

LINKING PERCEIVED USEFULNESS TO PURCHASE INTENTION AMONG “KOMUNITAS MURAH-MURAH” MEMBERS ON X

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Research Background

- Online shopping has become an integral part of modern life, especially in Indonesia.
- The rapid rise of e-commerce and digital communities has transformed how people make purchasing decisions.
- Price comparison and peer recommendations are key drivers of consumer choice.
- Murah-Murah Community on platform X enables users to share product info, verify prices, and engage in discussions.

 GoodStats (2025): 63% of respondents prefer online shopping because it allows easier price comparison.

Problem Identification


Despite the popularity of digital communities, actual purchase intention remains inconsistent.

- Many users engage in discussions but do not proceed to transactions.
- MSMEs rely on these communities for promotion, yet conversion to purchases is not optimal.

Main Issue (Y): Low or inconsistent purchase intention among community members.

Possible Driver (X): Perceived Usefulness of information and interactions in the community.

Empirical and Theoretical Gaps

- Previous studies show inconsistent findings on the impact of perceived usefulness in online contexts.
 - Some show a positive effect (Pratista & Marsasi, 2023).
 - Others show no significant relationship (Mulyani et al., 2021).
 - Most prior research focuses on marketplaces or influencer-driven contexts, not price-based communities.
 - The Technology Acceptance Model (TAM) is rarely extended to social or community-based platforms.
-  Gap: Lack of understanding of how perceived usefulness in digital communities influences purchase intention.

Research Objective & Question

Objective:

To examine the influence of perceived usefulness on purchase intention among members of the Murah-Murah Community on X.

Research Question:

Does perceived usefulness significantly affect purchase intention among members of the Murah-Murah Community?

Theoretical Foundation

- Technology Acceptance Model (TAM) (Davis, 1989):
- Explains how users adopt technology based on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).
- This study extends TAM by introducing Social Perceived Usefulness — the perceived benefit of community engagement, shared information, and peer validation.

Key Concept:

Perceived usefulness in online communities includes both functional value and social value (Felbermayr & Nanopoulos, 2016).

Research Framework & Hypothesis

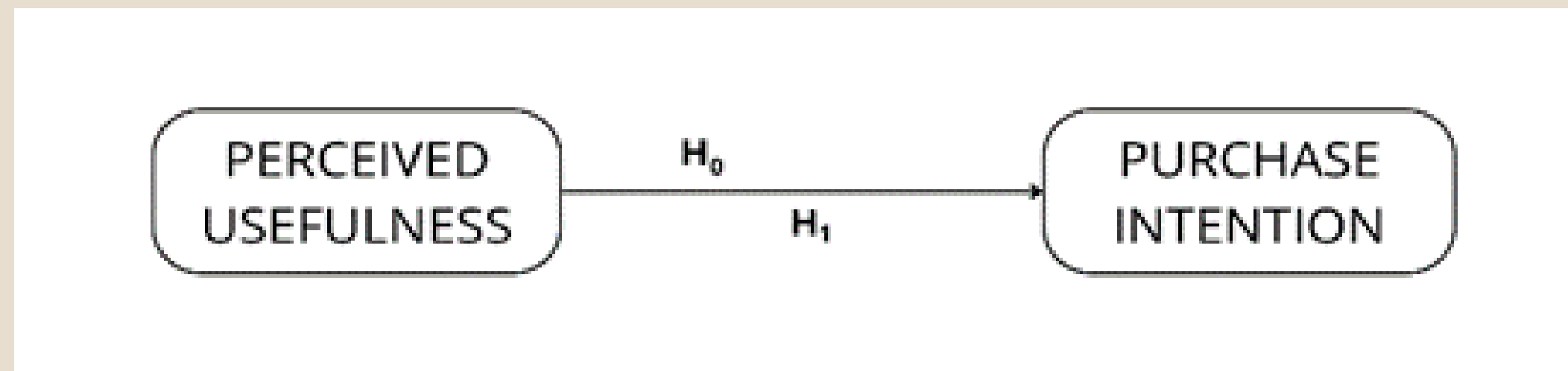
Research Framework:

Perceived Usefulness (X) → Purchase Intention (Y)

Hypotheses:

H₀ : Perceived usefulness has no significant effect on purchase intention among members of the Murah-Murah Community on the X platform

H₁ : Perceived usefulness has a significant effect on purchase intention among members of the Murah-Murah Community on the X platform



Research Model

Research Methodology

- Approach: Quantitative research
- Analysis Technique: Simple linear regression
- Population: ±19,000 members of Murah-Murah Community on X
- Sample Size: 109 respondents (based on Isaac & Michael formula, 10% error margin)
- Sampling Technique: Purposive sampling - active members on the community who interact with price/promotion posts

Research Instruments

Variables:

- Independent Variable (X): Perceived Usefulness
 - Indicators: performance improvement, effectiveness, usefulness, comprehension assistance (Grace & Ming, 2018)
- Dependent Variable (Y): Purchase Intention
 - Indicators: consideration, choice, visit, recommendation (Plotkina & Munzel, 2016)

Scale: 5-point Likert (1 = strongly disagree to 5 = strongly agree)

Descriptive Statistics

- All items for perceived usefulness ($r = 0.341$ to 0.661 , $p < 0.001$) and purchase intention ($r = 0.316$ to 0.630 , $p < 0.001$) were valid.
- Cronbach's Alpha = 0.831 → excellent internal consistency.

Variables	N	Minimum	Maximum	Mean	Std. Deviation	Interpretation
Perceived Usefulness	109	32	47	43.92	3.206	High usefulness perception
Purchase Intentions	109	32	47	43.64	2.492	High purchase intention
Valid N (listwise)	109					

- Members perceive the community as useful and show strong buying interest.
- Slight variation due to different financial capacities and decision styles.

Hypothesis Testing Results

Model Summary:

- $R = 0.882 \rightarrow$ strong correlation
- $R^2 = 0.778 \rightarrow$ perceived usefulness explains 77.8% of purchase intention variance

Regression Equation:

Purchase Intention = $1.445 + 0.961$ (Perceived Usefulness)

ANOVA Results:

$F = 375.549 \mid p < 0.001 \rightarrow$ model significant



Conclusion: H_1 accepted - perceived usefulness significantly affects purchase intention.

Discussion

- Perceived usefulness significantly and positively affects purchase intention.
- Explains 77.8% of purchase intention variance ($R^2 = 0.778$).
- Supports Technology Acceptance Model (TAM) — usefulness drives behavioral intention.
- In the Murah-Murah Community, usefulness includes social trust and shared price information.
- Findings align with Pratista & Marsasi (2023) and Grace & Ming (2018).
- Findings contrast with Mulyani et al. (2021) — no effect in entertainment contexts.
- Regression coefficient $B = 0.961 \rightarrow$ higher usefulness = stronger purchase intention.
- Practical implication: MSMEs should improve information accuracy, price transparency, and peer trust.

Conclusion & Future Recommendations

Conclusion:


- Perceived usefulness significantly influences purchase intention ($R^2 = 0.778$).
- Extends TAM into community-based commerce where social interaction shapes consumer decisions.

Managerial Implications:

- MSMEs should enhance perceived usefulness by promoting transparent, informative, and authentic engagement.

Future Research Directions:

- Explore moderating factors: trust, social influence, or price sensitivity.
- Compare different community types or platforms.
- Apply longitudinal or mixed-method approaches for deeper insights.



THANK YOU!!!