

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

**Anggia Nur Rafika<sup>1</sup>, Puspo Dewi Dirgantari<sup>2</sup>, Nguyen Dan Thy<sup>3</sup>, B. Lena Nuryanti<sup>4</sup>**

<sup>1,2,4</sup>Faculty of Economics and Business Education, Universitas Pendidikan Indonesia, Jalan Dr. Setiabudi No.229,

<sup>3</sup>Ton Duc Thang University, 19 Nguyen Huu Tho Street, Tan Hung Ward, District 7, Ho Chi Minh City, Vietnam.

E-mail: [anggiarafika.410@upi.edu](mailto:anggiarafika.410@upi.edu) ; [puspodewi@upi.edu](mailto:puspodewi@upi.edu); [lananuryanti@upi.edu](mailto:lananuryanti@upi.edu)

### **ABSTRACT**

This study looks at how the perceived usefulness influences the decision to buy among members of the Murah-Murah Community on the X platform. Based on the Technology Acceptance Model (TAM), the study introduces the concept of social perceived usefulness, which captures the advantages individuals gain from shared information, confirmation from peers, and clear pricing details within digital communities. Data were gathered from 109 active members, who were selected using purposive sampling, and a quantitative approach involving simple linear regression was employed to analyze the information. The majority of the respondents were young adults, aged between 18 and 26 years, and the majority were female, making up 56.9% of the group. The findings indicate that perceived usefulness has a strong positive influence on purchase intention, with a correlation coefficient of 0.882 and a coefficient of determination of 0.778, which is statistically significant ( $p < 0.001$ ). This suggests that 77.8% of the variation in purchase intention can be explained by perceived usefulness. These results show that TAM can be effectively applied in community-based digital commerce and emphasize how social interaction plays a key role in increasing consumer intent. In practice, MSMEs should improve the perceived value by ensuring clear pricing, providing correct information, and showing true involvement.

**Key words:** Perceived Usefulness; Purchase Intention; TAM; Online Community; MSME

### **INTRODUCTION**

Online shopping has become a major aspect of daily life in recent years, particularly in Indonesia, where people have embraced it more quickly due to rapid technological advancements. Globally, the rise of e-commerce has altered not just how consumers make purchases but also how they establish relationships and trust in virtual spaces (Ingriana, 2024). According to research, peer-generated material and online communities have a big influence on consumer choices because they provide social validation and group support (Osly & Wijaya, 2025). This demonstrates how social connections are becoming more and more significant in influencing consumer choices (Ali, Abbass, & Farid, 2020). GoodStats research shows that 63% of respondents said they prefer to shop online, mostly because it makes price comparisons easy and emphasizes how important pricing is to them when making purchases. Due to this trend, price-aware digital communities have grown in popularity. These groups help users find affordable products and support small businesses. One example is the Murah-Murah Community on the X platform, which is well-known for its ability to help customers find good deals and interact with one another in a lively manner.

Purchase intention remains a key emphasis in digital marketing research, despite the rapid growth of online shopping communities. It is a good indicator of actual purchasing behavior and the long-term success of a firm since it demonstrates the likelihood that customers will actually purchase something after taking into account both rational and emotional factors (Yuliandari, Wijanarko, & Mat Deli, 2023). To guarantee that social interactions result in real transactions, which in turn encourage the expansion of small and medium-sized businesses, the Murah-Murah Community needs a strong willingness to make purchases.

Research into social interaction and how useful people find online shopping has given inconsistent findings. The impact of perceived usefulness seems to differ based on the type of digital environment, whether the interactions are focused on transactions or are more socially oriented. In marketplaces, it relates to efficiency and ease of use, while in online communities, it reflects trust, participation, and the credibility of information (Gülbaşı & Taşkın, 2024). Mulyani, Najib, and Guteris (2021) found no significant effect in the context of Instagram food bloggers, whereas Pratista and Marsasi (2023) reported a positive influence. These inconsistencies show a lack of practical research in price-based communities, where trust and validation from peers are not thoroughly examined.

From a theoretical perspective, most studies use the Technology Acceptance Model (TAM), which centers on how useful a technology is perceived to be and how easy it is believed to be to use. However, its application in online community settings such as Murah-Murah is still quite restricted. This research builds on the Technology Acceptance Model by incorporating social perceived usefulness, which captures the advantages individuals gain through involvement in a community, exchanging information, and receiving support from peers. As noted by Felbermayr and Nanopoulos in 2016, the perceived usefulness within online communities includes more than

just practical benefits; it also involves emotional and relational advantages that come from engaging in social interactions. This extension fills a theoretical gap by placing TAM within contexts that are shaped by trust and group involvement.

Given these gaps, this study revisits the impact of perceived usefulness on purchase intention within a price-focused digital community, specifically the Murah-Murah Community on the X platform. Recognizing this connection allows marketers and small to medium enterprises to transform community involvement into real customer purchases. The study resolves earlier discrepancies, expands the Technology Acceptance Model (TAM) to include community-based commerce, and offers an understanding of how digital communities enhance consumer intent and the sustainability of small and medium-sized enterprises.

## METHOD

This study examines how perceived usefulness influences purchase intention by employing a quantitative research method and conducting a simple linear regression analysis. The quantitative method was selected because it enables the assessment of relationships between variables and the testing of hypotheses using statistical analysis (Barroga et al., 2023). Simple linear regression was chosen because it can accurately determine the causal relationship between one independent variable and one dependent variable, specifically between perceived usefulness and purchase intention. Simple linear regression, as explained by Nurhaswinda et al. (2025), is a statistical technique used to determine how strongly a single predictor variable is related to a single outcome variable.

Based on official data available as of October 25, 2025, the study population included approximately 19,000 members of the Murah-Murah Community on platform X. A minimum sample size of 96 participants was determined using the Isaac and Michael formula, allowing for a 10% margin of error. Members of the active community who interacted with posts related to prices or promotions were selected through purposive sampling. This method ensured that the participants had the required knowledge to accurately assess perceived usefulness and their intention to make a purchase.

The two primary variables in this study are purchase intention (Y), which serves as the dependent variable, and perceived usefulness (X), which is the independent variable. The following metrics were used to assess perceived usefulness: understanding aid, performance improvement, efficacy, and usefulness, which were based on the work of Grace and Ming (2018). Plotkina and Munzel (2016) utilized deliberation, choice, visit, and referral as measures to assess the intention to make a purchase. Each variable was broken down into 10 measurable components, which were then evaluated using a five-point Likert scale, where 1 means "strongly disagree" and 5 means "strongly agree."

The data were gathered through a structured online questionnaire that was shared via a link on the X platform. The questionnaire had two parts: one collecting demographic details such as gender, age, and community affiliation, and the other containing statements to assess perceived usefulness and the intention to make a purchase. A pilot test involving 30 participants helped ensure that the content was clear and dependable. Respondents were confirmed members of the Murah-Murah Community who had engaged with posts related to promotions or pricing. Data were collected over a two-week period in September and October 2025 and were analyzed using SPSS version 26.0. A simple linear regression approach was employed to examine the impact of perceived usefulness on purchase intention. Before performing regression analysis, tests were carried out to check classical assumptions such as normality, linearity, and heteroscedasticity, in order to confirm the reliability of the model. The analysis model applied is expressed as follows:

$$Y = a + bX$$

Explanation:

Y =purchase intention,

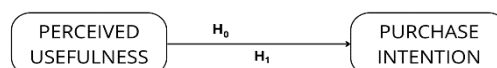
X =perceived usefulness,

a =constant,

b =regression coefficient.

The significance level was set at  $\alpha = 0.05$  with a confidence level of 95%.

Based on the theoretical framework used, the research paradigm is illustrated in Figure 1 below. This research model assumes that perceived usefulness influences purchase intention among members of the Murah-Murah Community on platform X.



**Figure 1. Research Model**

- H<sub>0</sub>: Perceived usefulness has no significant effect on purchase intention among members of the Murah-Murah Community on the X platform  
 H<sub>1</sub>: Perceived usefulness has a significant effect on purchase intention among members of the Murah-Murah Community on the X platform.

**RESULTS AND DISCUSSION**

A total of 109 respondents participated in this study, exceeding the minimum required sample of 96 based on the Isaac and Michael formula with a 10% margin of error. Most respondents were aged 18–26 years, representing digitally active young adults engaged in online communities. The majority were female (56.9%), aligning with Ferdinand & Ciptono (2022), who observed that women dominate Indonesia's rapidly growing online consumer market, driven by social media engagement. Prior to hypothesis testing, the research instrument underwent validity and reliability assessment to ensure measurement accuracy. Validity testing used Pearson correlation analysis, where items are considered valid if the correlation coefficient exceeds 0.30 and is statistically significant. 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. Reliability testing was conducted using Cronbach's Alpha coefficient to assess internal consistency. The overall instrument achieved a Cronbach's Alpha of 0.831, substantially exceeding the minimum threshold of 0.70. This high reliability coefficient indicates excellent internal consistency, meaning the items consistently measure the same underlying constructs across different respondents.

**Descriptive Statistics**

Descriptive analysis provides an overview of the central tendency and variability of the research variables among Murah-Murah Community members.

**Table 1. Descriptive Statistics of Research Variables**

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Usefulness	109	32	47	43.92	3.206
Purchase Intentions	109	32	47	43.64	2.492
Valid N (listwise)	109				

(Source: Primary Data Processed, 2025)

Table 1 demonstrates that perceived usefulness has a mean score of 43.92 (SD = 3.206), indicating that community members generally perceive high usefulness in the Murah-Murah Community. Purchase intention shows a mean score of 43.64 (SD = 3.492), also indicating high purchase intention. The relatively small standard deviations suggest homogeneous responses, though the slightly higher standard deviation for purchase intention reflects individual differences in financial capacity or decision-making styles.

**Classical Assumption Testing**

Before performing regression analysis, classical assumption tests were conducted to ensure the regression model meets the necessary statistical requirements for valid inference. The normality test assesses whether the residuals of the regression model follow a normal distribution. The Kolmogorov-Smirnov test was employed with the following results:

**Table 2. Normality Test Results (Kolmogorov-Smirnov)**

Statistic	Value
N	109
Mean	.0000000
Std. Deviation	1.64440854
Test Statistic	.145
Asymp. Sig. (2-tailed)	.000

(Source: Primary Data Processed, 2025)

The Kolmogorov-Smirnov test yielded a significance value of 0.000 ( $p < 0.001$ ), suggesting deviation from perfect normality. However, this test is highly sensitive in large samples. According to Schmidt & Finan (2018), in large samples, minor departures from normality do not significantly affect regression validity because the sampling distribution tends to approximate normality. Visual inspection of the normal probability plot and histogram shows that the residuals approximate a normal distribution reasonably well. The mean of residuals is 0.0000000, confirming proper model specification. Given the sample size ( $N = 109$ ) and the regression analysis's robustness to moderate normality violations, the model is acceptable for further analysis. The scatterplot of standardized residuals versus predicted values shows residuals are randomly dispersed around zero with no

discernible pattern or funnel shape. This random scatter indicates homoscedasticity, confirming that error variance is constant across all levels of perceived usefulness and the model provides equally precise predictions. The Variance Inflation Factor (VIF) of 1.000 and Tolerance of 1.000 indicate no multicollinearity issues, which is expected in simple regression with one predictor variable, confirming the model's statistical integrity.

### Hypothesis Testing

Simple linear regression analysis was conducted to test the hypothesis regarding the influence of perceived usefulness on purchase intention among members of the Murah-Murah Community on the X platform.

**Table 3. Model Summary**

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.882 <sup>a</sup>	.778	.776	1.652

(Source: Primary Data Processed, 2025)

Table 3 shows that the correlation coefficient (R) of 0.882 indicates a strong positive relationship between perceived usefulness and purchase intention. The coefficient of determination ( $R^2 = 0.778$ ) reveals that perceived usefulness explains 77.8% of the variance in purchase intention among Murah-Murah Community members, highlighting its importance as a predictor. The adjusted  $R^2$  (0.776) confirms the model's stability, while the standard error of estimate (1.652) suggests relatively accurate prediction around the regression line.

**Table 4. ANOVA Test Results**

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1025.005	1	1025.005	375.549	.000 <sup>b</sup>
	Residual	292.041	107	2.729		
	Total	1317.046	108			

(Source: Primary Data Processed, 2025)

The ANOVA test yielded an F-statistic of 375.549 with a significance value of 0.000 ( $p < 0.001$ ), confirming that the regression model is statistically significant and that perceived usefulness strongly predicts purchase intention. The large F-value indicates that the explained variance (1025.005) far exceeds the unexplained variance (292.041), demonstrating the model's strong explanatory power and overall effectiveness.

**Table 5. Regression Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.445	2.183		.662	.510		
	Perceived Usefulness	.961	.050	.882	19.379	.000	1.000	1.000

(Source: Primary Data Processed, 2025)

Table 5 shows that the regression coefficient ( $B = 0.961$ ,  $SE = 0.050$ ) for perceived usefulness is statistically significant ( $t = 19.379$ ,  $p < 0.001$ ). This means that for every one-unit increase in perceived usefulness, purchase intention rises by 0.961 units, confirming a strong positive effect. The standardized coefficient ( $\beta = 0.882$ ) further indicates the strength of this relationship. Although the constant (1.445,  $p = 0.510$ ) is not significant, it merely represents the baseline purchase intention when perceived usefulness is zero and does not affect the model's validity. The resulting regression equation is:

$$\text{Purchase Intention} = 1.445 + 0.961 (\text{Perceived Usefulness})$$

These findings lead to the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_1$ ), confirming that perceived usefulness significantly influences purchase intention among members of the Murah-Murah Community on the X platform.

### Discussion

The results show that perceived usefulness significantly and positively affects purchase intention, explaining 77.8% of its variance. This supports the Technology Acceptance Model (Davis, 1989), emphasizing that usefulness drives behavioral intention. In the Murah-Murah Community, usefulness goes beyond technical ease to include social trust and shared price information that enhances purchasing confidence. These findings align with (Pratista & Marsasi, 2023) and (Grace & Ming, 2018) but contrast with (Mulyani et al., 2021), who found no significant effect in entertainment-driven contexts like Instagram food blogs. The regression coefficient ( $B = 0.961$ ) indicates that greater perceived usefulness leads directly to stronger purchase intentions. Practically, MSMEs should improve information accuracy, price transparency, and peer trust to strengthen perceived usefulness and encourage actual purchases.

## CONCLUSION

Members of the Murah-Murah Community's purchasing intentions are significantly influenced by perceived usefulness, according to this study ( $R^2 = 0.778$ ). It encourages the application of the Technology Acceptance Model to digital commerce in local communities, where purchases are heavily influenced by social benefits, including peer approval, shared knowledge, and carefully chosen pricing information. By providing important advice for small and medium-sized enterprises and marketers to increase the perceived utility of their offerings by disseminating accurate information and genuine involvement, the study closes a knowledge vacuum regarding how pricing-based online communities convert social interaction into actual purchases. For a more thorough knowledge of consumer behavior in digital community environments, future research should analyze varied communities across platforms, use longitudinal designs, and include moderating variables like social influence and trust.

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