What Factors Drive Purchase Intentions? An Examination of Online Marketplace Users

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| HISTORY	ABSTRACT
	Purpose: The study examines how factors such as perceived usefulness, ease of use, cost, customer trust, satisfaction, and attitude influence online purchase intentions on marketplace platforms. **Method:** We gathered data through a survey of 310 e-commerce users. The collected data were then analyzed using Partial Least Squares (PLS) with SmartPLS 3.2.9 software to identify and quantify the relationships between the determinants—perceived usefulness, ease of use, cost, customer trust, satisfaction, and attitude—and online purchase intention. **Result:** The research findings indicate that perceived usefulness, ease of use, cost, customer trust, satisfaction, and attitude all significantly influence online purchase intention. The inclusion of attitude underscores its importance in understanding online shopping behavior. **Practical Implications for Economic Growth and Development:** This study suggests that enhancing user experience, trust, and satisfaction on marketplace platforms can drive online purchase intentions, ultimately supporting economic growth by boosting e-commerce activity and fostering the development of digital markets. ***Keywords:*** *attitude, customer satisfaction, marketplace platforms, purchase intention*

INTRODUCTION

With the rapid development of e-commerce today, opportunities have emerged to expand market share and dominate product and service sectors. E-commerce is a key driver of transaction value that can boost a country's economic development. According to Bank Indonesia Governor Perry Warjiyo, the value of e-commerce transactions in 2021 reached IDR 395 trillion, representing a year-on-year (YOY) increase of approximately 48.4 percent, far exceeding BI's previous projection of IDR 370 trillion (Koesno, 2020). This increase in e-commerce usage reflects an improvement in societal welfare, as the rise in online shopping supports the growth of the online retail sector, thereby boosting the country's money circulation. The e-commerce sector, along with MSMEs and other digital services, contributes significantly to the domestic economy. Projections by Google, Temasek, and Bain & Company (Hidayat, 2023) estimate Indonesia's Gross Merchandise Value (GMV) will reach US$ 62 billion by 2023 (see Figure 1).

Figure 1. Data on the Estimated Development of Gross Transaction Value from 2021 to 2030
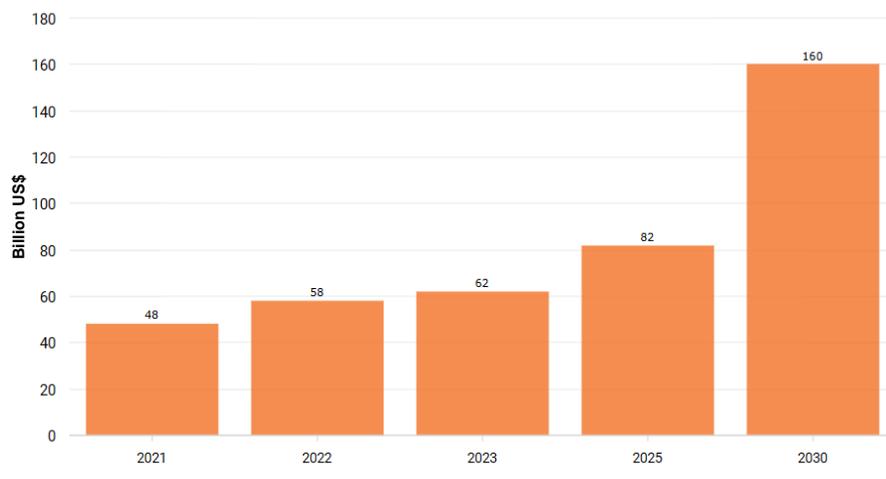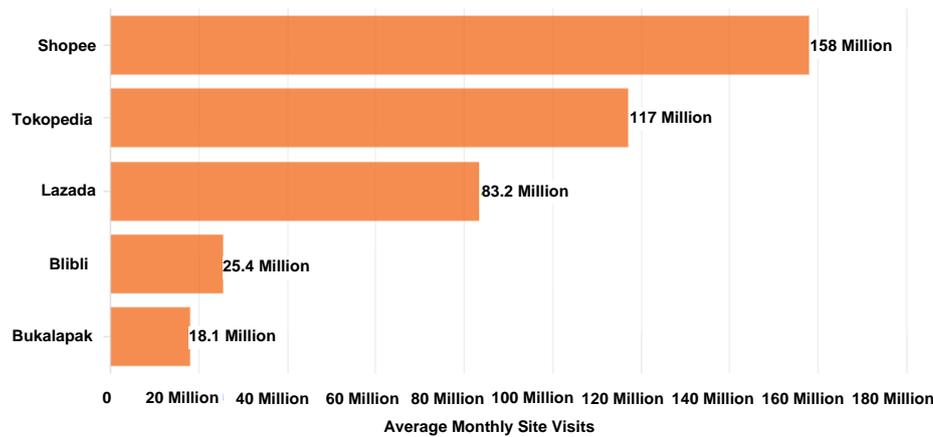

Source: Hidayat (2023)

Since the onset of the COVID-19 pandemic which affected countries worldwide, the use of e-commerce has expanded both domestically and internationally. Governments implemented various precautions to curb transmission, such as restricting regional access and allowing only essential activities, which accelerated the growth of e-wallets and e-commerce in daily life. This surge in e-commerce usage also led to the rise of influencers, marketing teams, and affiliates playing a more prominent role in everyday e-commerce activities, becoming key drivers behind the global increase in usage. According to Koesno (2020), e-commerce transactions saw a significant 38.3% rise during the pandemic, which began in January 2019 and lasted until July 2022. During this period, transactions grew by 4.8 million, and the number of new consumers increased by 51%.

According to Hidayat (2023), Shopee was the most visited e-commerce site in Indonesia during the first quarter of 2023, surpassing competitors such as Tokopedia, Lazada, Blibli, and Bukalapak. From January to March 2023, Shopee averaged 157.9 million visits per month, significantly outpacing its rivals. While all e-commerce platforms experienced fluctuations during this period, these trends can be attributed to major events like Eid al-Fitr, Chinese New Year, and Christmas. Additionally, factors such as perceived usefulness, perceived ease of use, perceived cost, customer trust, customer satisfaction, and consumer attitudes all play crucial roles in influencing purchase intentions in the marketplace.

Figure 2. Average Monthly Access to Marketplace Apps

Source: Hidayat (2023)

The growth of e-commerce usage is not solely driven by the lingering effects of the COVID-19 pandemic; several motivating factors, such as customer trust and perceived cost, also influence consumers' attitudes toward continuing to use e-commerce as their primary purchasing service even after the pandemic has subsided. Additionally, the pandemic has prompted various stakeholders to adopt new strategies to attract e-commerce customers, such as following trends from China by incorporating products from Chinese platforms like Taobao. This shift has improved the accessibility of products for businesses, necessitating the involvement of various parties and systems to maximize these efforts.

The entry of foreign products into the Indonesian marketplace benefits sellers, buyers, and service providers involved in marketing these products. However, this development presents both opportunities and challenges for micro, small, and medium enterprises (MSMEs) operating in Indonesia, as local MSMEs struggle to compete with high-quality, low-priced foreign goods. According to Putri (2022), the Indonesian Minister of Trade has emphasized the importance of initiatives like National Online Shopping Day, which can boost transactions of local creative products and enhance consumer trust in MSME offerings, helping them compete in the marketplace. Based on the explanation above, this study aims to examine how factors such as perceived usefulness, ease of use, cost, customer trust, satisfaction, and attitudes influence online purchase intentions on marketplace platforms.

METHOD

The measurement scale used in this study is based on previous research articles, providing a foundation that can simplify and enhance measurement approaches in future studies. This scale was chosen because it is well-suited for exploratory research aimed at prediction and theory development, particularly in maximizing the explained variance of the dependent variables (Hair et al., 2021). We aimed to gather a minimum of 260 responses, derived from 26 questions answered by 10 respondents each (Hair et al., 2021). Ultimately, we successfully obtained 310 responses after distributing the questionnaire. Utilizing data from these respondents enhances the quality and validity of this research. The measurement scales for the model constructs were derived from prior studies, as illustrated in Table 1.

Table 1. Variable Measurement

Variables	Statements	Sources
Perceived Usefulness (PU)	1. Using marketplace platforms for shopping helps me make better purchasing decisions. 2. Using marketplace platforms makes the shopping process more efficient. 3. Shopping using marketplace platforms is more convenient than shopping offline. 4. I feel that using marketplace platforms for shopping is more beneficial.	Zhang and Nuangjamnong (2022)
Perceived Ease of Use (PEU)	1. It is very easy for me to learn how to use marketplace platforms. 2. Marketplace platforms have a nice design for use. 3. Marketplace platforms are very user-friendly. 4. I can easily use the features provided by marketplace platforms.	Zhang and Nuangjamnong (2022)
Perceived Cost (PC)	1. I spend less time searching for information before making a purchase. 2. I can buy products or services at a lower price because of promotions on marketplace platforms. 3. I spend less time tracking logistics because marketplace platforms provide timely logistics information.	Zhang and Nuangjamnong (2022)
Customer Trust (CT)	1. I feel safe when transacting with marketplace platforms. 2. I am confident that this platform can protect my privacy. 3. I believe that this marketplace platform will provide me with good service. 4. I trust that the marketplace platform is reliable and trustworthy.	Zhang and Nuangjamnong (2022)
Customer Satisfaction (CS)	1. I am very satisfied with my experience using the marketplace platform. 2. I am happy with my decision to buy from the marketplace platform. 3. I am satisfied with the products/services I purchased on the marketplace platform 4. I am very pleased with the service provided by the seller after purchasing a product on the marketplace platform.	Zhang and Nuangjamnong (2022)
Attitude (AT)	1. I feel very satisfied with the marketplace communication system on social media. 2. Communication on marketplace social media platforms creates motivation and intent to buy. 3. I believe communication on marketplace social media platforms will be more effective.	Zhao and Zhu (2023)
Purchase Intention (PI)	1. I intend to continue using marketplace platforms when shopping. 2. My intention is to keep using marketplace platforms rather than shopping offline 3. If necessary, I will prioritize using marketplace platforms to purchase products/services. 4. I will use this marketplace platform to buy what I need.	Zhang and Nuangjamnong (2022)

Source: Developed by the authors (2024)

Data collection for this study was conducted through primary research using a quantitative method. We utilized Google Forms as an online survey instrument to facilitate the sample collection process. The distributed questionnaire included questions regarding respondents' identities, characteristics, and perspectives on the survey topics. Specifically, the questionnaire comprised 10 questions about respondent characteristics and 26 questions related to purchase intentions towards marketplace platforms.

Respondents rated their answers using a Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). To ensure the validity of the responses, we included an option labeled "Never" for respondents without relevant experience in the subject matter, allowing them to exit the questionnaire without providing invalid answers. We obtained respondents for the online survey through distribution on social media platforms, ensuring that the data collected for this research is both real and valid.

Hypotheses Development

Perceived Usefulness

Perceived usefulness refers to a system that offers benefits to its users, thereby attracting many consumers to use the service. Previous research indicates that perceived usefulness is crucial as it influences consumer activity and engagement in direct interactions (Pambudi et al., 2023). Each individual may perceive technology differently, which shapes their actions based on its presence (Arta & Azizah, 2020). When consumers recognize that a developed system is useful, they feel their expectations have been met, which encourages them to utilize it. Specifically, consumers are more likely to engage with online services when they experience increased convenience, a greater variety of products, cost savings, and time efficiency compared to traditional shopping methods (Arta & Azizah, 2020).

According to Effendy et al. (2021), perceived usefulness is characterized by a strong perception of usability, leading consumers to trust the system's effectiveness and positive performance. The features and functions provided positively impact consumer perceptions of technology (Hosea & Berlianto, 2022). Additionally, the ease of use experienced by customers reinforces the notion that perceived ease of use is a fundamental aspect of e-commerce (Zhang & Nuangjamnong, 2022).

H1: Perceived Usefulness has positive effect on Attitude
H7: Perceived Usefulness has a positive effect on Purchase Intention

Perceived Ease of Use

Perceived ease of use refers to the extent to which an individual believes that using a particular system or application is easy. The greater a person's perception of their ability to access, use, and operate a specific online system, the higher the likelihood of that individual utilizing it (Raksadigiri & Wahyuni, 2020). Conversely, if a system is perceived as complex, it may lead to reluctance in learning how to use it, potentially resulting in non-use.

According to Effendy et al. (2021), perceived ease of use significantly influences the intention to use a system, as it is based on users' expectations of the system's ease of use. This concept is critical for enhancing consumer behavioral intentions to make purchases; both ease of use and the application's appearance greatly enhance the likelihood of effective usage leading to a purchase (Maria et al., 2022). A high level of usage intensity and interaction signifies a system's ease of use, indicating that systems that are user-friendly are more likely to be recognized positively and influence user behavior favorably.

H2: Perceived Ease of Use has a positive effect on Attitude
H8: Perceived Ease of Use has a positive effect on Purchase Intention

Perceived Cost

Perceived cost refers to consumers' perceptions of the price of a product or service they are charged, which can be compared to the prices of similar products from other sellers and may positively influence their purchasing decisions (Kevin & Tjokrosaputro, 2021). According to Hosea and Berlianto (2022), perceived cost is a subjective evaluation by consumers regarding the total expenses they incur in relation to the benefits they receive. Understanding consumer perceptions of the sacrifices necessary to obtain a product or service is crucial for maintaining strong customer relationships.

Hartanto and Harjanti (2021) state that price is linked to the sacrifices consumers make to enjoy a product or service. An attractive price can capture consumers' attention and lead them to recognize the value of the offering. However, consumers often compete to find the lowest prices, which can result in purchases being made without fully considering the associated benefits and functionalities (Feblicia & Cuandra, 2022).

H3: Perceived Cost has a positive effect on Attitude
H9: Perceived Cost has a positive effect on Purchase Intention

Customer Trust

Customer trust refers to the confidence consumers have in the availability of services provided to meet their needs (Sari & Kurniawati, 2022). Trust is essential in the realm of e-commerce; consumer transactions will not proceed if buyers do not trust the seller. Numanovich and Abbosxonovich (2020) emphasize that consumers require trust, which is reflected in the integrity, competence, and virtue of the seller before making a purchase.

Positive consumer expectations regarding quality and service suggest that they can obtain accurate, reliable, and timely information, along with a satisfactory experience from the seller, which influences their purchasing decisions (Wang et al., 2022). According to Nurcahyani et al. (2023), the attitude of trust serves as a guarantee for transactions and the products offered. Enhancing trust through improved and secure delivery systems can significantly boost customer confidence. Zhang and Nuangjamnong (2022) define credibility as the belief or expectation in the competence of another party, based on consumer knowledge and dependence.

H4: Customer Trust has a positive effect on Attitude
H10: Customer Trust has a positive effect on Purchase Intention

Customer Satisfaction

Customer satisfaction is an emotional perception that arises from comparing the outcomes of purchasing goods or services with customer expectations. A brand can achieve a high level of customer satisfaction when it significantly meets customers' needs better than its competitors. Customer satisfaction can be assessed through the expectations and performance related to customer purchases (Zhang & Nuangjamnong, 2022). It is not an end in itself but a means to achieve goals such as driving purchase intent and fostering loyalty (Juliana et al., 2020).

According to Kristantyo (2021), customer satisfaction is an evaluation provided by consumers based on the performance they receive compared to their expectations during the acquisition of products or services. Factors influencing consumer perspectives include perceptions of the services provided, system support, and personal interactions with the company. Yulianti and Christiarini (2023) note that the speed in addressing consumer issues can enhance customer satisfaction. Ultimately, customer satisfaction is influenced by the quality of service provided by the service provider (Fransiska & Aquinia, 2023).

H5: Customer Satisfaction has a positive effect on Attitude
H11: Customer Satisfaction has a positive effect on Purchase Intention

Attitude

Attitude refers to a stance that is acquired and developed over time, making it often difficult to change. However, it can still be influenced by satisfying and motivating psychological factors (Peña-García et al., 2020). Attitudes are shaped by intentions, reflecting a person's internal feelings towards a company, which can manifest as either a preference or aversion towards a product or service. When consumers have positive evaluations of their online purchases, their intention to continue buying from that store increases (Peña-García et al., 2020).

Spears and Singh (2004) support this notion, stating that positive consumer evaluations of online purchases lead to a greater intention to purchase online. It is important to distinguish between attitude towards a brand and the temporary feelings derived from it; while feelings can be fleeting, attitudes tend to be more enduring. This distinction is further supported by research from Veronica and Lady (2023) and Agung et al. (2020), which demonstrates that attitude significantly and positively influences online purchase intention. Additionally, consumer attitude towards online purchase intention has been shown to serve as a significant and positive mediator (Susanto & Purwanto, 2020).

H6: Attitude has a positive effect on Purchase Intention

Figure 3. Research Model
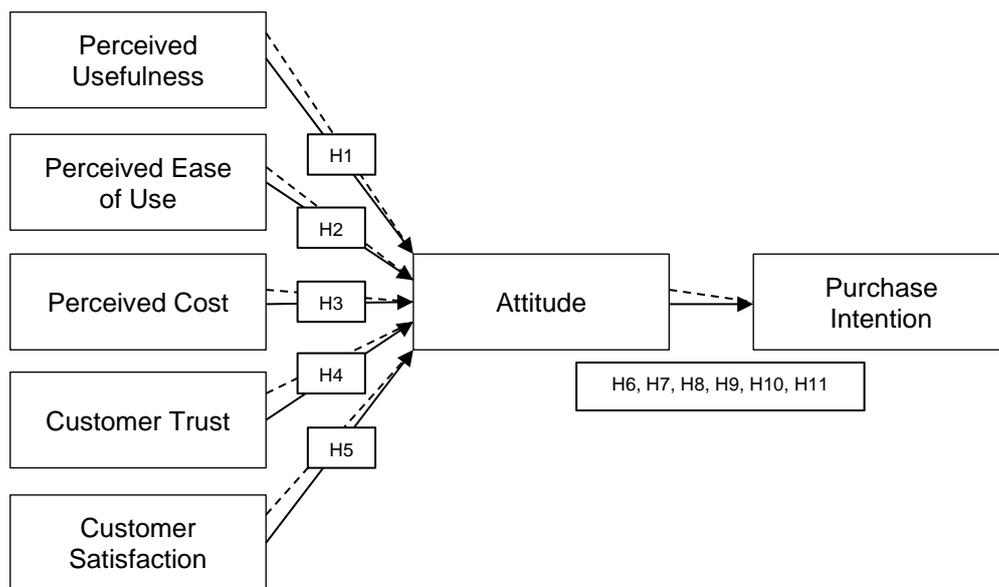
Source: Developed by the authors (2024)

RESULT AND DISCUSSION

Preliminary Analysis

A total of 310 respondents participated in the survey. The results indicate that the majority of respondents are women, comprising 212 individuals (68.4%), while men account for 98 individuals (31.6%). The data collected includes responses from various age groups, demonstrating that the marketplace is utilized by people of all ages, particularly those aged 18-30, who make up 255 respondents (82.3%). Most participants reported their highest educational attainment as ranging from high school to master's degree.

Additionally, most respondents reside in Batam, Riau Islands, and their monthly expenditures vary. The largest group, totaling 130 individuals (41.9%), reported spending between IDR 1,001,000 and IDR 3,000,000, while 105 individuals (33.9%) indicated expenditures ranging from IDR 3,001,000 to IDR 6,000,000. Most respondents also indicated that they purchase items from the marketplace 1-3 times a month, with 157 individuals (50.6%) following this routine. Shopee emerged as one of the most frequently used marketplace platforms in this study.

According to Zhang and Nuangjamnong (2022), societal changes and lifestyle shifts have occurred due to the development of the internet, resulting in consumption habits that favor online stores over traditional retail. This trend underscores the growing prevalence of online shopping in people's lives.

The data analysis for this study was conducted using Partial Least Squares (PLS) with SmartPLS 3.2.9 software. To assess the validity of each variable indicator, we performed an outer loading test. If the outer loading value is greater than 0.7, the data meets the established standards and criteria, and the variable is considered valid in this validity test.

Table 2. Result of Outer Loading Test

Correlation Between Indicators and Variables	Outer Loading	Description/Result
AT1 ← Attitude	0.932	Valid
AT2 ← Attitude	0.913	Valid
AT3 ← Attitude	0.825	Valid
CS1 ← Customer Satisfaction	0.836	Valid
CS2 ← Customer Satisfaction	0.874	Valid
CS3 ← Customer Satisfaction	0.823	Valid
CS4 ← Customer Satisfaction	0.811	Valid
CT1 ← Customer Trust	0.802	Valid
CT2 ← Customer Trust	0.846	Valid
CT3 ← Customer Trust	0.805	Valid
CT4 ← Customer Trust	0.784	Valid
PC1 ← Perceived Cost	0.885	Valid
PC2 ← Perceived Cost	0.909	Valid
PC3 ← Perceived Cost	0.818	Valid
PEU1 ← Perceived Ease of Use	0.857	Valid
PEU2 ← Perceived Ease of Use	0.814	Valid
PEU3 ← Perceived Ease of Use	0.892	Valid
PEU4 ← Perceived Ease of Use	0.867	Valid
PU1 ← Perceived Usefulness	0.850	Valid
PU2 ← Perceived Usefulness	0.900	Valid
PU3 ← Perceived Usefulness	0.891	Valid
PU4 ← Perceived Usefulness	0.901	Valid
PI1 ← Purchase Intention	0.906	Valid
PI2 ← Purchase Intention	0.883	Valid
PI3 ← Purchase Intention	0.845	Valid
PI4 ← Purchase Intention	0.812	Valid

Source: Processed data (2024)

Based on Table 2, all the results of the outer loading tests indicate a high level of correlation between the indicators and variables, meeting the standard requirement of greater than 0.7. Therefore, it can be concluded that the data in this study is valid and meets the testing criteria.

Table 3. Result of Validity and Reliability Test

Variable	AVE	Cronbach's Alpha	Composite Reliability	Result
Attitude	0.794	0.869	0.920	Valid & Reliable
Customer Satisfaction	0.700	0.857	0.903	Valid & Reliable
Customer Trust	0.656	0.826	0.884	Valid & Reliable
Perceived Cost	0.759	0.841	0.904	Valid & Reliable
Perceived Ease of Use	0.736	0.880	0.918	Valid & Reliable
Perceived Usefulness	0.784	0.908	0.936	Valid & Reliable
Purchase Intention	0.744	0.885	0.921	Valid & Reliable

Source: Processed data (2024)

In conducting validity and reliability tests, a measure is considered valid and reliable if the test values meet the established standards. Validity is confirmed if the Average Variance Extracted (AVE) value exceeds the required threshold. According to Ghozali and Latan (2015), convergent validity of an instrument is ensured when the AVE value is greater than 0.5. Reliability is deemed satisfactory if Cronbach's Alpha and Composite Reliability both exceed 0.6. The tests can be concluded to meet validity standards when the AVE value meets the threshold, allowing progression to the next testing phase. Reliability tests assess the consistency and stability of the data.

Based on Table 3, the data meet the standards for validity and reliability: the AVE value is greater than 0.5, and both Cronbach's Alpha and Composite Reliability values are above 0.6. Therefore, the data are considered valid and reliable.

Table 4. Result of Cross Loading Test

Variables	Statements Code	Results
Attitude	AT1	0.932
	AT2	0.913
	AT3	0.825
Customer Satisfaction	CS1	0.836
	CS2	0.874
	CS3	0.823
	CS4	0.811
Customer Trust	CT1	0.802
	CT2	0.846
	CT3	0.805
	CT4	0.784
Perceived Cost	PC1	0.885
	PC2	0.909
	PC3	0.818
Perceived Ease of Use	PEU1	0.857

	PEU2	0.814
	PEU3	0.892
	PEU4	0.867
Perceived Usefulness	PU1	0.850
	PU2	0.900
	PU3	0.891
	PU4	0.901
Purchase Intentions	PI1	0.906
	PI2	0.883
	PI3	0.845
	PI4	0.812

Source: Processed data (2024)

Based on the data presented in Table 4, all the cross-loading values for variables related to the same construct are considered valid, as all recorded values in the table exceed 0.7. Additionally, there are no correlations greater than 0.7 among different variables, indicating that each indicator variable has a strong correlation with its corresponding construct.

Hypotheses Test

Direct Effect

Table 5 presents the results of the direct effect tests, revealing significant relationships between various factors and consumer attitudes as well as purchase intentions. Perceived Usefulness has a sample mean of 0.204 and a p-value of 0.000, indicating a significant positive effect on attitude. Perceived Ease of Use also shows a positive effect on attitude with a sample mean of 0.093 and a p-value of 0.003. Perceived Cost has a sample mean of 0.050 and a p-value of 0.001, demonstrating that perceptions of cost positively influence consumer attitudes. Customer Trust exhibits a strong positive impact on attitude, evidenced by a sample mean of 0.402 and a p-value of 0.000, underscoring the importance of trust in shaping consumer attitudes. Customer Satisfaction significantly affects attitude with a sample mean of 0.255 and a p-value of 0.000, indicating that satisfied customers tend to have more favorable attitudes. Attitude also shows a substantial positive effect on purchase intention, with a sample mean of 0.986 and a p-value of 0.000, highlighting its critical role in driving consumer purchase behavior.

Table 5. Result of Direct Effect Test

Hypotheses	Sample Mean	P - Values	Result
Perceived Usefulness → Attitude	0.204	0.000	Positive Significant
Perceived Ease of Use → Attitude	0.093	0.003	Positive Significant
Perceived Cost → Attitude	0.050	0.001	Positive Significant
Customer Trust → Attitude	0.402	0.000	Positive Significant
Customer Satisfaction → Attitude	0.255	0.000	Positive Significant
Attitude → Purchase Intention	0.986	0.000	Positive Significant

Source: Processed data (2024)

Indirect Effect

Table 6 shows that all variables significantly mediate the relationship between Attitude and Purchase Intention. Perceived Usefulness has a sample mean of 0.201 and a p-value of 0.000, indicating a significant mediating effect. Perceived Ease of Use exhibits a sample mean

of 0.092 with a p-value of 0.002, confirming its significant mediation. Perceived Cost shows a sample mean of 0.049 and a p-value of 0.004, indicating a significant mediating effect. Customer Trust has a sample mean of 0.397 and a p-value of 0.000, reflecting a strong mediating effect. Finally, Customer Satisfaction presents a sample mean of 0.251 and a p-value of 0.000, also indicating a significant mediating effect.

Table 6. Result of Indirect Effect Test

Hypotheses	Sample Mean	P - Values	Result
Perceived Usefulness → Attitude → Purchase Intention	0.201	0.000	Mediate
Perceived Ease of Use → Attitude → Purchase Intention	0.092	0.002	Mediate
Perceived Cost → Attitude → Purchase Intention	0.049	0.004	Mediate
Customer Trust → Attitude → Purchase Intention	0.397	0.000	Mediate
Customer Satisfaction → Attitude → Purchase Intention	0.251	0.000	Mediate

Source: Processed data (2024)

Discussion

Direct Effect

The results of the direct effect tests indicate that Perceived Usefulness significantly influences consumer attitudes. Research by Hidayat (2023) suggests that customer evaluations in online shopping help save time in future transactions, leading to more favorable attitudes. Similarly, Paramita and Hidayat (2023) emphasize that consumers develop positive attitudes when they feel transactions can be completed more quickly and comfortably. This sentiment is further supported by Zhao and Zhu (2023), who highlight the importance of consumer participation in a company's success in engaging customers through marketing efforts.

Perceived Ease of Use also demonstrates a significant positive effect on attitude. According to Paramita and Hidayat (2023), the integration of online systems into daily life has led to a general absence of difficulties for consumers, contributing to positive perceptions. Additionally, the findings show that Perceived Cost significantly impacts consumer attitudes, aligning with Lin and Dong (2023), who assert that lower costs enhance consumers' intentions to purchase products. This finding emphasizes the role of pricing strategies in shaping consumer perceptions and attitudes.

The analysis reveals that Customer Trust is a crucial factor influencing consumer attitudes, as highlighted by Wu (2023), who identifies trust as fundamental to online shopping. Customer Satisfaction is equally important, as Maggon and Chaudhry (2018) note that exceeding consumer expectations leads to satisfaction, while failing to meet expectations results in dissatisfaction. Finally, Attitude significantly affects purchase intentions, with Wu (2023) asserting that a favorable attitude strengthens the willingness to make purchases. Hidayat (2023) supports this by noting that a positive attitude toward e-commerce increases the likelihood of purchase intentions and recommendations, demonstrating the interconnectivity of these factors in driving consumer behavior.

Indirect Effect

The results of the indirect effect test indicate that Perceived Usefulness significantly affects purchase intention through the mediation of attitude, demonstrating a positive mediation

effect. This finding is supported by research from Zhang and Nuangjamnong (2022), which highlights that increasing perceived usefulness directly enhances purchase intentions. Maria et al. (2022) further corroborates this by stating that higher perceived benefits lead to stronger behavioral intentions to purchase. Hidayat (2023) also notes that perceived benefits from purchases foster a positive attitude, ultimately enhancing purchase intentions.

Similarly, Perceived Ease of Use has a significant positive mediation effect on purchase intention through attitude. This finding aligns with the research by Juliana et al. (2020), suggesting that simple and easy-to-understand online ordering processes encourage customers to make purchases. Maria et al. (2022) also emphasize that user-friendly systems promote more frequent use, reinforcing the connection between ease of use, positive attitude, and purchase intention.

Moreover, the results reveal that Perceived Cost positively mediates the relationship between cost perception and purchase intention via attitude. This supports Hartanto and Harjanti (2021), who assert that lower costs enhance consumer interest in products, while Feblicia and Cuandra (2022) emphasize the significant impact of pricing on purchasing decisions. Additionally, Customer Trust shows a significant positive mediation effect on purchase intention, indicating that consumers require trust in sellers before making purchases, as outlined by Numanovich and Abbosxonovich (2020). Juliana et al. (2020) also note that high levels of trust enhance purchase intentions. Lastly, Customer Satisfaction significantly mediates the relationship between satisfaction and purchase intention, with Lucky et al. (2023) indicating that positive experiences with a brand lead to increased purchase intentions, while Juliana et al. (2020) describe customer satisfaction as a precursor to future purchasing intentions and loyalty.

CONCLUSION

The study examines the impact of various factors on online purchase intention within marketplace platforms, focusing on perceived usefulness, ease of use, cost, customer trust, and satisfaction. Involving 310 respondents, the findings reveal that these factors significantly influence consumer attitudes, which act as a crucial mediator in driving purchase intentions. Improving consumer attitudes can positively impact purchasing behaviors, indicating that these factors collectively enhance the likelihood of online purchases.

From a managerial perspective, companies should prioritize improving perceived usefulness and ease of use to ensure their platforms provide clear benefits and remain user-friendly. Addressing perceived cost is also essential, as customers must feel that the value justifies their expenses. Building and maintaining consumer trust is critical, requiring effective reputation management, transparency, and prompt resolution of issues. Additionally, focusing on customer satisfaction is imperative since it directly influences purchase intentions and the overall consumer experience. Companies should implement effective marketing strategies and create satisfying user experiences to foster positive attitudes, ultimately enhancing platform performance and gaining a competitive advantage.

For future research, it is recommended to explore additional variables that may influence online purchase intention, such as social influence, perceived risk, brand loyalty, and emotional engagement. Investigating these factors could provide a more comprehensive understanding of consumer behavior in digital marketplaces and further elucidate the complex dynamics driving online purchasing decisions.

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