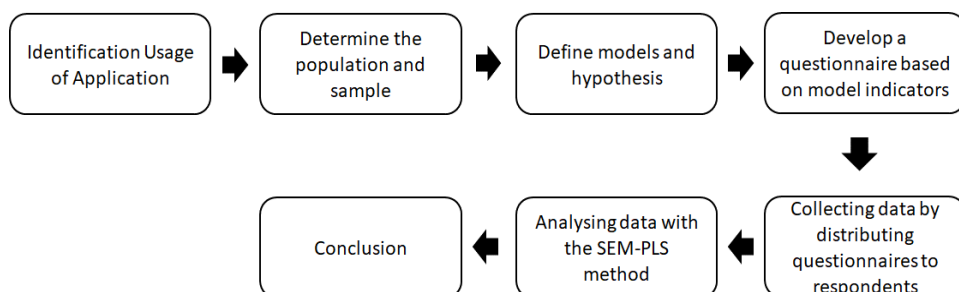


Fig. 1: Framework

The research was conducted within the scope of PosAja application, so that the population is equivalent to the number users of PosAja application. Based data on

PlayStore, the number of users who have downloaded the Pos Aja application is 100,000 users. The minimum number of samples are at least five times the indicator variable to be analysed (Hair et al., 2014). In this research, there are 26 indicator variables, so that minimum number of samples are 130 samples.

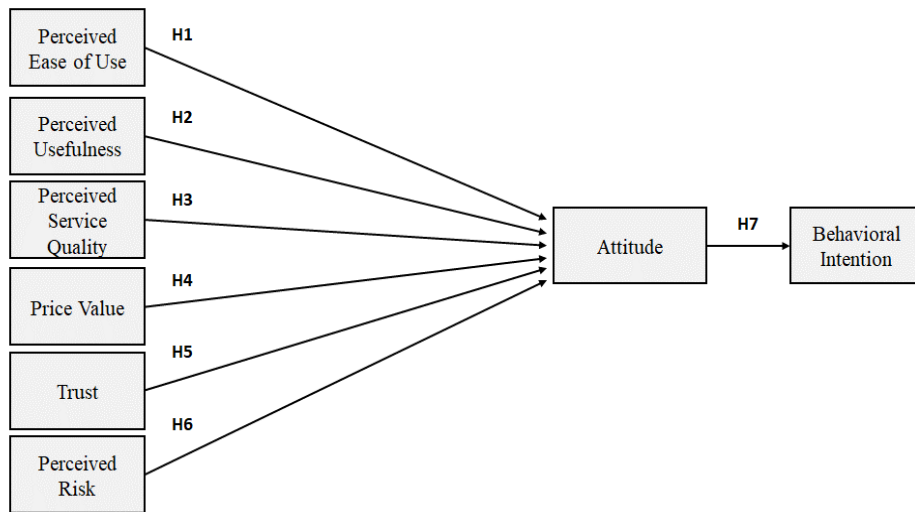


Fig. 2: Research Model

Based on Figure 2 above, we can immediately note that variables used in this study are Perceived Ease of Use, Perceived Usefulness, Perceived Service Quality, Price Value, Trust, Perceived Risk, Attitude, and Behavioural Intention. Perceived Ease of Use is defined as the extent to which a person's level of confidence that using an information technology system will avoid difficulties. Perceived Ease of Use relates to how easy it is to access a technology. The ease of using a technology or application can provide added value to users when ordering goods delivery services. Perceived Usefulness is defined as the perceived benefits and ongoing benefits of using a technology. Perceived usefulness is the extent to which a person believes that using technology will make it easier and provide benefits when ordering goods delivery services. Perceived Service Quality can be defined as the quality of service received by users of the system used. In the PosAja application, the service offered is a goods delivery service.

Price Value can be defined as a process of comparing the amount of financial issued by a person to the value of the benefits obtained. In the PosAja application, Price Value is the price or tariff charged to the user by the service provider. Trust is a feeling of confidence and belief that a technology can fulfil promises according to the information conveyed by the technology. In the PosAja application, Trust is the level of user trust in the PosAja application in ordering goods delivery services.

Perceived risk is defined as the uncertainty faced by consumers when they are unable to see the possibilities that will occur from the purchase decision they make. In the PosAja application, Perceived Risk is a risk factor that may exist when using the PosAja application. Attitude is the level at which users are interested in using a particular system, which in this case is the PosAja application. Behavioural Intention is an intention that arises from someone to use the PosAja application.

The hypothesis used in this research:

H1: Perceived Ease of Use has a significant effect on Attitude in the use of the PosAja application.

H2: Perceived Usefulness has a significant effect on Attitude in using the PosAja application.

H3: Perceived Service Quality has a significant effect on Attitude in using the PosAja application.

H4: Price Value has a significant effect on Attitude in using the PosAja application.

H5: Trust has a significant effect on Attitude in using the PosAja application.

H6: Perceived Risk has a significant effect on Attitude in using the PosAja application.

H7: Attitude has a significant effect on Behavioural Intention to Use the PosAja application.

Table 1: Variable Measurement

No	Variable	Reference	Indicator	Code
1	Perceived Ease of Use (PEOU)	Jou et al. (2022)	Easy to learn to operate the app	PEOU1
			Easy to interact with the app	PEOU2
			Easy to use application	PEOU3
			The application meets the needs of the users	PU1
2	Perceived Usefulness (PU)	Jou, et al. (2022)	Using the application speeds up the delivery of goods	PU2
			The use of the application increases the effectiveness	PU3
			Useful application for users	PU4
			The application provides timely delivery services	PSQ1
3	Perceived Service Quality (SQ)	AlHadid et al. (2022)	The application can function properly when used	PSQ2
		Andrie (2022)	Application support features help users when experiencing problems in use	PSQ3
4	Price Value (PV)	Zanetta et al. (2021)	The service fee on the application is cheap	PV1
			Compatibility of the price paid	PV2

			with the value or benefits obtained from the application	
			Using the application saves on shipping costs	PV3
			Application is trustworthy	TR1
			Trust that the application will maintain user interest	TR2
5	Trust (TR)	Zhao et al. (2020)	Feel safe in ordering services using the app	TR3
			The information on the app is reliable	TR4
			The decision to use the application is a risky	PR1
6	Perceived Risk (PR)	AlHadid et al. (2022)	Providing personal information to apps is risky	PR2
			Accessing applications is a risky	PR3
		Cai et al. (2021)	The application is preferred over other similar applications	AT1
7	Attitude (AT)	AlHadid et al. (2022)	Using apps is a good idea	AT2
			Using the application will be a pleasant experience	AT3
			Intention to continue using the application in the future	BI1
8	Behavioral Intention to Use (BI)	Jun et al. (2021)	Plan to use the app in the future	BI2
			Hope that the use of the application will continue in the future	BI3

4. Result

The demographics of respondent in this study represent the number of respondents who already used PosAja application as many as 154 respondents. Based on gender, 64% of respondents are women and 36% of respondents are men. Based on ages, 50% of respondents are 19-34 years old, 29% of respondents are 35-49 years old, 18% of respondents are 13-18 years old, and 4% of respondents are more than 55 years old. 51% of respondents have used courier services 1-5 times per month, 35% of respondents have used courier services 5-10 times per month, and 14% of respondents have used courier services more than 10 times per month. Structural Equation Modelling (SEM) or data analysis methods is used to verify the hypothesis and using SmartPLS software version 4.0.8.4 to perform data processing. SmartPLS software was set to test the hypothesised relationship shown in Figure 2.

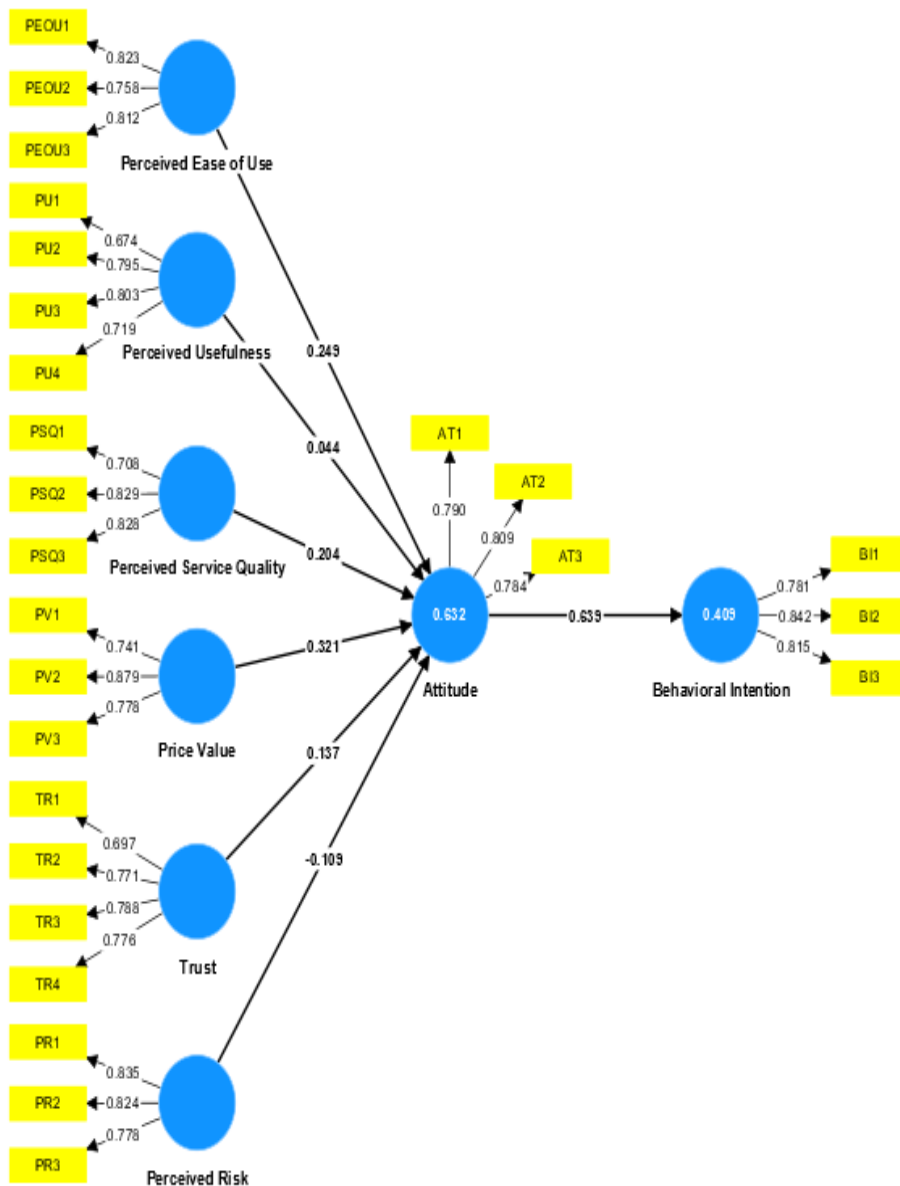


Fig. 3: Measurement Model

The calculation results from the convergent validity test can be seen in Figure 3, where there are two indicators that have a value less than 0.7, PU1 with a value of 0.674 and TR1 with a value of 0.697. Because the two indicators did not meet the requirements, the two indicators were eliminated from the study. After those two indicators been eliminated, the next step is to recalculate using the PLS algorithm.

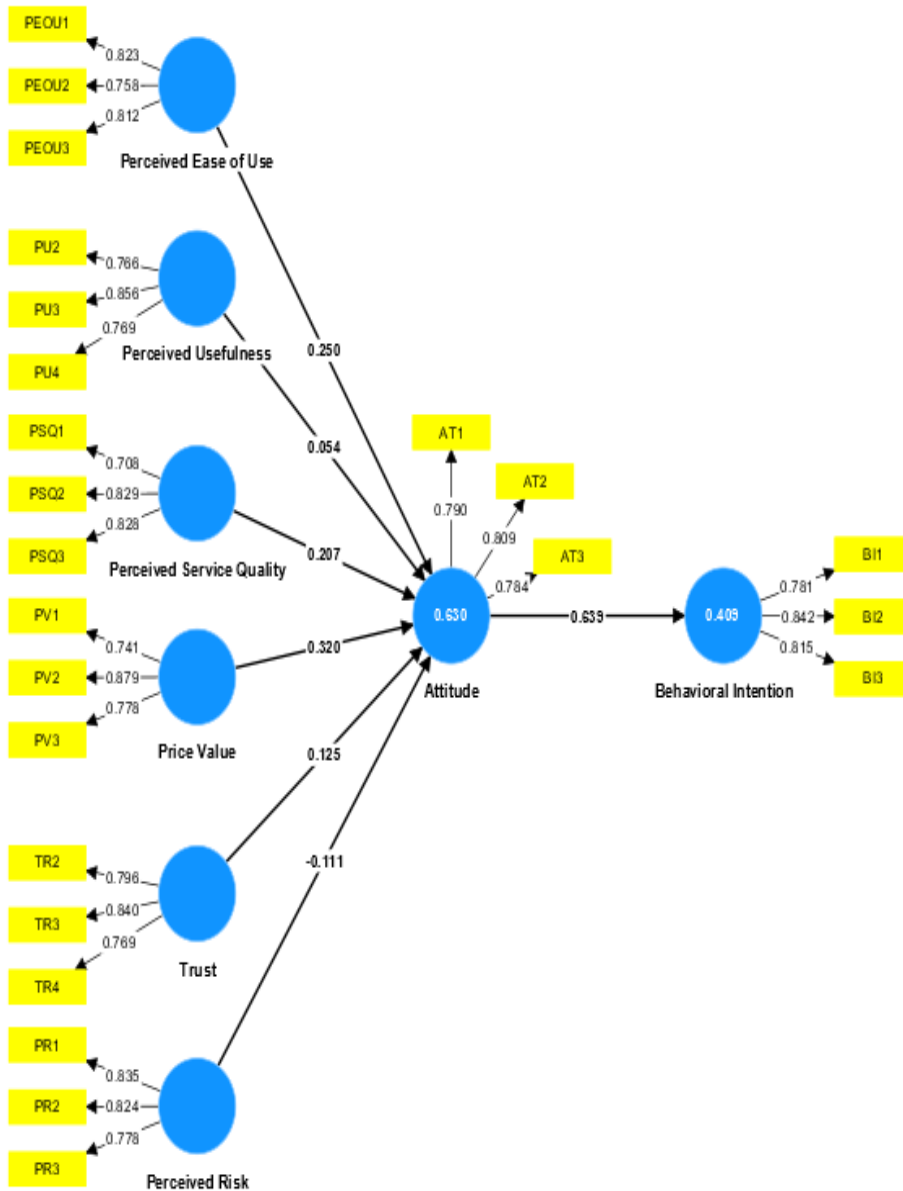


Fig. 4: Measurement Model after Elimination

The results of the re-calculation in Figure 4 show that after the PU1 and TR1 indicators have been eliminated, all Loading Factor values for each indicator have met the minimum value of 0.7. Following are the results of the convergent validity test, namely the values of Loading Factor, Crobach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) which are shown in Table 2 as follows.

Table 2: Validity and Reliability Test Results

Variabel	Kode	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Perceived Ease of Use	PEOU1	0,823	0,719	0,732	0,637
	PEOU2	0,758			
	PEOU3	0,812			
Perceived Usefulness	PU2	0,766	0,717	0,737	0,637
	PU3	0,856			
	PU4	0,769			
Perceived Service Quality	PSQ1	0,708	0,703	0,728	0,625
	PSQ2	0,829			
	PSQ3	0,828			
Price Value	PV1	0,741	0,721	0,743	0,642
	PV2	0,879			
	PV3	0,778			
Trust	TR2	0,796	0,725	0,734	0,644
	TR3	0,840			
Perceived Risk	TR4	0,769	0,746	0,762	0,661
	PR1	0,835			
	PR2	0,824			
Attitude	PR3	0,778	0,709	0,712	0,631
	AT1	0,790			
	AT2	0,809			
Behavioural Intention	AT3	0,784	0,744	0,749	0,661
	BI1	0,781			
	BI2	0,842			
	BI3	0,815			

The results of the convergent validity test show that all variables meet the requirements, Cronbach's Alpha is greater than 0.7, Composite Reliability is greater than 0.7, and Average Variance Extracted is greater than 0.5. Based on this, each variable is declared valid and can be used for research.

Hypothesis Testing Results

The hypothesis testing in this research uses SmartPLS 4.0.8.4 through bootstrapping calculations with a significance level (p-value) of 0.05 and t-statistics minimum 1.96.

Table 3: Hypothesis results

Variable	Original sample (O)	Sample mean (M)	T statistics	P values	Result
H1: Perceived Ease of Use → Attitude	0.250	0.248	2.733	0.006	Accepted
H2: Perceived Usefulness → Attitude	0.054	0.071	0.874	0.382	Rejected
H3: Perceived Service Quality → Attitude	0.207	0.197	2.866	0.004	Accepted
H4: Price Value → Attitude	0.320	0.304	3.875	0.000	Accepted
H5: Trust → Attitude	0.125	0.113	1.632	0.103	Rejected
H6: Perceived Risk → Attitude	-0.111	-0.114	1.499	0.134	Rejected
H7: Attitude → Behavioural Intention	0.639	0.614	5.288	0.000	Accepted

H1: Perceived Ease of Use → Attitude

The value of the t statistic is 2.733 which has a value greater than 1.96 which means that Perceived Ease of Use affects Attitude. The resulting P-value is 0.006 where the value is less than 0.05 which means that the effect of Perceived Ease of Use on Attitude is significant. The coefficient value shows a positive number, namely 0.250, which means Perceived Ease of Use has a positive effect on Attitude.

This result explains that the easier it is to use the PosAja application, the more positive the user's attitude towards the use of the PosAja application. Thus, the results of testing hypothesis 1 can be accepted because Perceived Ease of Use has a significant positive effect on Attitude. Because of its significant influence, it is necessary for company to ensure ease of use of the application in future development.

H2: Perceived Usefulness → Attitude

The value of the t statistic is 0.874 which has a value less than 1.96 which means that Perceived Usefulness has no effect on Attitude. The resulting P-value is 0.382 where the value is greater than 0.05 which means there is no significant relationship between Perceived Usefulness and Attitude. Thus, the results of testing hypothesis 2 is rejected because Perceived Usefulness has no significant effect on Attitude.

H3: Perceived Service Quality → Attitude

The value of the t statistic is 2.866 which has a value greater than 1.96 which means that Perceived Service Quality affects Attitude. The resulting P-value is 0.004 where the value is less than 0.05 which means that the effect of Perceived Service Quality on Attitude is significant. The coefficient value shows a positive number, namely 0.207, which means that Perceived Service Quality has a positive

effect on Attitude.

This result explains that the better the service level of the PosAja application, the more positive the user's attitude towards the use of the PosAja application. Thus, the results of testing hypothesis 3 can be accepted because Perceived Service Quality has a significant positive effect on Attitude.

H4: Price Value → Attitude

The value of the t statistic is 3.875 which has a value greater than 1.96 which means that Price Value affects Attitude. The resulting P-value is 0.000 where the value is less than 0.05 which means that the effect of Price Value on Attitude is significant. The coefficient value shows a positive number, namely 0.320, which means that Price Value has a positive effect on Attitude.

This result explains that the better the price offered to users of the PosAja application, the more positive the user's attitude towards using the PosAja application. Thus, the results of testing hypothesis 4 can be accepted because Price Value has a significant positive effect on Attitude. Because of its significant influence, it is necessary for company to ensure that price of courier services in PosAja application is better than other applications.

H5: Trust → Attitude

The value of the t statistic is 1.632 which has a value less than 1.96 which means that Trust has no effect on Attitude. The resulting P-value is 0.103 where the value is greater than 0.05 which means there is no significant relationship between Trust and Attitude. Thus, the results of testing hypothesis 5 is rejected because Trust has no significant effect on Attitude.

H6: Perceived Risk → Attitude

The value of the t statistic is 1.499 which has a value smaller than 1.96 which means that Perceived Risk has no effect on Attitude. The resulting P-value is 0.134 where the value is greater than 0.05 which means there is no significant relationship between Perceived Risk and Attitude. Thus, the results of testing hypothesis 6 is rejected because Perceived Risk has no significant effect on Attitude.

H7: Attitude → Behavioural Intention

The value of the t statistic is 5.288 which has a value greater than 1.96 which means that Attitude influences Behavioural Intention. The resulting P-value is 0.000 where the value is less than 0.05 which means that the effect of Attitude on Behavioural Intention is significant. The coefficient value shows a positive number, namely 0.639, which means that Attitude has a positive effect on Behavioural Intention.

This result explains that the better the user's attitude towards the PosAja application, the more positive the attitude of the user's intention to use the PosAja application. Thus, the results of testing hypothesis 4 can be accepted because

Attitude has a significant positive effect on Behavioural Intention.

5. Conclusion

From the results of this study, it can be concluded that the formulation of research problems regarding the factors that influence user intention in using the PosAja application: The factors that influence Behavioural Intention are Perceived Ease of Use, Perceived Service Quality, and Price Value. The variable with the largest t-statistic value is Price Value. With the highest t-statistic value, Price Value is the most important factor that most influences Behavioural Intention to Use through Attitude mediation. In addition, Price Value is the most important factor in increasing the Attitude PosAja application users. This can be implied that consumers intend to use the PosAja application if the price or tariff charged to consumers for PosAja application services is cheaper, comparable to the benefits obtained by consumers, and can save on shipping costs. So that it can encourage consumer attitudes to intend to use the PosAja application

The number of courier service companies continues to grow from time to time, thus encouraging high competition between courier service companies. Price or service rate is one of the main components used by shipping service providers to attract consumers' interest in choosing the delivery service. In terms of delivering goods, consumers prefer to choose applications that offer the lowest prices compared to other factors. Other than price such as delivery accuracy and goods security are common factors that are provided by courier service companies. This is what makes the price factor a differentiator between one goods delivery application and another. In terms of price, the PosAja application need to competitive compared to competing applications.

Based on the results of the research, suggestions that can be given to Pos Indonesia as the PosAja application owner and delivery service provider is to maintain the level of service to consumers so that delivery services can be carried out quickly and precisely. It is necessary to periodically benchmark prices on the market and create initiatives program that can increase interest in using the Pos Aja application. Besides that, consider that Pos Indonesia has networks of offices spread all over Indonesia, there are opportunities to cooperative with Small Medium Enterprise (SME) in various regions in Indonesia so that they can increase the use of the PosAja application and contributing in SME industry. Regardless all the contributions, limitation of this research is indicator variable used limited to the user review in PlayStore. It is recognized that this research can continue to be developed and deepened especially in overcoming existing limitation. Same research can be continued with other indicator variable or a wider population from various industries.

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