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# Analysis of Perceived Usefulness Perceived Ease of Use and Social Influence by Mediating Attitudes Towards Intention to Purchase Excess Food Through Surplus Application

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A R T I C L E I N F O
*Keywords:* Perceived Usefulness, Perceived Ease of Use, Social Influence, Attitude, Purchase Intention

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A B S T R A C T
Using the Surplus application, this study examines how users' suboptimal food purchase intentions are influenced by attitude, perceived utility, perceived ease of use, and social impact. 105 citizens of DKI Jakarta, Banten, and West Java who had downloaded but never used the Surplus app participated in the study. Purposive sampling and quantitative non-probability sampling were both employed in the study. The Structural Equation Modeling–Partial Least Square (SEM-PLS) approach was used to evaluate the data. The findings indicated that purchase intentions were positively but marginally impacted by perceived utility and perceived simplicity of use. Nonetheless, it has been demonstrated that attitudes and social influence significantly and favorably affect consumers' intentions to make purchases.

Furthermore, attitude was positively and significantly impacted by social influence, perceived utility, and perceived simplicity of use. This study also demonstrates how attitude mediates the relationship between social influence, perceived utility, and perceived ease of use and purchase intentions. By encouraging reduced food waste, the Surplus app in particular has a noble goal of protecting the environment. The results of the study shed insight on factors that affect customers' choices to buy less-than-ideal food.



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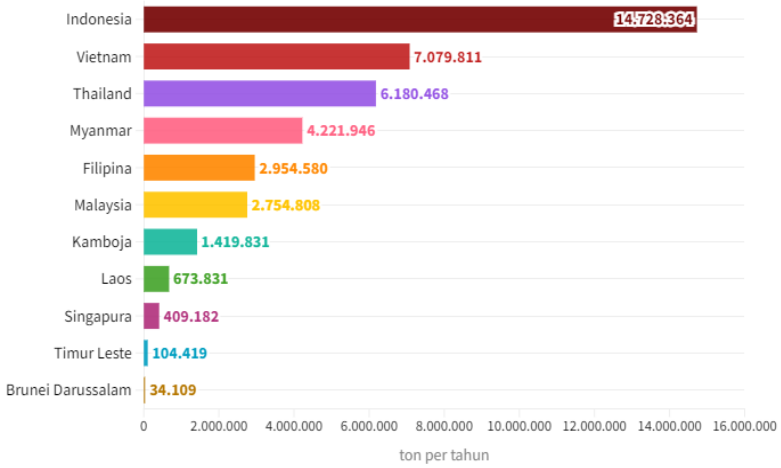
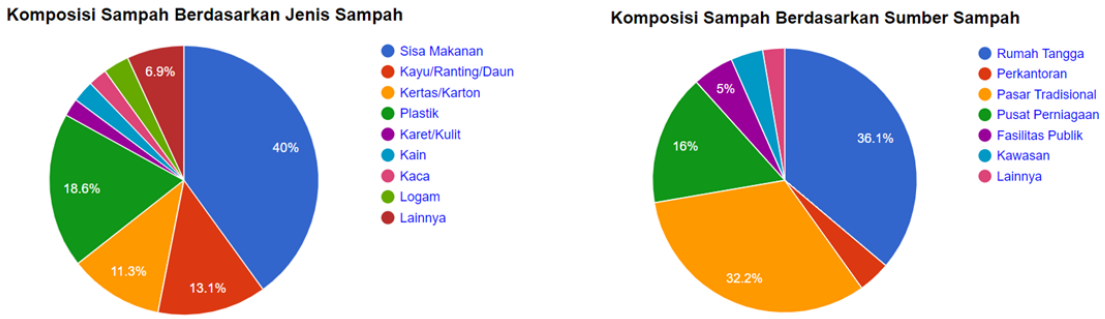
## INTRODUCTION

Internet communication and technology have developed into very powerful instruments for spreading messages on particular topics (Ardianto & Azizah, 2021). Food waste management is one worldwide issue that needs careful consideration (Bappenas, 2023). According to Worldcounts (2025), 1,300,000,000 tons of food are wasted worldwide each year.




Source: United Nations Environment Programme, 2024

Indonesia ranks first among Southeast Asian countries in terms of food waste, with 14.73 tons per year being wasted (UNEP Report, Food Waste Index, 2024).




Source : *sdgs.bappenas.go.id*, 2023

Food waste accounts for 40% of waste composition by category, according to the Ministry of National Development Planning's (BAPPENAS) 2023 Sustainable Development Goals Implementation Report.
(Bappenas, 2023). According to estimates, food loss and waste account for around 1,702.9 Mt CO2 ek year, or 7.29% of Indonesia's GHG emissions on average. (Bappenas, 2023). The annual economic losses resulting from food loss and waste range from IDR 213 to IDR 551 trillion. (Bappenas, 2023).

Food loss, excluding retailers, food service providers, and consumers, is the reduction in food quantity brought about by the choices and actions of food suppliers in the food supply chain. According to Bappenas (2023), food waste is the reduction in food amount brought about by the choices and actions of consumers, food service providers, and retailers.

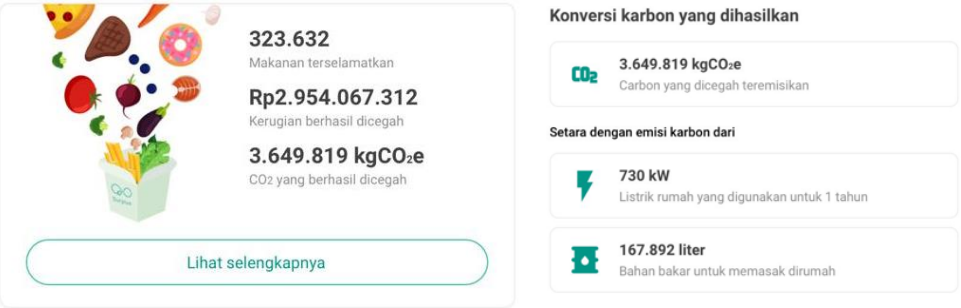
Utilizing food loss and waste is one of the five policy directions that comprise the approximately 45 solutions that have been developed to decrease food loss and waste. In order to support the circular economy, this involves

encouraging the creation of food distribution platforms as well as food loss and waste management systems, like Surplus Indonesia. By providing subpar food that would otherwise go to waste, the Surplus app was developed to promote the circular economy and contribute to the creation of a "food waste-free" environment (Surplus.id, 2025).

According to Aschemann-Witzel et al. (2015), suboptimal food is defined as food products that have an odd appearance or other deviating characteristics, such as food that is getting close to expiration but is still safe to eat. Concerns with the significant quantity of food wasted every day, whether from buffets at events or unsold food in restaurants, gave rise to the Surplus application (Mongabay, 2024). By providing users with edible food from retailers that would otherwise be thrown away if unsold—offered at a 50% discount—the app acts as a link between food businesses and consumers. This results in a win-win situation for both producers and consumers: producers minimize losses by reducing food waste, and consumers receive reasonably priced food (Surplus.id, 2025). The Surplus application user data for 2022–2024 is shown here.


Source: Financial Media Platform Report, 2022 & Mongabay, 2024

The Surplus application also provides an impact tracker & report so you can see how much food can be saved and how much carbon emissions can be prevented (Surplus.id, 2025).




Surplus App impact tracker & report image
Source: Surplus App, 2025

Based on the comparison of the data on the gap phenomenon above, the gap is that the surplus application has demonstrated its support for sustainability by developing an application to reduce zero food waste in Indonesia. This raises many questions about the possibility of purchasing a technology system where

downloaders can receive an in-app system that consistently supports sustainability issues to investigate consumer purchase intentions in the technology system.

Therefore, it is very interesting to conduct research on the main determining factors in a personalized business model of sustainability issues with mobile applications such as whether the application is sufficiently accessible and easy to use for its downloaders and the main factors that influence consumers in determining purchase intentions on surplus applications, especially if this application has a positive intention in helping the environment by supporting reducing food waste.

## LITERATUR REVIEW

### *Sustainable Development Goals (SDG)*

The Sustainable Development Goals (SDGs), a global and national commitment to help the world's population achieve 17 global goals and targets by 2030, were announced by both developed and developing nations at the Sidang Umum PBB in September 2015 (Bappenas, 2025). The following goals are pertinent to this study: Goal 9 (Industry, Innovation, and Infrastructure), Goal 12 (Responsible Consumption and Production), Goal 13 (Climate Action), and Goal 2 (Zero Hunger).

## THEORITICAL REVIEW

### *Theory Model TAM (Technology Acceptance Model)*

Davis created the groundbreaking Technology Acceptance Method (TAM) in 1986 to provide guidance on the adoption and usage of information technology. TAM is better than other models like the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), according to almost 80% of the data and user behavior (Marikyan, D. & Papagiannidis, S., 2023). A framework for learning and comprehending how people use and accept technology is offered by the TAM model.

Using the Technology Acceptance Model (TAM) and individual behavior toward an information system, which is based on system usage and behavioral intents, this study aims to examine the factors impacting individual purchase intentions on substandard food applications. Perceived utility and attitude have an impact on behavioral intentions. The term attitude describes a person's assessment of an information system, specifically a favorable or unfavorable response. Perceived utility and perceived ease of use are the two beliefs that determine attitude (May & Immanuel, 2022).

A favorable user experience is mostly shaped by perceived utility and perceived simplicity of use (Zhou et al., 2022; Sihite, 2023). User engagement will be boosted by perceived benefits and ease of use, which will lead to both continuing use and referrals to other online users.

### *Perceived Usefulness*

Perceived usefulness, as defined by Davis (1989) in studies by Yuan et al. (2021); Fitri & Wulandari (2020); Sihite (2023), is the degree to which an individual thinks that utilizing the system will boost their productivity. As stated by Davis et al. (1989) in Ashghar & Nurlatifah (2020) and Chandra & Sijabat (2022), the following are indicators of perceived utility: Work more efficiently, job performance, increased productivity, effectiveness, ease of use, and usefulness in finishing tasks.

***Perceived Ease of Use***

Perceived ease of use, as defined by Davis et al. (1989) in research by Himel et al. (2021), is the capacity to utilize a system with little effort. Purchase intention and potential customers' propensity to transact online are positively correlated with a platform's degree of ease of use (Fitri & Wulandari, 2020). According to Davis (1989), the following items are used in study (Muliadi & Japarianto, 2021; Chandra & Sijabat, 2022) to measure perceived ease of use: Ease of Use, Easy to Learn, Controllable, Clear and Understandable, Flexible, and Easy to Become Skillful.

***Social Influence***

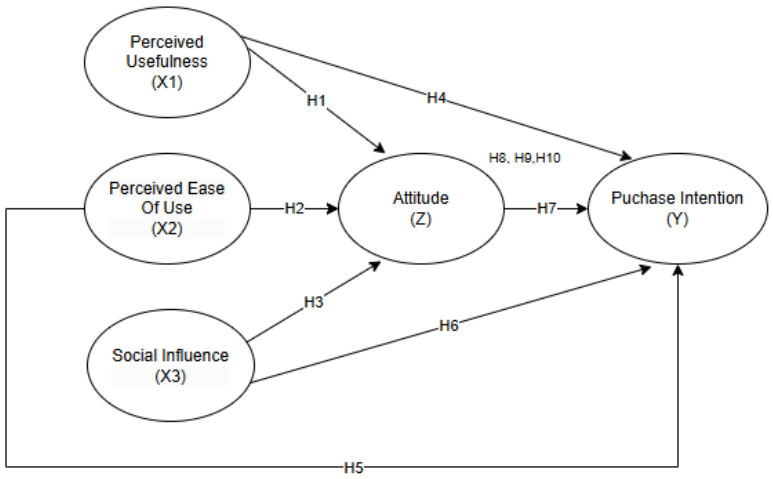
According to Trivedi et al. (2022), in a study by Valle et al. (2024), social influence examines the impact of social networks, friends' opinions, and the people around them on shaping a person's attitude toward technology. Social influence can take the form of friend recommendations, celebrity testimonials, or the influence of specific social groups (Prasetya, 2024). According to Engel, Blackwell, and Miniard (1995) in Nurochim et al. (2022), indicators of social influence include information or knowledge, experience, and credibility.

***Attitude***

Attitude is a person's positive or negative feelings about how they feel about performing a particular behavior (Himel et al., 2021). A favorable or unfavorable attitude toward technology can influence a person's willingness and efficacy to utilize technology (Valle et al., 2024). A more favorable attitude toward a product increases a consumer's purchase intention (Utama & Hanton, 2023). According to Ajzen (1991) in a study by Fazriah et al. (2023), attitude indicators include cognitive, affective, and conative components.

***Purchase Intention***

According to Pavlou (2003) and Peña-García et al. (2020) in a study by May & Immanuel (2022), purchase intention is the extent to which a customer is willing to purchase a product through technology. According to Ferdinand (2006) in a study by Wendy (2024), purchase intention consists of transactional intention, referential intention, and exploratory intention.




Conceptual Framework Drawing

H1: Attitude is positively and significantly impacted by perceived usefulness.
H2: Attitude is positively and significantly impacted by perceived convenience.
H3: Social influence significantly and favorably affects attitude
H4: Purchase intention is positively and significantly impacted by perceived usefulness.
H5: Purchase intention is positively and significantly impacted by perceived convenience.
H6: Purchase intention is positively and significantly impacted by social influence.
H7: Purchase intention is positively and significantly impacted by attitude.
H8: Attitude mediates perceived usefulness on purchase intention in a positive and significant way.
H9: Attitude mediates perceived convenience on purchase intention in a positive and significant way.
H10: Attitude mediates social influence on purchase intention in a favorable and significant way.

## RESEARCH METHODS

In this study, both descriptive and quantitative causal methods were applied. The population consisted of respondents who had never used the Surplus app. The sample size was determined to be 105 individuals. The sample strategy used was a combination of non-probability sampling and purposeful sampling. The instrument used a Likert scale with a range of 1 to 5 (strongly disagree to strongly agree).

## RESULTS AND DISCUSSION

### *Variable Description*

Descriptive analysis of variables provides an overview of respondents' responses, as seen from the high and low scores of each questionnaire indicator.

***Perceived Usefulness Variable***

| Variable | Code | Statement | Mean |
|---|---|---|---|
| Perceived Usefulness (X1) | PU1 | I feel that buying surplus food through the Surplus app does not take much time | 3.562 |
| | PU2 | I feel that buying surplus food through the Surplus app is easier | 3.495 |
| | PU3 | The Surplus app can help increase my work productivity | 3.533 |
| | PU4 | I find the Surplus app effective and fast in purchasing surplus food online | 3.771 |
| | PU5 | Using the Surplus Pay payment method in the app makes my tasks easier | 3.524 |
| | PU6 | Overall, I feel the Surplus app is useful for purchasing surplus food online | 3.876 |
| *Source: Processed Data by Author, 2025* | | | |

Based on the table above, it is known that the indicator with the highest mean value for the perceived usefulness variable is PU6 at 3.876, while the lowest is PU2 at 3.495. This indicates that respondents agree that the Surplus app is generally beneficial for online surplus food purchases. However, improvements are needed in app performance to enhance time efficiency for users.

**Perceived Ease of Use Variable**

| Variable | Code | Statement | Mean |
|---|---|---|---|
| Perceived Ease of Use (X2) | PEOU1 | The Surplus app interface is easy to understand | 3.829 |
| | PEOU2 | The Surplus app makes it easy to purchase food without having to visit the location | 3.781 |
| | PEOU3 | The features in the Surplus app are easy to understand | 3.848 |
| | PEOU4 | I feel the Surplus app is very flexible to use | 3.857 |
| | PEOU5 | In my opinion, the Surplus app is easy to use | 3.629 |
| | PEOU6 | I do not need much effort to use the Surplus app | 3.705 |
| *Source: Processed Data by Author, 2025* | | | |

Based on the table above, the highest mean value for the perceived ease of use variable is PEOU4 at 3.857, and the lowest is PEOU5 at 3.629. This indicates that respondents perceive the Surplus app as quite flexible to use. However, providing more guides or tutorials may help users become more skilled in using the app.

**Social Influence Variable**

| Variable | Code | Statement | Mean |
|---|---|---|---|
| Social Influence (X3) | SI1 | Information shared by social influencers can attract me to use the Surplus app | 3.714 |
| | SI2 | People around me encourage me to use the Surplus app | 3.600 |
| | SI3 | I feel more interested in buying surplus food through the Surplus app if my friends or family use it | 3.743 |
| *Source: Processed Data by Author, 2025* | | | |

Based on the table above, the indicator with the highest mean value for social influence is SI3 at 3.743, and the lowest is SI2 at 3.600. This indicates that respondents are quite motivated to use the Surplus app if their friends or family are using it. However, more active references such as from social media may be considered to further motivate users to recommend the app to others.

**Attitude Variable**

| Variable | Code | Statement | Mean |
|---|---|---|---|
| Attitude (Z) | ATT1 | I believe buying surplus food through the Surplus app is a good idea | 3.724 |
| | ATT2 | I would be happy to buy surplus food through the Surplus app because it has a positive impact on the environment | 3.705 |
| | ATT3 | I will start using the Surplus app because it can help reduce food waste | 3.810 |
| *Source: Processed Data by Author, 2025* | | | |

Based on the table above, the highest mean value for attitude is ATT3 at 3.810 and the lowest is ATT2 at 3.705. This shows that respondents rely more on behavior-based attitudes rather than emotionally-driven ones.

**Purchase Intention Variable**

| Variable | Code | Statement | Mean |
|---|---|---|---|
| Purchase Intention (Y) | PI1 | I intend to buy surplus food through the Surplus app | 3.771 |
| | PI2 | I will recommend the Surplus app to others who want to buy surplus food online | 3.781 |
| | PI3 | I intend to buy surplus food through the Surplus app because it has a positive goal for protecting the environment from food waste | 3.638 |
| *Source: Processed Data by Author, 2025* | | | |

Based on the table above, the highest mean value for purchase intention is PI2 at 3.781 and the lowest is PI3 at 3.638. This shows that respondents are willing to buy and recommend the app to others, but they are not yet highly motivated to make a purchase due to environmental concern alone. This presents a strategic opportunity to provide more targeted sustainability education and awareness about the environmental benefits of using the app.

**Data Analysis Results**

Structural Equation Modeling (SEM) with the Partial Least Square (PLS) methodology, processed with SEMPLS version 4.0, is the data analysis method employed in this study. Two criteria are used in the testing: the structural model (inner model) and the measurement model (outer model) (Hair, Hult, Ringle, & Sarstedt, 2016).

**Measurement Model Test Results (Outer Model)**

**Convergent Validity**

**Outer Loading Test Results**

| Variable | Indicator Code | Outer Loading | Threshold | Description |
|---|---|---|---|---|
| Perceived Usefulness (X1) | PU1 | 0.841 | 0.7 | Valid |
| | PU2 | 0.940 | 0.7 | Valid |
| | PU3 | 0.836 | 0.7 | Valid |
| | PU4 | 0.811 | 0.7 | Valid |
| | PU5 | 0.843 | 0.7 | Valid |
| | PU6 | 0.844 | 0.7 | Valid |
| Perceived Ease of Use (X2) | PEOU1 | 0.766 | 0.7 | Valid |
| | PEOU2 | 0.836 | 0.7 | Valid |
| | PEOU3 | 0.916 | 0.7 | Valid |
| | PEOU4 | 0.892 | 0.7 | Valid |
| | PEOU5 | 0.894 | 0.7 | Valid |
| | PEOU6 | 0.874 | 0.7 | Valid |

| Variable | Indicator Code | Outer Loading | Threshold | Description |
|---|---|---|---|---|
| Social Influence (X3) | SI1 | 0.868 | 0.7 | Valid |
| | SI2 | 0.877 | 0.7 | Valid |
| | SI3 | 0.884 | 0.7 | Valid |
| Attitude (Z) | ATT1 | 0.880 | 0.7 | Valid |
| | ATT2 | 0.890 | 0.7 | Valid |
| | ATT3 | 0.917 | 0.7 | Valid |
| Purchase Intention (Y) | PI1 | 0.874 | 0.7 | Valid |
| | PI2 | 0.888 | 0.7 | Valid |
| | PI3 | 0.939 | 0.7 | Valid |
| *Source: Processed Data by Author, 2025* | | | | |

Based on the table above, all indicators have outer loading values above 0.7. Thus, the results of the convergent validity test – outer loading – indicate that all items or indicators are valid and acceptable.

**AVE (Average Variance Extracted) Test Results**

| Variable | Average Variance Extracted (AVE) | Threshold | Description |
|---|---|---|---|
| Perceived Usefulness (X1) | 0.728 | 0.5 | Valid |
| Perceived Ease of Use (X2) | 0.747 | 0.5 | Valid |
| Social Influence (X3) | 0.768 | 0.5 | Valid |
| Attitude (Z) | 0.802 | 0.5 | Valid |
| Purchase Intention (Y) | 0.811 | 0.5 | Valid |
| *Source: Processed Data by Author, 2025* | | | |

Based on the AVE test results table above, all variables have AVE values greater than 0.5. Therefore, all indicators are declared valid and meet the criteria for the convergent validity test.

***1. Discriminant Validity***

***a. Discriminant Validity – Cross Loading***

***Test Results Discriminant Validity – Cross loading***

| Variabel | Indicator Code | Perceived Usefulness (X1) | Perception of Ease (X2) | Social Influence (X3) | Attitude (Z) | Purchase Intention (Y) |
|---|---|---|---|---|---|---|
| Perceived Usefulness (X1) | PU1 | **0.841** | 0.595 | 0.574 | 0.622 | 0.545 |
| | PU2 | **0.940** | 0.655 | 0.698 | 0.729 | 0.718 |
| | PU3 | **0.836** | 0.608 | 0.571 | 0.639 | 0.597 |
| | PU4 | **0.811** | 0.553 | 0.622 | 0.657 | 0.670 |
| | PU5 | **0.843** | 0.617 | 0.586 | 0.623 | 0.558 |
| | PU6 | **0.844** | 0.624 | 0.516 | 0.691 | 0.667 |

| Variabel | Indicator Code | Perceived Usefulness (X1) | Perception of Ease (X2) | Social Influence (X3) | Attitude (Z) | Purchase Intention (Y) |
|---|---|---|---|---|---|---|
| Perception of Ease (X2) | PEOU1 | 0.541 | **0.766** | 0.411 | 0.524 | 0.451 |
| | PEOU2 | 0.607 | **0.836** | 0.532 | 0.646 | 0.621 |
| | PEOU3 | 0.640 | **0.916** | 0.567 | 0.688 | 0.623 |
| | PEOU4 | 0.574 | **0.892** | 0.501 | 0.663 | 0.597 |
| | PEOU5 | 0.591 | **0.894** | 0.490 | 0.673 | 0.607 |
| | PEOU6 | 0.735 | **0.874** | 0.595 | 0.685 | 0.624 |
| Social Influence (X3) | SI1 | 0.582 | 0.579 | **0.868** | 0.685 | 0.689 |
| | SI2 | 0.590 | 0.463 | **0.877** | 0.573 | 0.638 |
| | SI3 | 0.661 | 0.530 | **0.884** | 0.696 | 0.670 |
| Attitude (Z) | ATT1 | 0.699 | 0.749 | 0.669 | **0.880** | 0.823 |
| | ATT2 | 0.716 | 0.607 | 0.682 | **0.890** | 0.778 |
| | ATT3 | 0.669 | 0.657 | 0.656 | **0.917** | 0.753 |
| Purchase Intention (Y) | PI1 | 0.616 | 0.527 | 0.636 | 0.782 | **0.874** |
| | PI2 | 0.591 | 0.568 | 0.658 | 0.729 | **0.888** |
| | PI3 | 0.774 | 0.738 | 0.756 | 0.853 | **0.939** |

Source: Author's Processed Data Results, 2025

**Discriminant Validity – Cross Loading**

Based on the table above, the results of the discriminant validity test through cross loading show that all statement items have loading values that exceed those of other constructs. Therefore, it can be concluded that each construct has good discriminant validity, as the indicators in each construct block load better on their respective constructs than on others.

**Discriminant Validity – Fornell-Larcker Criterion**

| | ATT | PEOU | PI | PU | SI |
|---|---|---|---|---|---|
| **ATT** | 0.896 | | | | |
| **PEOU** | 0.752 | 0.864 | | | |
| **PI** | 0.878 | 0.684 | 0.901 | | |
| **PU** | 0.776 | 0.713 | 0.738 | 0.853 | |
| **SI** | 0.747 | 0.601 | 0.761 | 0.698 | 0.876 |

Source: Processed Data by Author, 2025

It is clear from the above-mentioned Fornell-Larcker discriminant validity test results that each construct's square root of the AVE (diagonal values) is higher than its correlation with other constructs. This demonstrates that the conceptions meet the Fornell-Larcker criterion for excellent discriminant validity.

**Reliability Test – Cronbach's Alpha & Composite Reliability**

| Variable | Cronbach's Alpha | Composite Reliability (ρ<sub>a</sub>) | Composite Reliability (ρ<sub>c</sub>) | Description |
|---|---|---|---|---|
| Perceived Usefulness (X1) | 0.925 | 0.929 | 0.941 | Reliable |
| Perceived Ease of Use (X2) | 0.932 | 0.937 | 0.946 | Reliable |
| Social Influence (X3) | 0.849 | 0.852 | 0.908 | Reliable |
| Attitude (Z) | 0.877 | 0.877 | 0.924 | Reliable |
| Purchase Intention (Y) | 0.883 | 0.891 | 0.928 | Reliable |

Source: Processed Data by Author, 2025

As can be seen from the above table, all variables have good reliability according to the results of the Cronbach's Alpha and Composite Reliability tests, with each value exceeding the suggested cutoff point of 0.7. This demonstrates that every indicator in the design is trustworthy and satisfies the requirements of the reliability test.

**Structural Model Test Results (Inner Model)**

**1. Coefficient of Determination – R-Square**

| Variable | R-Square | Adjusted R-Square |
|---|---|---|
| Attitude (Z) | 0.737 | 0.729 |
| Purchase Intention (Y) | 0.798 | 0.790 |

Source: Processed Data by Author, 2025

The R-square value for the Attitude variable is 0.737, with an adjusted R-square of 0.729, according to the R-square table above. This suggests that 73.7% of the variation in attitude can be explained by the independent variables of perceived utility, perceived ease of use, and social influence taken together. Other factors not covered in this study account for the remaining 26.3%. All independent constructions are thought to have a considerable influence on attitude because the corrected R-square is close to 75%.

In contrast, the purchase intention variable's R-square value is 0.798, with an adjusted R-square of 0.790. This indicates that the independent factors account for 79.8% of the variance in purchase intention. Other factors not included in this study account for the remaining 20.2%. Higher R-square values suggest that independent variables can more successfully explain the dependent variable, which demonstrates the strength of the structural model.

**2. Effect Size – F-Square**

| Relationship | F-Square | Effect Size |
|---|---|---|
| Perceived Usefulness → Attitude | 0.134 | Medium |
| Perceived Usefulness → Purchase Intention | 0.009 | Low |
| Perceived Ease of Use → Attitude | 0.199 | High |
| Perceived Ease of Use → Purchase Intention | 0.000 | Low |
| Social Influence → Attitude | 0.208 | High |
| Social Influence → Purchase Intention | 0.095 | Low |
| Attitude → Purchase Intention | 0.543 | High |

Source: Processed Data by Author, 2025

According to the results of the F-square test, perceived utility has a medium impact on attitude but a low impact on purchase intention. Perceived ease of use and social influence have a high impact on attitude but a modest impact on purchase intention. buy intention is strongly influenced by attitude, indicating that attitude is a key factor in determining buy intention.

**3. Predictive Relevance – Q-Square**

| Variable | $Q^2$ Predict |
|---|---|
| Attitude | 0.711 |
| Purchase Intention | 0.658 |

Source: Processed Data by Author, 2025

Based on the Q-square test results, all $Q^2$ values are greater than 0, which indicates that the model has predictive relevance for both attitude and purchase intention.

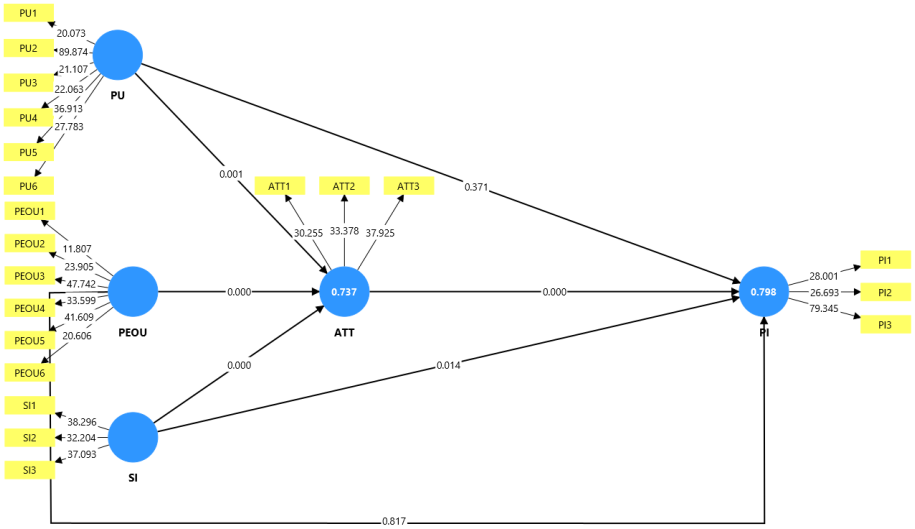
**4. Model Fit Test**

| Fit Measure | Saturated Model | Estimated Model |
|---|---|---|
| SRMR | 0.064 | 0.064 |
| d_ULS | 0.939 | 0.939 |
| d_G | 0.772 | 0.772 |
| Chi-square | 451.766 | 451.766 |
| NFI | 0.798 | 0.798 |

Source: Processed Data by Author, 2025

Based on the table above, the SRMR value of 0.064 is less than 0.09, indicating a good model fit. Additionally, the NFI value is 0.798, which is higher than the 0.5 threshold, confirming that the model meets the criteria for model fit.

**Hypothesis Test Results**




Source: Author's Processed Data Results, 2025

**Hypothesis Testing Results**

| Hypothesis | Variable Relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic | P-Value | Description | Result |
|---|---|---|---|---|---|---|---|---|
| H1 | Perceived Usefulness → Attitude | 0.305 | 0.307 | 0.093 | 3.285 | 0.001 | Significant | Accepted |
| H2 | Perceived Ease of Use → Attitude | 0.333 | 0.333 | 0.084 | 3.973 | 0.000 | Significant | Accepted |
| H3 | Social Influence → Attitude | 0.334 | 0.332 | 0.085 | 3.938 | 0.000 | Significant | Accepted |
| H4 | Perceived Usefulness → Purchase Intention | 0.075 | 0.081 | 0.083 | 0.895 | 0.371 | Not Significant | Rejected |
| H5 | Perceived Ease of Use → Purchase Intention | 0.014 | 0.019 | 0.061 | 0.232 | 0.817 | Not Significant | Rejected |
| H6 | Social Influence → Purchase Intention | 0.218 | 0.226 | 0.089 | 2.456 | 0.014 | Significant | Accepted |

| Hypothesis | Variable Relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic | P-Value | Description | Result |
|---|---|---|---|---|---|---|---|---|
| H7 | Attitude → Purchase Intention | 0.646 | 0.628 | 0.122 | 5.283 | 0.000 | Significant | Accepted |
| H8 | PU → Attitude → Purchase Intention | 0.197 | 0.191 | 0.066 | 2.991 | 0.003 | Significant | Accepted |
| H9 | PEOU → Attitude → Purchase Intention | 0.215 | 0.209 | 0.065 | 3.315 | 0.001 | Significant | Accepted |
| H10 | SI → Attitude → Purchase Intention | 0.216 | 0.210 | 0.073 | 2.967 | 0.003 | Significant | Accepted |

Source: Processed Data by Author, 2025

Based on the table above, the path coefficients (Original Sample column) range from 0.014 to 0.646. It can be concluded that 8 hypotheses have a relationship with a T-statistic > 1.96 and a p-value < 0.05, indicating a positive and significant effect. Meanwhile, 2 hypotheses show a T-statistic < 1.96 and a p-value > 0.05, indicating a positive but not significant effect.

## DISCUSSION

### *Effect of Perceived Usefulness on Attitude*

The results of the hypothesis test show that the route coefficient value is 0.305, the p-value is 0.001 < 0.05, and the T-statistic is 3.285 > 1.96. Thus, the hypothesis is accepted, indicating that perceived utility has a positive and significant impact on attitude.

This is in line with past research by Himel et al. (2021), Agustriyani et al. (2021), and Ma & Chang (2024), which showed that attitude was positively and significantly impacted by perceived usefulness. If users think the program has practical attributes like speed, efficacy, and worth, they will be more inclined to utilize it.

### *Effect of Perceived Ease of Use on Attitude*

The investigation found a route coefficient of 0.333, a p-value of 0.000 < 0.05, and a T-statistic of 3.973 > 1.96. As a result, the hypothesis is accepted, showing that perceived ease of use has a positive and significant impact on attitude.

This finding is in line with studies by Yuan et al. (2021), Ya & Ca (2023), and Pertami & Sukaatmadja (2021), which demonstrate that perceived ease of use has a significant impact on attitude. If the Surplus app is easy to use, understand, and navigate, users are more likely to have a positive attitude toward utilizing it.

As a result, how users feel about a program is greatly influenced by its user-friendliness.

***Effect of Social Influence on Attitude***

The investigation found a route coefficient of 0.333, a p-value of 0.000 < 0.05, and a T-statistic of 3.973 > 1.96. As a result, the hypothesis is accepted, showing that perceived ease of use has a positive and significant impact on attitude.

This finding is in line with studies by Yuan et al. (2021), Ya & Ca (2023), and Pertami & Sukaatmadja (2021), which demonstrate that perceived ease of use has a significant impact on attitude. If the Surplus app is easy to use, understand, and navigate, users are more likely to have a positive attitude toward utilizing it. As a result, how users feel about a program is greatly influenced by its user-friendliness.

The path coefficient value is 0.075, the p-value is 0.371 > 0.05, and the T-statistic is 0.895 < 1.96, according to the findings of the hypothesis test. The hypothesis is thus disproved, suggesting that purchase intention is positively but not significantly impacted by perceived usefulness.

This finding aligns with studies by Chandra & Sijabat (2022), Supriyatna & Zakaria (2024), and Alfando et al. (2023), which showed that perceived usefulness has a positive but insignificant effect on purchase intention. Some users may feel that the usefulness of the application does not directly motivate them to have the intention to purchase via the Surplus app.

***The Effect of Perceived Ease of Use on Purchase Intention***

The test results show a path coefficient of 0.014, with a p-value of 0.817 > 0.05, and a T-statistic of 0.232 < 1.96. Thus, the hypothesis is rejected, meaning that perceived ease of use has a positive but not significant effect on purchase intention.

This finding is in line with research by Lestari (2022) and Suryani & Ramdhani (2022), which state that perceived ease of use is positively but insignificantly related to purchase intention. Although users find the app easy to use, straightforward, and functional without guidance, these aspects do not directly affect their desire to make a purchase.

***The Effect of Social Influence on Purchase Intention***

The analysis indicates a path coefficient of 0.218, with a p-value of 0.014 < 0.05, and a T-statistic of 2.456 > 1.96. Therefore, the hypothesis is accepted, meaning social influence has a positive and significant effect on purchase intention.

This is consistent with findings by Dwisuardinata & Darma (2022), Vahdat et al. (2021), and Bramantyo & Utami (2022), which show that social influence significantly and positively affects purchase intention. Motivation from one's surroundings, such as friends or family, can lead users to become interested in purchasing surplus food through the platform.

***The Effect of Attitude on Purchase Intention***

The results show a path coefficient of 0.646, with a p-value of 0.000 < 0.05, and a T-statistic of 5.283 > 1.96. Thus, the hypothesis is accepted, indicating that attitude has a positive and significant effect on purchase intention.

This supports the findings of Agustriyani et al. (2021), Hafiz & Permana (2021), and Fragolia & Wibowo (2025), which demonstrate that the more positive the consumer's attitude toward the product, the stronger their purchase intention will be.

***Attitude as a Mediator between Perceived Usefulness and Purchase Intention***

The hypothesis test shows a path coefficient of 0.197, a p-value of 0.003 < 0.05, and a T-statistic of 2.991 > 1.96. Thus, the hypothesis is accepted, indicating that attitude can mediate the relationship between perceived usefulness and purchase intention.

This finding is supported by Purwianti et al. (2024), who demonstrated that attitude mediates the effect of perceived usefulness on purchase intention. When users perceive that the Surplus app aligns with their expectations (e.g., helping to reduce food waste, providing edible surplus food at a discount), this increases their positive attitude, which in turn strengthens their purchase intention. Similar findings were also revealed by Lestari (2022) and Pradana & Aksari (2022).

***Attitude as a Mediator between Perceived Ease of Use and Purchase Intention***

The analysis shows a path coefficient of 0.215, with a p-value of 0.001 < 0.05, and a T-statistic of 3.315 > 1.96. Hence, the hypothesis is accepted, indicating that attitude can mediate the relationship between perceived ease of use and purchase intention.

This is in accordance with Pradana & Aksari (2022), who found that attitude mediates the effect of perceived ease of use on purchase intention. Although the app is considered user-friendly, attractive, flexible, and easy to understand, these factors alone are not sufficient to directly drive users to purchase. However, they can indirectly influence purchase intention by shaping a positive attitude, as also noted by Lestari (2022) and Pertami & Sukaatmadja (2021).

**Attitude as a Mediator between Social Influence and Purchase Intention**

A p-value of 0.003 < 0.05, a T-statistic of 2.967 > 1.96, and a path coefficient of 0.216 are the results of the investigation. The hypothesis is thus accepted, suggesting that the impact of social influence on purchase intention is mediated by attitude.

Purwianti et al. (2024) found that users may be influenced to buy excess food both directly (by friends, family, communities, influencers, and celebrity endorsements) and indirectly (by the formation of a positive attitude shaped by social norms). Recommendations from their social network may have encouraged some originally disinterested people to use the app.

## CONCLUSION

Attitude is positively and significantly impacted by perceived utility, perceived simplicity of use, and social influence. Purchase intention is positively, but not significantly, impacted by perceived utility and perceived ease of use. Purchase intention is positively and significantly impacted by social influence and attitude.

The associations between purchase intention and perceived utility and ease of use are completely mediated by attitude. The relationship between purchasing intention and social influence is partially mediated by attitude.

## ACADEMIC SUGGESTIONS

This study has several limitations. Future research is recommended to:

- Expand the research area or select different geographic regions with varied respondent characteristics.
- Conduct further studies using other similar applications to gain a broader understanding of the relationships between variables.
- Modify the research model by including additional variables not covered in this study to deepen the analysis.

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