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The influence of perceived reputation and perceived usefulness on e-purchase intention among shopee users

Abstract

This study investigates the influence of perceived reputation and perceived usefulness on e-purchase intention within digital shopping environments. Using a quantitative approach, the research examines how consumers' cognitive and affective evaluations shape their willingness to engage in online purchasing. The findings reveal that perceived reputation exerts a significant positive effect on e-purchase intention, indicating that consumers are more inclined to purchase online when they view a digital platform as credible, trustworthy, and capable of reducing perceived risk. Similarly, perceived usefulness demonstrates a strong and significant effect on e-purchase intention, confirming the assumptions of the Technology Acceptance Model (TAM) that consumers are more likely to transact online when they perceive technology to enhance efficiency, convenience, and overall performance. Together, these results highlight that e-purchase intention is driven by both reputational cues and functional value assessments, emphasizing the need for digital businesses to strengthen their online reputation while enhancing the practical benefits offered to users. The study contributes to the growing body of literature on digital consumer behavior and provides practical insights for e-commerce platforms seeking to increase customer engagement and purchase intention through strategic improvements in credibility, usability, and service quality.

Keywords: Perceived reputation, perceived usefulness, e-purchase intention

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perceived reputation dan perceived usefulness terhadap e-purchase intention dalam lingkungan belanja digital. Dengan menggunakan pendekatan kuantitatif, penelitian ini mengkaji bagaimana evaluasi kognitif dan afektif konsumen membentuk kemauan mereka untuk melakukan pembelian secara daring. Hasil penelitian menunjukkan bahwa perceived reputation berpengaruh positif dan signifikan terhadap e-purchase intention, yang mengindikasikan bahwa konsumen lebih cenderung melakukan pembelian online ketika mereka memandang platform digital sebagai pihak yang kredibel, dapat dipercaya, dan mampu mengurangi persepsi risiko. Selain itu, perceived usefulness juga menunjukkan pengaruh yang kuat dan signifikan terhadap e-purchase intention, mengonfirmasi asumsi dalam Technology Acceptance Model (TAM) bahwa konsumen lebih mungkin bertransaksi secara online ketika mereka menilai teknologi tersebut meningkatkan efisiensi, kenyamanan, dan kinerja secara keseluruhan. Secara simultan, temuan ini menegaskan bahwa e-purchase intention dipengaruhi oleh isyarat reputasi dan penilaian nilai fungsional, sehingga menekankan pentingnya bagi bisnis digital untuk memperkuat reputasi daring sekaligus meningkatkan manfaat praktis yang ditawarkan kepada pengguna. Penelitian ini memberikan kontribusi pada literatur perilaku konsumen digital dan menawarkan implikasi praktis bagi platform e-commerce dalam meningkatkan keterlibatan dan intensi pembelian konsumen melalui peningkatan kredibilitas, kegunaan, dan kualitas layanan.

Kata Kunci: Perceived reputation, perceived usefulness, e-purchase intention

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1. Introduction

The advancement of the modern world, accompanied by increasingly sophisticated technology, has driven rapid data development and enabled business growth to accelerate without boundaries through the internet. This phenomenon inevitably affects various aspects, including the marketing sector. Users are provided with numerous facilities to fulfill their needs, entertainment, and online shopping activities. Technological sophistication continues to drive the rising use of the internet in daily activities, making it unsurprising that users have their own reasons for selecting specific marketplaces as their preferred online shopping platforms. Numerous online shopping sites can be accessed by users, one of which is Shopee.

Shopee has become the leading e-commerce platform in Indonesia, dominating the marketplace category by offering various conveniences and attractive discounts to its users. According to Katadata, with 134.3 million visitors in 2024, Shopee succeeded in becoming the marketplace with the highest number of visitors. This achievement cannot be separated from its ability to revolutionize the way society engages in online shopping since its launch in late 2015. Shopee facilitates secure interactions and transactions, thereby contributing to the growth of the digital economy. In the highly competitive e-commerce industry, a high transaction rate serves as an essential indicator of a platform's success. Such a rate reflects strong user purchase interest, which represents the presence of e-purchase intention. According to [Subagio and Rachmawati \(2020\)](#), e-purchase intention refers to consumers' tendency or inclination to purchase a product online in the future. Although it does not necessarily lead to actual purchasing behavior, this intention is crucial for predicting potential sales. The 'Cart' feature on Shopee, for example, serves as a manifestation of e-purchase intention, where users store items they plan to purchase later.

Consumer purchase intention can be influenced by several factors, including perceived reputation and perceived usefulness. Research by [Qalati et al. \(2021\)](#) demonstrates that e-purchase intention can be shaped by perceived reputation. A positive reputation in the eyes of customers tends to stimulate purchase interest. Shopee possesses a strong reputation, as reflected in its 4.7 rating on both the Play Store and App Store, indicating that its reputation among users is notably favorable. Such a strong reputation provides consumers—particularly new users—with confidence regarding the company's capability and integrity. Evidence from Katadata further shows that the number of transactions on Shopee reaches IDR 23 billion per hour, far surpassing competitors such as Tokopedia and Lazada, thereby reinforcing its market reputation even further.

In addition to reputation, perceived usefulness also plays a significant role. According to [Putri and Wibowo \(2022\)](#), the benefits and user experience offered by Shopee strongly influence consumer purchase intention. In the digital era, companies are required to optimize their platforms to deliver greater value. Shopee has successfully achieved this by providing various superior features, such as Shopee PayLater, multiple payment options, and games that allow users to earn coins. These features offer added value that makes consumers feel more advantaged, thereby encouraging them to choose Shopee over its competitors. Research by [Hasan and Erni \(2023\)](#) further confirms that perceived usefulness has a significant effect on purchase intention, where consumers tend to prefer platforms that offer greater benefits with less effort. Given this background, it can be concluded that perceived reputation and perceived usefulness play crucial roles in

shaping e-purchase intention among Shopee users. Therefore, this study aims to examine the influence of these two variables on consumers' online purchase intention.

2. Literature review

2.1 E-Purchase Intention

E-purchase intention refers to an individual's willingness or likelihood to engage in online purchasing based on their evaluation of digital platforms, perceived value, and prior online experiences. Pavlou (2003) conceptualizes e-purchase intention as the culmination of a cognitive process shaped by perceived usefulness, trust, and perceived risk within electronic commerce environments. As digital infrastructures evolve, e-purchase intention is increasingly understood as a multidimensional construct influenced by system quality, transaction security, information credibility, and user interface design. Prior studies also indicate that consumers' perceptions of convenience and hedonic motivations significantly strengthen their intention to purchase online, particularly when digital platforms offer seamless navigation, personalized recommendations, and efficient customer support (Suhartanto et al., 2022). Thus, e-purchase intention emerges not merely as a response to marketing stimuli, but as the outcome of an integrated cognitive–affective evaluation of online shopping environments.

Recent empirical research further demonstrates that e-purchase intention is shaped by a combination of psychological, technological, and social factors embedded within dynamic digital ecosystems. Kim et al. (2023) reveal that trust in digital platforms—enhanced through AI-driven personalization and secure transaction protocols—substantially boosts e-purchase intention by mitigating uncertainty and reinforcing perceived reliability. Ahmad et al. (2022) emphasize that user experience elements, such as interface aesthetics, loading speed, and mobile responsiveness, strongly predict consumers' willingness to engage in online transactions. In addition, social influence has emerged as a critical determinant, as evidenced by Santos et al. (2023), who find that electronic word of mouth (eWOM), influencer endorsements, and the perceived authenticity of online reviews directly shape digital buying decisions. Overall, extant literature positions e-purchase intention as a strategic behavioral indicator within digital commerce, driven by the interplay of trust, perceived value, system quality, and social interaction dynamics.

2.2 Perceived reputation

Perceived reputation is generally understood as a comprehensive stakeholder evaluation of an organization, formed through both direct experiences and indirect information accumulated over time. Tourky et al. 2023 conceptualizes perceived reputation as an individual's belief that an organization will act with honesty and demonstrate genuine concern for its customers, aligning with the notion that a strong reputation fosters positive perceptions because the organization is viewed as credible and trustworthy. Qouhab (2020) further asserts that perceived reputation encompasses beliefs about individuals, organizations, and even physical objects, making reputation a cognitive and affective

construct embedded within the consumer's evaluative framework. Within the domain of consumer behavior, [Qalati et al. \(2021\)](#) show that a favorable reputation reduces perceived risk and uncertainty, enabling consumers to feel more confident in their decisions and more certain about where to seek assistance when issues arise. These findings are consistent with classical perspectives on perceived corporate reputation, which define reputation as a cumulative stakeholder assessment shaped by personal experience and informational cues in the marketplace over time ([Helm, 2009](#)).

Recent literature increasingly emphasizes that perceived reputation influences not only trust, but also satisfaction, loyalty, and various forms of extra-role behavior. [Helm \(2009\)](#) demonstrates that perceived corporate reputation is associated with consumer satisfaction and affects switching intentions as well as post-purchase behavior. Other studies reveal that corporate reputation significantly shapes trust, commitment, and customer loyalty, positioning it as a strategic asset that facilitates long-term relationships. [Burlea-Schiopoiu et al. \(2021\)](#) model the effects of corporate reputation on customer behavior and show that a strong reputation can transform ordinary customer behavior into more beneficial actions for the organization, including recommendations, positive word of mouth, and resistance to competitor persuasion. [De Nicola \(2024\)](#) finds that corporate reputation exerts a strategic influence on customer citizenship behavior—voluntary actions beyond formal expectations—highlighting reputation's role in encouraging consumers to act as organizational advocates. More broadly, [Quoquab et al. \(2020\)](#) demonstrate that perceived reputation, alongside trust and religious symbols (such as halal logos), is a key driver of customer loyalty in the fast-food industry, underscoring its function as a risk-reduction mechanism and an enhancer of value congruence. Furthermore, recent systematic studies indicate that a positive perceived reputation is closely linked to sustainability performance, the quality of customer relationships, and the achievement of long-term strategic objectives.

2.3 Perceived usefulness

Perceived usefulness is one of the central constructs of the Technology Acceptance Model (TAM), explaining the extent to which individuals believe that the use of a particular technology or product will enhance their performance. [Immanuel and May \(2022\)](#) define perceived usefulness as the perception that a technology can improve effectiveness and efficiency in accomplishing specific tasks. Similarly, [Halizah et al. \(2022\)](#) emphasize that perceived usefulness reflects consumers' beliefs that a product will continue to evolve and deliver greater benefits over time, thereby encouraging consistent usage preferences. Consumers are more inclined to adopt products or innovations they perceive as beneficial, whereas technologies that fail to provide meaningful advantages are likely to be rejected. Thus, perceived usefulness functions as a cognitive evaluative process that influences perceptions of benefit, risk assessments, and decision-making regarding the use of technological or digital products.

Recent literature further highlights the strategic role of perceived usefulness in shaping behavioral intention, satisfaction, and user loyalty across various sectors. [Kim and Lee \(2023\)](#) demonstrate that perceived usefulness significantly drives mobile banking adoption, as perceptions of utility increase trust and reduce perceived risk. [Martins et al.](#)

(2022) find that perceived usefulness contributes to perceived value, which subsequently affects user commitment and retention within e-learning platforms. Moreover, [Nguyen et al. \(2023\)](#) assert that perceived usefulness is a key determinant of technological innovation success because users evaluate not only product features but also the direct impact of technology on productivity and work quality. Therefore, perceived usefulness is regarded as a fundamental construct that bridges technological perceptions and actual usage behavior, serving as a critical component in product development strategies and value-based marketing initiatives.

3. Method

3.1 Types and Source of Data

The type of data used in this study employs a quantitative approach. According to [Sugiyono \(2022:8\)](#), quantitative research is a scientific method that maintains consistency with research variables by focusing on actual problems and existing phenomena, while presenting research findings in the form of meaningful numerical data. Its purpose is to identify solutions or answers to specific problems. This study aims to determine the influence of the variables *Perceived Reputation* (X1) and *Perceived Usefulness* (X2) on the variable *E-Purchase Intention*.

This study utilizes both primary data collected directly and secondary data obtained from various references related to the research topic. The data collection methods used include literature review, interviews, observation, and questionnaires. The respondents' questionnaire responses were measured using a Likert scale to evaluate their perceptions or views regarding the subject under investigation.

To support this research, the researcher utilized Google Forms, which were distributed to respondents through social media platforms. This approach facilitated the collection of data from respondents who could not be reached directly. Consequently, respondents were only required to provide their basic identity information at the beginning of the questionnaire, after which they simply needed to select the appropriate answer items without providing lengthy written responses or additional explanations.

3.2 Data analysis methods

The data analysis method used in this study is a quantitative approach. According to [Sugiyono \(2022:8\)](#), quantitative research is a scientific method that maintains consistency with research variables by focusing on actual problems and observable phenomena, while presenting research findings in the form of meaningful numerical data. Essentially, this study was conducted to examine the influence of *Perceived Reputation* (X1) and *Perceived Usefulness* (X2) on the variable *E-Purchase Intention*. Data were collected by distributing questionnaires to 130 respondents who are active Shopee online shopping platform users, consisting of Generation Y or millennials aged 29–44 and Generation Z aged 15–28. The data analysis techniques in this study include classical assumption tests comprising three main assessments. The normality test was conducted using the Kolmogorov–Smirnov Test to evaluate the distribution of residual values. The multicollinearity test was performed to detect correlations among independent variables.

The heteroscedasticity test employed a scatterplot to ensure that data points were evenly distributed above and below the zero axis, indicating that the model is free from heteroscedasticity issues. Hypothesis testing consisted of the t-test, F-test, and the coefficient of determination. The t-test was used to analyze the partial influence of each independent variable (X) on the dependent variable (Y). The F-test examined the simultaneous influence of the independent variables (X) on Y. The coefficient of determination measured the percentage of the combined influence of the independent variables on the dependent variable.

4. Results

Instrument testing aims to determine whether the measurement tools used in the study are appropriate and feasible for use. The researcher conducted two types of instrument testing, namely validity testing and reliability testing.

Tabel 1. the results of the validity test

Variables	Item	r count	r table	Notes
Perceived Reputation	X1.1	0.784	0.144	Valid
	X1.2	0.692	0.144	Valid
	X1.3	0.747	0.144	Valid
	X1.4	0.752	0.144	Valid
	X1.5	0.548	0.144	Valid
	X1.6	0.752	0.144	Valid
	X1.7	0.725	0.144	Valid
	X1.8	0.711	0.144	Valid
	X1.9	0.721	0.144	Valid
	X1.10	0.721	0.144	Valid
Perceived Usefulness	X2.1	0.645	0.144	Valid
	X2.2	0.763	0.144	Valid
	X2.3	0.676	0.144	Valid
	X2.4	0.744	0.144	Valid
	X2.5	0.675	0.144	Valid
	X2.6	0.733	0.144	Valid
	X2.7	0.729	0.144	Valid
	X2.8	0.626	0.144	Valid
	X2.9	0.719	0.144	Valid
	X2.10	0.712	0.144	Valid
E-Purchase Intention	Y.1	0.801	0.144	Valid
	Y.2	0.874	0.144	Valid
	Y.3	0.826	0.144	Valid
	Y.4	0.758	0.144	Valid
	Y.5	0.517	0.144	Valid
	Y.6	0.798	0.144	Valid

Source: Data analyzed using SPSS (2025)

The validity test is employed to assess the adequacy of the distributed questionnaire. The determination of instrument validity is based on the significance value or P-value. If the analysis produces a value of < 0.05 , the instrument is considered valid. Conversely, if the value is ≥ 0.05 , the instrument is deemed invalid. Table 1 demonstrates that the P-values of all research instruments meet the established validity criteria.

Table 2. the results of the Reability test

Variables	Cronbach' Alpha	Notes
Perceived Reputation (X1)	0.893	Reliable
Perceived Usefulness(X2)	0.884	Reliabel
E-Purchase Intenton (Y)	0.863	Reliabel

Source: Processed Data (2025)

The reliability test is conducted to determine whether the instrument is capable of producing consistent results in measuring the variables under investigation. Based on Table 2, all variables exhibit Cronbach’s alpha values above 0.60. Therefore, it can be concluded that the questionnaire demonstrates adequate reliability and is suitable to be used as a research instrument.

4.1 Classical Assumption Test

Classical assumption testing constitutes a series of procedures conducted to ensure that the linear regression model satisfies the fundamental statistical assumptions, thereby allowing the analytical results to be interpreted accurately. In this study, the researcher employed three types of classical assumption tests, namely the normality test, the multicollinearity test, and the heteroscedasticity test.

Table 3. Kolmogorov–Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	0.35044136
Asymp. Sig. (2-tailed)		.200c,d

Source: Primary Data analyzed using SPSS (2025)

The normality of the data can be assessed using the non-parametric Kolmogorov–Smirnov statistical method with a significance level of 5%. If the test results indicate a significance value greater than 0.05, the data are considered to follow a normal distribution. Based on Table 3, the significance value obtained is 0.200, which exceeds the 0.05 threshold. Therefore, it can be concluded that the data used in this study are normally distributed.

The multicollinearity test is intended to detect the presence of correlation or interdependence among the independent variables within the regression model. This assessment employs the Variance Inflation Factor (VIF) statistical measure, where tolerance values greater than 0.10 and VIF values less than 10 indicate that multicollinearity is not present.

Table 4. Multicollinearity Test Results

	Collinearity Statistics	
	Tolerance	VIF
Perceived Reputation	0.730	1.370
Perceived Usefulness	0.440	2.273

a. Dependent Variable: E Purchase Intention

Source: Primary Data analyzed using SPSS (2025)

Based on Table 4, the Variance Inflation Factor (VIF) values for all independent variables are below the threshold of 10, and the corresponding tolerance values exceed 0.10. These results indicate that the model is free from multicollinearity issues.

The heteroscedasticity test is employed to determine whether variations in the residuals arise due to the magnitude of any independent variable. In this study, the predicted values of the dependent variable (ZPRED) and their residuals (SRESID) were examined using the Glejser Test with the assistance of the SPSS software at a 0.05 significance level.

Tabel 5. Heteroscedasticity Test Results

	t	Sig.
Perceived Reputation	0.832	0.407
Perceived Usefulness	0.133	0.895

a. Dependent Variable: Abs_RES1

Source: Primary Data analyzed using SPSS (2025)

The results presented in Table 5 indicate that the significance value for Perceived Reputation is 0.407 (> 0.05), and the significance value for Perceived Usefulness is 0.895 (> 0.05). Accordingly, it can be concluded that the data in this study do not exhibit any symptoms of heteroscedasticity.

4.2 Research Hypothesis Testing

Hypothesis testing is a critical process in quantitative research, utilizing statistical procedures to analyze data and derive scientific conclusions. The results of hypothesis testing determine whether a hypothesis is accepted or rejected and provide direction for subsequent research. In this study, three different statistical tests were employed: the t-test, the F-test, and the coefficient of determination.

Table 6. T-test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Perceived Reputation	0.398	0.035	0.499	11.412	0.000
Perceived Usefulness	0.232	0.016	0.620	14.172	0.000

a. Dependent Variable: E Purchase Intention

Source: Primary Data analyzed using SPSS (2025)

The t-test is employed to examine the partial effect of the independent variables perceived reputation (X1) and perceived usefulness (X2) on the dependent variable, e-purchase intention (Y). The decision criterion is based on a significance value of < 0.05 , indicating that the independent variables exert a significant influence on the dependent variable. Conversely, a significance value > 0.05 signifies that the variables do not have a significant effect. This conclusion is further supported by the t-statistic. If the calculated

t-value exceeds the critical t-table value ($t_{\text{calculated}} > t_{\text{table}}$) or falls below the negative critical threshold ($-t_{\text{calculated}} < -t_{\text{table}}$), the tested variable is considered to have a significant effect, and vice versa. The t-table value is obtained using the formula: $t_{\text{table}} = \alpha/2 ; n - k - 1 = 0.5/2 ; 130 - 3 - 1 = 0.25 ; 126 = 2.098$.

Based on Table 6, the hypothesis testing results demonstrate that both perceived reputation (X1) and perceived usefulness (X2) exert significant effects on e-purchase intention. The perceived reputation variable shows a t-value of 11.412, indicating that $t_{\text{calculated}}$ exceeds t_{table} ($11.412 > 2.098$), with a significance value of 0.000 (< 0.05). These results confirm that H1 is accepted, meaning perceived reputation significantly influences consumers' intention to make online purchases. Similarly, the perceived usefulness variable produces a t-value of 14.127, also surpassing the critical threshold ($14.127 > 2.098$), with a significance value of 0.000 (< 0.05). Consequently, H2 is accepted, indicating that perceived usefulness also has a significant positive effect on e-purchase intention. Collectively, these findings reinforce the conclusion that both perceived reputation and perceived usefulness play essential roles in shaping consumers' behavioral intentions within digital purchasing contexts.

The simultaneous test (F-test) is employed to determine the extent to which the independent variables—perceived reputation (X1) and perceived usefulness (X2)—collectively influence the dependent variable, e-purchase intention (Y). If the calculated F-value exceeds the critical F-table value ($F_{\text{calculated}} > F_{\text{table}}$) or if the significance value (p-value) is less than 0.05, it can be concluded that the independent variables jointly exert a significant effect on the dependent variable. The F-table value is obtained using the formula: $F_{\text{table}} = (k ; n - k) = 3 ; 130 - 3 = 3 ; 127 = 3.910$.

Tabel 7. Hasil Uji F (Anova)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	734.252	2	367.126	210.956	.000b
Residual	221.017	127	1.740		
Total	955.269	129			

a. Dependent Variable: E-purchase Intention

b. Predictors: (Constant), Perceived Reputation, Perceived usefulness

Source: Primary Data analyzed using SPSS (2025)

Based on Table 7, the significance value for the simultaneous effect of perceived reputation (X1) and perceived usefulness (X2) on e-purchase intention (Y) is 0.000 (< 0.05), and the calculated F-value of 210.956 exceeds the critical F-table value of 3.910. Therefore, H3 is accepted, indicating that perceived reputation and perceived usefulness jointly exert a positive and significant influence on e-purchase intention. Referring to the results of the t-test and F-test presented in Tables 6 and 7, it can be concluded that the independent variables exert significant effects on the dependent variable, both simultaneously and partially.

The coefficient of determination test is conducted to assess the extent to which perceived reputation and perceived usefulness influence e-purchase intention among Shopee marketplace users. The R Square (R^2) value represents the proportion of variance in the dependent variable explained by the independent variables; thus, a higher R^2 value indicates a greater explanatory power of the independent variables on e-purchase intention.

Based on Table 8, the coefficient of determination (R^2) is 0.769, indicating that the variables Perceived Reputation and Perceived Usefulness collectively explain 76.9% of the variance in E-Purchase Intention, while the remaining 23.1% is influenced by other variables not included in this study.

Table 8. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877a	0.769	0.765	1.21920

a. Predictors: (Constant), Perceived Reputation, Perceived Usefulness

Source: Primary Data analyzed using SPSS (2025)

5. Discussion

The results indicate that perceived reputation has a significant and positive effect on e-purchase intention, confirming H1. This finding suggests that when consumers perceive an online platform or brand as reputable—credible, trustworthy, and responsible—they are more inclined to engage in online purchasing. This aligns with prior research showing that corporate reputation reduces perceived risk and uncertainty, thereby fostering greater willingness to transact in digital environments (Pavlou, 2003; Helm, 2009). A strong perceived reputation serves as a heuristic cue that signals reliability in terms of product quality, data security, and post-purchase service, which is particularly critical in contexts where consumers cannot directly inspect goods or interact face-to-face with sellers. Empirical studies have similarly found that reputation enhances trust and, in turn, positively influences online purchase intentions across various sectors, including e-commerce, online banking, and digital services (Bianchi et al., 2019; Burlea-Schiopoiu et al., 2021). These convergent findings reinforce the view that perceived reputation is a strategic intangible asset that not only shapes consumer evaluations but also drives behavioral outcomes in the form of higher e-purchase intention.

The empirical evidence also demonstrates that perceived usefulness significantly predicts e-purchase intention, supporting H2. This result is consistent with the Technology Acceptance Model (TAM), which posits perceived usefulness as a primary determinant of behavioral intention to use a system or technology (Davis, 1989). When consumers believe that using a particular online platform or digital channel will make their purchasing activities more efficient, convenient, and beneficial—such as saving time, simplifying comparison, or offering better information—they are more likely to proceed with online transactions. Recent studies confirm that perceived usefulness has a robust effect on online purchase intention in various digital contexts, including mobile commerce, e-banking, and e-learning (Martins et al., 2022; Kim & Lee, 2023). Furthermore, perceived usefulness often operates in tandem with perceived ease of use and perceived value, strengthening both satisfaction and loyalty over time (Nguyen et al., 2023). The significant coefficients of both perceived reputation and perceived usefulness in this study suggest that consumers' e-purchase intention is simultaneously shaped by their cognitive evaluation of functional benefits (usefulness) and their affective-cognitive assessment of the provider's credibility (reputation). Thus, the findings underscore that effective digital strategies must integrate reputational signaling (e.g., reviews, certifications, brand image) with functional value creation (e.g., usability, features,

efficiency) to meaningfully enhance e-purchase intention in an increasingly competitive online marketplace.

6. Conclusion

This study concludes that both perceived reputation and perceived usefulness play critical roles in shaping consumers' e-purchase intention. The significant influence of perceived reputation demonstrates that consumers are more willing to engage in online transactions when they perceive a platform or brand as credible, trustworthy, and reliable. A positive reputation reduces perceived risk and uncertainty, thereby enhancing confidence in purchasing decisions within digital environments. Similarly, the strong effect of perceived usefulness confirms the foundational assumptions of the Technology Acceptance Model (TAM), indicating that consumers are more inclined to engage in online purchasing when they believe that digital platforms provide practical benefits, improve efficiency, and facilitate a more convenient shopping experience. Together, these findings highlight that e-purchase intention emerges from the combined impact of functional evaluations (usefulness) and affective–cognitive assessments (reputation). Consequently, businesses operating in digital marketplaces must simultaneously enhance the perceived functional value of their platforms and maintain a positive reputational image to effectively strengthen consumer purchase intentions. Future studies may integrate additional variables—such as trust, perceived risk, satisfaction, and social influence—to further enrich the understanding of consumer behavior in online purchasing contexts.

7. Theoretical and practical implication

The findings of this study provide meaningful contributions to the theoretical discourse on digital consumer behavior by reinforcing the importance of perceived reputation and perceived usefulness as key determinants of e-purchase intention. The significant effect of perceived reputation extends existing models of online consumer decision-making by demonstrating that reputational cues serve not only as signals of credibility but also as cognitive–affective mechanisms that reduce uncertainty in digital transactions. This contributes to the literature by integrating reputational theory with behavioral intention models, especially within contexts where physical product evaluation is limited. Furthermore, the validation of perceived usefulness as a strong predictor supports and extends the Technology Acceptance Model (TAM), confirming its relevance in contemporary digital ecosystems characterized by rapid technological innovation. Together, these findings enrich theoretical frameworks by highlighting that e-purchase intention is shaped by an interplay of functional assessments and trust-based perceptions, suggesting the need for future models to incorporate both utilitarian and psychological factors.

From a managerial perspective, the results underscore the critical importance for digital businesses to strengthen both their reputational standing and the perceived usefulness of their platforms. Companies must actively manage their online reputation through transparent communication, consistent service quality, credible customer reviews, and effective issue resolution to foster trust and reduce perceived risk among consumers. Enhancing perceived usefulness requires improving platform usability, interface design, transactional reliability, and value-added features that enhance the overall consumer experience. Businesses should also invest in personalization

technologies, customer support responsiveness, and user-centric innovations to create tangible functional benefits that motivate online purchase behavior. By strategically enhancing these two dimensions, organizations can significantly boost consumer confidence, drive higher online engagement, and strengthen competitive advantage in increasingly crowded digital marketplaces.

8. Limitations and suggestions for further research

Although this study provides important insights into the determinants of e-purchase intention, several limitations should be acknowledged. First, the research relies on self-reported data, which may be subject to response bias and may not fully capture actual purchasing behavior. Second, the study focuses on a specific set of predictors—perceived reputation and perceived usefulness—while excluding other relevant variables such as trust, perceived risk, satisfaction, or social influence, which may also significantly affect e-purchase intention. Third, the cross-sectional design limits the ability to infer causal relationships, as consumer perceptions and behaviors may change over time along with technological advancements and market dynamics. Additionally, the study may not fully represent broader consumer populations if the sample is concentrated within a specific region, demographic segment, or type of digital platform. These limitations suggest caution in generalizing the findings across different cultural, technological, or industry contexts.

Future studies are encouraged to incorporate additional psychological, technological, and social variables—such as trust, perceived ease of use, perceived risk, customer satisfaction, and electronic word of mouth—to develop a more comprehensive model of e-purchase intention. Longitudinal research designs may also be employed to examine how consumer perceptions evolve over time and how shifts in digital platform features influence purchasing intentions. Comparative studies across different industries (e-commerce, fintech, travel, education, and digital entertainment) or across cultural settings may offer deeper insights into contextual variations in consumer behavior. Furthermore, integrating behavioral data such as actual purchase records or digital trace data could enhance the robustness of findings by reducing reliance on self-reported measures. Finally, future research may explore the moderating effects of demographic factors, digital literacy, or platform type to provide a more nuanced understanding of how different consumer segments form e-purchase intentions within dynamic digital ecosystems.

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