


PERCEIVED EASE OF USE, USEFULNESS, AND SOCIAL INFLUENCE AS DETERMINANTS OF CONSUMER PURCHASE INTENTION

Cahyani Kurniastuti¹ , Ismayudin Yuliyzar², Putra Pratama³, Eko Sulistio⁴

¹ Department of Management, Universitas Muhammadiyah Tangerang, Indonesia

² Department of Management, Universitas Muhammadiyah Tangerang, Indonesia

³ Department of Management, Universitas Muhammadiyah Tangerang, Indonesia

 cahyani@umt.ac.id

Abstract

This study investigates the influence of perceived ease of use, perceived usefulness, and social influence on consumers' behavioral intention to purchase Nike footwear, with a focus on users based in Lippo Karawaci, Tangerang. A quantitative research design was employed using a structured questionnaire administered to 100 respondents who had previously purchased or used Nike shoes. The results indicate that all three independent variables exert a significant and positive effect on behavioral intention, with social influence emerging as the strongest predictor. The proposed model explains 92.5 percent of the variance in consumer purchase intention, demonstrating substantial explanatory power. These findings highlight the pivotal role of social dynamics such as peer influence and brand related social identity in shaping consumer decision-making in the global sportswear market. The study contributes theoretically by extending the application of the Technology Acceptance Model (TAM) to a non-digital product context, and practically by offering actionable insights for lifestyle brand marketing strategies, particularly in relation to influencer engagement and brand community development.

Keywords: *perceived ease of use; perceived usefulness; social influence; behavioral intention*

PERCEIVED EASE OF USE, USEFULNESS, AND SOCIAL INFLUENCE SEBAGAI PENENTU NIAT PEMBELIAN KONSUMEN

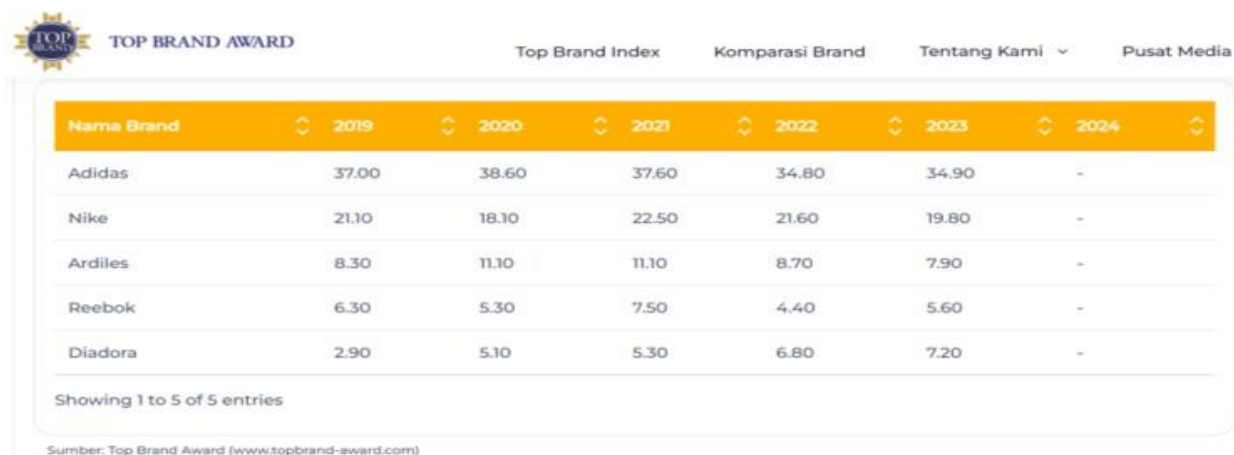
Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perceived ease of use, perceived usefulness, social influence terhadap behavioral intention to use (studi pada konsumen sepatu nike cabang Lippo Karawaci Kota Tangerang). Sampel penelitian ini adalah 100 responden masyarakat yang pernah menggunakan sepatu nike minimal satu kali penggunaan. Metode yang digunakan adalah metode kuantitatif. Pengumpulan data primer diperoleh dari penyebaran kuesioner dan data sekunder diperoleh dari ulasan konsumen pengguna sepatu nike di Kota Tangerang. Hasil menunjukkan bahwa ketiga variabel independen tersebut memberikan pengaruh yang signifikan dan positif terhadap niat perilaku, dengan pengaruh sosial muncul sebagai prediktor terkuat. Model yang diajukan menjelaskan 92,5 persen varians dalam niat pembelian konsumen, menunjukkan daya penjabar yang substansial. Temuan ini menyoroti peran penting dinamika sosial seperti pengaruh teman sebaya dan identitas sosial terkait merek dalam membentuk pengambilan keputusan konsumen di pasar pakaian olahraga global. Studi ini berkontribusi secara teoritis dengan memperluas penerapan Model Penerimaan Teknologi (TAM) ke konteks produk non-digital, dan secara praktis dengan menawarkan wawasan yang dapat ditindaklanjuti untuk strategi pemasaran merek gaya hidup, khususnya terkait dengan keterlibatan influencer dan pengembangan komunitas merek.

Kata kunci: kemudahan penggunaan yang dirasakan; kegunaan yang dirasakan; pengaruh sosial; niat perilaku

1. Introduction

Nike was originally called Blue Ribbon Sports from 1964 to 1978. The company, headquartered in Beaverton, Oregon, USA, was founded in 1964 by University of Oregon track and field coach Bill Bowerman and his former student Phil Knight. They opened their first retail outlet in 1966 and launched Nike brand shoes in 1972. Then, the company changed its name to Nike in 1978 and went public two years later. By the early 21st century, Nike had retail outlets and distributors in more than 170 countries. Technological development has significantly transformed consumer behavior, including in the fashion and sportswear industry. Nike, one of the world's leading sportswear brands, faces fluctuating brand performance in Indonesia as shown in the Top Brand Index from 2019 to 2024.



Nama Brand	2019	2020	2021	2022	2023	2024
Adidas	37.00	38.60	37.60	34.80	34.90	-
Nike	21.10	18.10	22.50	21.60	19.80	-
Ardiles	8.30	11.10	11.10	8.70	7.90	-
Reebok	6.30	5.30	7.50	4.40	5.60	-
Diadora	2.90	5.10	5.30	6.80	7.20	-

Showing 1 to 5 of 5 entries

Sumber: Top Brand Award (www.topbrand-award.com)

Source: Data Top Brand Indeks.com

Picture 1. Top Brand Index Data for Sports Shoes Sub Category.

According to data obtained from the Top Brand Comparison Index from 2019 to 2023, Nike shoes are in second place after Adidas shoes with very high results even though they experience inflation or ups and downs every year. As seen, the Nike sports shoe brand in 2019 was 21.10%, then in 2020 it decreased by 0.17% to 18.10%. In 2021 it increased again by 0.22% to 22.50%, then in 2022 it experienced a significant decrease of 0.17% to 21.60% and in 2023 it decreased again by 0.17% to 19.80%. Therefore, Nike shoes have decreased for approximately 2 years. This indicates that there is a problem experienced by the company when selling Nike shoes, so it can be seen that a person's intention or interest in reusing from consumers is very influential in choosing quality casual shoes. With increasing competition and changing consumer preferences, it is crucial to investigate the factors that influence consumers' behavioral intention to use Nike products. This study focuses on perceived ease of use, perceived usefulness, and social influence as predictors of behavioral intention.

Recent studies have strengthened the relevance of these constructs in marketing and digital adoption contexts. Rodrigues et al. (2024) found that perceived usefulness and perceived ease of use significantly influence brand attitude and user engagement within Nike Run Club's gamification features. Perdana and Roostika (2023) revealed that user-generated

content on social media positively impacts brand equity and purchase intention toward Nike products. Furthermore, gamified experiences have been proven to enhance customer engagement and loyalty (Kim et al., 2023). In the context of social influence, González et al. (2024) demonstrated that influencer credibility on TikTok plays a vital role in shaping consumer trust and purchase intention. Sharkasi and Rezakhah (2023) further identified the role of parasocial relationships and brand-fit perception in mediating the effect of influencer marketing on consumer behavior. Research conducted by Pamuji et al., (2023) found a partial and significant influence between the variable perceived ease of use on the variable behavioral intention. There is a partial and significant influence between the variable perceived credibility on the variable behavioral intention to use. There is a simultaneous or joint influence between the variables perceived ease of use and perceived credibility on the variable behavioral intention to use. Research conducted by Febbyola et al., (2023) Perceived ease of use has no significant effect on behavioral intention to use. Perceived enjoyment has a significant effect on behavioral intention to use. With increasing competition and changing consumer preferences, it is crucial to investigate the factors that influence consumers' behavioral intention to use Nike products. This study focuses on perceived ease of use, perceived usefulness, and social influence as predictors of behavioral intention.

Although previous research has explored behavioral intention using the Technology Acceptance Model (TAM), this study offers several novel contributions. First, it examines the behavioral intention to use a global brand product (Nike) within a localized consumer context Lippo Karawaci, Tangerang which remains underexplored in Indonesian consumer behavior literature. Second, while TAM is traditionally applied in digital technology adoption, this study incorporates social influence as a core predictor in a non digital consumer product setting, offering a fresh perspective on its relevance beyond technology. Third, this research connects consumer intention with recent brand performance dynamics (2019–2024), providing actionable insights for marketing strategies. Thus, this study contributes theoretically to the expansion of TAM into physical product settings and practically to strategic marketing practices that leverage user perception and social networks.

1.1 Originality and Value of the Study

This study offers several important contributions to the literature on consumer purchase intention and behavioral modelling. First, it extends the application of the Technology Acceptance Model (TAM) beyond its conventional use in technology adoption research. While TAM has traditionally been employed to explain users' acceptance of information systems and digital platforms, this study applies its core constructs, perceived ease of use, and perceived usefulness to a physical lifestyle product, namely Nike footwear. In doing so, the findings demonstrate that psychological acceptance factors remain highly relevant in shaping fashion brand consumption behavior. TAM is therefore reconceptualized not merely as a framework for technological system usage, but as a robust explanatory model for consumer brand intention in lifestyle and retail markets.

Second, the study provides empirical evidence that social influence is the strongest determinant of behavioral intention compared to perceived usefulness and perceived ease of use. This suggests that consumer decisions regarding branded sportswear are driven more by peer norms, social identity formation, influencer credibility, and community endorsement than by purely cognitive evaluations of product functionality. The results highlight that consumer intention toward global lifestyle brands is strongly socially constructed—particularly within an urban emerging-market context—thereby advancing current

understanding of the interplay between social and cognitive factors in purchase decision-making.

Third, this research contributes geographically and contextually by focusing on Nike consumers in Tangerang, Indonesia. Much of the existing literature remains concentrated in Western or highly developed economies, whereas this study offers empirical insights from a rapidly developing urban consumer market. The findings therefore enrich cross-cultural marketing literature by demonstrating how global brand dynamics interact with localized consumer perceptions and social influences in Southeast Asia.

Finally, the study presents a behavioral model with exceptionally high explanatory power, accounting for 92.5 percent of the variance in consumer intention. This highlights the strong relevance of integrating cognitive perceptions with social normative pressures when modelling lifestyle purchasing behavior. Collectively, these contributions position the study as a valuable extension of existing theory, offering a hybrid social-cognitive perspective for understanding purchase intention toward global fashion and sportswear brands.

2. Literatur Review

2.1. Behavioral Intention to Use

According to Falah, (2021) the intention to reuse (behavioral intention to use) is a state of a person who has previously received a stimulus from a product that he sees so that an urge or desire arises in him to use the product. According to Mailizar, (2021) behavioral intention to use is a cognitive process of an individual's readiness to carry out certain behaviors and is a direct antecedent of usage behavior. Then, according to Fitrianiingsih and Aini, (2022) The intention to reuse is interpreted as the intention to continuously purchase products and services that occurs when customers are satisfied and have a positive attitude after they purchase and use products and services for the first time. According to Safira et al., (2023) it is a form of consumer desire to use or reuse a particular object.

2.2. Perceived Ease Of Use

According to Nahas et al., (2023) Perceived Ease of Use is the perception of ease of use and expects the new system to be used to be limited from difficulty, this ease will reduce the energy, thoughts and time used to learn and use the information system. According to Astiti et al., (2023) Perceived Ease of Use is the reason for action, simplifying beliefs that influence attitudes such as perceived ease of use. Then according to Bustami et al., (2023) Perceived Ease Of Use is the extent to which a person believes that using a particular system will be easy to do. Perceived Ease of Use is defined as the public's belief that using the right system can facilitate understanding (Kurniawan et al., 2021).

2.3. Perceived Usefulness

According to Darista and Mujilan (2021), perceived usefulness is the extent to which a person's level of trust that using a technology can improve performance in the work being done. According to Herman and Hambalah, (2023), perceived usefulness is defined as the perceived usefulness when using a technology that can improve the user's work. In other words, perceived usefulness is a useful benefit of a technology for users. Then perceived usefulness is interpreted as the extent to which system users are able to improve work performance. Perceived usefulness is divided into three groups, namely productivity and time savings, effectiveness, and the importance of using the system to help with a job (Aisyah and Ardiniingsih, 2022). Perceived usefulness is how individuals feel that a system can provide

benefits to its users. Perceived usefulness explains how a system can provide benefits to its users in using a system (Permana and Rosiana, 2022).

2.4. Social Influence

According to Hunde et al., (2023) social influence or social influence is the extent to which students assume that others will encourage them to use e-learning technology. According to Agustin and Kurniawati, (2021) this social influence is defined as a combination of the identities of members of a particular group, which facilitates them to produce socially validated knowledge, to share beliefs about points of view, to have certain ways of thinking, and to do real work that is considered appropriate and objective. Then, according to Prastio and Rodiah, (2021), consumers will provide information to potential customers by providing comments on the products they receive, thereby creating a social network and this can influence a person's behavioral decisions. Social influence can be measured by reference group factors, family, and role and status (Fauziah and Ashfiasari, 2021).

2.5. State Of The Art

Research on consumer purchase intention has traditionally been anchored in the Technology Acceptance Model (TAM), which posits that perceived ease of use and perceived usefulness are the primary determinants of behavioral intention (Davis, 1989; Venkatesh & Davis, 2000). However, the majority of prior applications of TAM have been concentrated in digital technology adoption contexts—such as mobile banking, e-learning platforms, fintech services, and mobile applications—and within technology-oriented service environments (Venkatesh et al., 2003). Moreover, much of the empirical evidence has been generated from Western or highly developed markets, where consumer decision-making dynamics may differ significantly from those in emerging economies.

At the same time, recent developments in consumer behavior and branding literature emphasize the increasing importance of social and symbolic influences on consumer decision-making. Social influence, peer norms, and interpersonal communication are recognized as key drivers shaping attitudes and behavioral intention (Ajzen, 1991; Solomon, 2017). In lifestyle and sportswear categories, consumers often rely on social identity formation, influencer credibility, and brand symbolism as cues to guide purchase decisions (Escalas & Bettman, 2005; Keller, 2001). These studies suggest that consumers are not merely rational decision-makers evaluating functional product benefits, but also social actors whose purchasing behavior is embedded in cultural and relational meanings.

Despite these advances, a significant research gap remains in the integration of TAM constructs with social influence within the context of physical branded products, rather than digital services—particularly in emerging market settings such as Indonesia. Only a limited number of studies have empirically examined how perceived usefulness, perceived ease of use, and social influence jointly shape behavioral intention toward globally recognized sportswear brands such as Nike.

This study advances existing knowledge by applying TAM to a non-digital, lifestyle consumer product context, while empirically demonstrating the role of social influence as a dominant determinant of purchase intention. Using primary data from Nike footwear users in Tangerang, Indonesia, the study contributes localized empirical evidence from an urban emerging-market consumer segment and links consumer intention to global brand performance dynamics. Accordingly, this research is positioned at the intersection of consumer psychology, social influence theory, and TAM-based behavioral intention research, addressing an underexplored domain within international marketing scholarship.

3. Research Method

This study adopted a quantitative research design using a survey approach to examine the influence of perceived ease of use, perceived usefulness, and social influence on consumer purchase intention toward Nike footwear. The target population consisted of active Nike consumers residing in Tangerang, Indonesia. A total of 100 respondents were obtained using purposive sampling, with eligibility criteria including: (1) having purchased or used Nike footwear within the past 12 months, and (2) being at least 17 years of age. This sampling strategy was considered appropriate to ensure that respondents possessed sufficient product experience and brand familiarity relevant to the study variables.

Primary data were collected through a structured questionnaire distributed directly to respondents. All constructs were measured using multi-item indicators adapted from prior validated scales and operationalized on a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” The independent variables included perceived ease of use, perceived usefulness, and social influence, while purchase intention served as the dependent variable.

Data analysis was conducted using SPSS version 25. Preliminary analyses included data screening, descriptive statistics, and reliability testing using Cronbach’s alpha to assess internal consistency. Inferential analysis was then performed using simple and multiple linear regression techniques to evaluate the strength and significance of relationships between the independent variables and consumer purchase intention. This analytical approach enabled the empirical testing of the proposed research model and hypotheses.

4. Result And Discussion

The regression coefficient for the Perceived Ease of Use (X1) variable is 0.857. This means that for every 1-unit increase in Perceived Ease of Use, the value of Behavioral Intention to Use (Y) will increase by 0.857 units, assuming that all other variables in the model remain constant.

In addition, the regression equation includes a constant (intercept) value of 4.698. This constant indicates that when the value of Perceived Ease of Use is equal to 0, the initial value of Behavioral Intention to Use is already 4.698. Therefore, when there is a 1-unit increase in Perceived Ease of Use, the value of Behavioral Intention to Use can be calculated as follows:

$$4.698 \text{ (constant)} + 0.857 \text{ (increase due to Perceived Ease of Use)} = 5.555.$$

This means that if Perceived Ease of Use increases by one level, Behavioral Intention to Use is estimated to increase to 5.555. In other words, the higher the perceived ease of use felt by consumers, the higher their intention to use the product or service.

Table.1 Perceived Ease Of Use on Behavioral Intention To Use

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,698	1,932		2,432	0,017
	Perceived Ease Of Use	0,857	0,047	0,880	18,348	0,000

a. Dependent Variable: Behavioral Intention To Use

The regression coefficient for the Perceived Usefulness (X2) variable is 0.571. This means that for every 1-unit increase in Perceived Usefulness, the value of Behavioral Intention to Use (Y) will increase by 0.571 units, assuming that all other variables in the model remain constant.

In addition, the regression equation contains a constant (intercept) value of 14.090. This constant indicates that when the value of Perceived Usefulness is equal to 0, the initial value of Behavioral Intention to Use is already 14.090. Therefore, when there is a 1-unit increase in Perceived Usefulness, the value of Behavioral Intention to Use can be calculated as follows:

$$14.090 \text{ (constant)} + 0.571 \text{ (increase due to Perceived Usefulness)} = 14.661$$

This means that if Perceived Usefulness increases by one level, Behavioral Intention to Use is estimated to increase to 14.661. In other words, the more useful consumers perceive the product or system to be, the stronger their intention will be to use it.

Table.2 Perceived Usefulness Against Behavioral Intention To Use

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,090	2,522		5,586	0,000
	Perceived Usefulness	0,571	0,055	0,722	10,318	0,000

The regression coefficient for the Perceived Usefulness (X2) variable is 0.932. This means that for every 1-unit increase in Perceived Usefulness, the value of Behavioral Intention to Use (Y) will increase by 0.932 units, assuming that all other variables in the model remain constant.

In addition, the regression equation includes a constant (intercept) value of 1.903. This constant indicates that when the value of Perceived Usefulness is equal to 0, the initial value of Behavioral Intention to Use is already 1.903. Therefore, when there is a 1-unit increase in Perceived Usefulness, the value of Behavioral Intention to Use can be calculated as follows:

$$1.903 \text{ (constant)} + 0.932 \text{ (increase due to Perceived Usefulness)} = 2.835$$

This means that if Perceived Usefulness increases by one level, Behavioral Intention to Use is estimated to increase to 2.835. In other words, the greater the perceived usefulness of the product or system, the stronger the consumer's intention to use it.

Table.3 Social Influence on Behavioral Intention To Use

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,903	1,521		1,251	0,214
	Social Influence	0,932	0,037	0,931	25,157	0,000

Perceived Ease of Use has a significant positive effect on Behavioral Intention to Use, as indicated by the t-value of 4.627, which is greater than the critical t-value of 1.984. This

means that the easier a system or product is perceived to use, the more likely consumers are to develop an intention to use it. Likewise, Perceived Usefulness also shows a significant positive influence on Behavioral Intention to Use, with a t-value of 2.519 > 1.984, indicating that when users perceive the system as useful, their intention to use it increases.

Among all the variables, Social Influence has the strongest impact**, as shown by its very high t-value of 14.173, which far exceeds the critical value of 1.984. This suggests that encouragement, opinions, or pressure from others play a dominant role in shaping users' intentions to use the system.

The overall regression model is statistically significant, as reflected in the F-statistic of 408.06, which is higher than the critical F-value of 2.69. Furthermore, the model explains 92.5% of the variation in Behavioral Intention to Use ($R^2 = 0.925$), indicating an excellent level of explanatory power.

The regression equation obtained from the analysis is:

$$Y = -1.633 + 0.275X_1 + 0.093X_2 + 0.639X_3$$

This means that Behavioral Intention to Use (Y) is influenced positively by Perceived Ease of Use (X1), Perceived Usefulness (X2), and Social Influence (X3), with Social Influence contributing the largest coefficient among the three predictors. Overall, the findings highlight that social factors, perceived usefulness, and ease of use collectively and significantly shape consumers' behavioral intention to adopt the system.

Table. 4 Multiple Linear Regression Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-1,633	1,203		-1,358	0,178
	Perceived Ease Of Use	0,275	0,059	0,282	4,627	0,000
	Perceived Usefulness	0,093	0,037	0,117	2,519	0,013
	Social Influence	0,639	0,045	0,639	14,173	0,000

a. The Influence of Perceived Ease of Use on Behavioral Intention to Use

The results show that Perceived Ease of Use has a significant and positive effect on Behavioral Intention to Use ($\beta = 0.282$; $t = 4.627$). This finding is consistent with the core assumptions of the Technology Acceptance Model (TAM) developed by Davis (1989), which posits that the easier a system or product is to use, the greater an individual's intention to adopt it. In the context of Nike shoes, perceived ease of use not only relates to the comfort and flexibility of the product itself, but also to the ease of accessing purchase channels and obtaining product information. These results further reinforce the findings of previous research by Astiti et al. (2023) and Bustami et al. (2021), which demonstrated that ease of use can lower both cognitive and emotional barriers in the consumer decision-making process, thereby increasing users' willingness to adopt and use a product.

b. The Influence of Perceived Usefulness on Behavioral Intention to Use

Perceived usefulness also demonstrates a significant positive effect on intention to use ($\beta = 0.117$; $t = 2.519$). This confirms TAM's assumption that the perceived functional benefits of a product such as performance enhancement, comfort, and efficiency drive usage behavior.

The result is in line with findings by Herman and Hambalah (2023), who assert that the more useful a product is perceived to be, the greater the consumer's likelihood of continued use.

This implies that consumers decide to adopt and continue using Nike shoes not merely because they like the brand, but because they believe the product contributes to improving their daily activities—such as sports performance, physical comfort, and mobility efficiency. When consumers perceive strong functional value, they are more confident that their purchase decision is rational and beneficial. This perception strengthens their behavioral intention to use the product consistently over time. Thus, Nike's ability to communicate and deliver real functional benefits becomes a key determinant of sustained consumer acceptance and loyalty.

c. The Influence of Social Influence on Behavioral Intention to Use

Social influence emerged as the most influential factor in the model ($\beta = 0.639$; $t = 14.173$). This underscores the powerful role of peer recommendations, social circles, and influencer credibility in shaping consumer behavior. The extended TAM proposed by Venkatesh and Davis (2000) incorporates subjective norms as predictors, especially relevant for visible and lifestyle-related products. This is consistent with González et al. (2024), who found that influencer trustworthiness on platforms like TikTok significantly affects purchase intention. The findings also align with social identity theory and symbolic consumption, emphasizing the role of products in expressing group affiliation and personal identity.

These results imply that consumers' intention to use Nike shoes is strongly shaped by the opinions and behaviors of people within their social environment. When individuals observe influencers, friends, or admired communities endorsing or using Nike products, they tend to internalize these signals as validation of brand credibility, desirability, and social acceptance. In this way, Nike shoes function not only as performance footwear but also as symbolic markers of lifestyle, identity, and social status. Therefore, social dynamics rather than purely functional or individual evaluations play a decisive role in strengthening consumer intention to continue using the brand.

d. The Influence of Perceived Ease of Use, Perceived Usefulness, and Social Influence on Behavioral Intention To Use

The results of this study are in line with the results of research from Jaya, et al., (2020) entitled the influence of social influence and personal innovativeness on perceived usefulness through behavioral intention of Traveloka users (Case Study: UST Yogyakarta Students) which states that the results of the study indicate that the social influence variable has a positive and significant effect on behavioral intention to use.

These results suggest that improving user-friendliness, enhancing perceived value, and leveraging social influence are key to increasing consumer intention to use Nike shoes.

Relevance of TAM in a Non-Digital Product Context This study broadens the application of TAM beyond digital technologies to include physical lifestyle products. The incorporation of social influence into the model strengthens its explanatory power in a fashion and sportswear context. These results support Rodrigues et al. (2024), who showed that psychological perceptions of consumers are equally relevant for non-tech products in understanding adoption behavior.

These regression results highlight that all three independent variables, perceived ease of use, perceived usefulness, and social influence, significantly and positively influence

consumers' behavioral intention to use Nike shoes. Notably, the social influence variable ($\beta = 0.639$; $t = 14.173$) exhibits the strongest effect among the three. This finding indicates that social dynamics, such as peer influence, online community endorsement, and influencer marketing, play a more decisive role than individual cognitive evaluations like usefulness or ease of use.

This reflects a broader shift in consumer behavior, especially in urban areas like Tangerang, where consumer choices are increasingly shaped by social validation and identity signaling, rather than purely rational assessments of product functionality. While perceived ease of use ($\beta = 0.282$) and perceived usefulness ($\beta = 0.117$) remain statistically significant, their lower influence suggests that Nike shoes as lifestyle products are evaluated more for their symbolic and social value than for functional ease or performance enhancement.

Interestingly, the model's R-squared value of 92.5% is remarkably high, indicating that the three variables explain most of the variance in behavioral intention. However, such a high R^2 in behavioral research also suggests the potential presence of shared variance or multicollinearity, which should be explored in future studies. Researchers might consider integrating moderating variables such as brand loyalty, consumer innovativeness, or digital media exposure to capture more nuanced behavioral patterns.

From a managerial perspective, these findings recommend that Nike and similar brands focus on strengthening their social branding strategy, including the use of credible influencers, social media storytelling, and peer-generated content. Rather than emphasizing product specifications alone, companies should build compelling social narratives around their brand to enhance consumer engagement and loyalty.

5. Conclusion

This study concludes that perceived ease of use, perceived usefulness, and social influence significantly influence the behavioral intention to use Nike shoes among consumers in Tangerang. Among the three variables, social influence has the most dominant impact, indicating that peer recommendations, social media, and influencer endorsements play a critical role in shaping consumer intention.

From a strategic perspective, this implies that Nike and similar lifestyle brands should prioritize social engagement and brand community building as core marketing strategies. Collaborations with micro-influencers, the use of user-generated content, and campaigns that reinforce social identity through brand usage can be effective in strengthening consumer intention.

In addition, while ease of use and usefulness remain significant, marketers should frame these attributes in ways that align with consumer lifestyles and emotional value, rather than technical explanations. This includes highlighting comfort, versatility, or product fit in relatable social contexts.

Furthermore, product development teams should consider not only technical improvements, such as better grip and durability, but also incorporate design elements that reflect current trends and enable consumers to express their personal or group identity.

Ultimately, this study contributes to a deeper understanding of how psychosocial factors drive consumer behavior in fashion and sportswear sectors, and provides practical recommendations for aligning marketing and product strategies with modern consumer expectations.

Limitations

This study is subject to several limitations that should be acknowledged. First, the sample size is limited to 100 respondents, all of whom are located in Lippo Karawaci, Tangerang. This geographic and demographic constraint may limit the generalizability of the findings to broader populations or other urban centers in Indonesia. Second, the data were collected using a cross-sectional survey method, which captures consumer intention at a single point in time and does not account for changes in perception or behavior over time. Third, the study exclusively focuses on Nike as a single brand, which may not fully reflect consumer behavior toward other lifestyle or sportswear brands with different brand positioning or market strategies. Additionally, potential moderating variables—such as brand loyalty, digital engagement, or peer group identity—were not included in the model and may influence the strength of the relationships observed.

Future Research Directions

Future research can expand on this study by addressing its limitations. First, researchers are encouraged to use larger and more diverse samples that include respondents from different cities and socioeconomic backgrounds to enhance generalizability. Second, longitudinal studies could be conducted to observe changes in behavioral intention over time, particularly in response to marketing campaigns, product innovations, or social trends. Third, future studies may compare different brands (e.g., Adidas, Reebok, Puma) to identify brand-specific drivers of consumer behavior. In addition, incorporating moderating or mediating variables such as brand loyalty, perceived enjoyment, digital media usage, or personality traits may offer deeper insights into consumer intention formation. Finally, the use of mixed-method approaches that integrate qualitative insights could enrich the understanding of consumer motivations beyond statistical patterns.

Theoretical Contribution

This research contributes to the theoretical advancement of the Technology Acceptance Model (TAM) by applying it in the context of non-digital, lifestyle-oriented consumer products. While TAM is traditionally utilized in information systems and technology adoption research, this study demonstrates its applicability to physical products such as branded fashion footwear. Furthermore, by integrating social influence as a key variable alongside perceived ease of use and perceived usefulness, this study underscores the increasing relevance of psychosocial factors in consumer behavior. It highlights how consumer intention is not only driven by functional attributes but also by social validation, group identity, and peer endorsement. This extension of TAM into a hybrid model of cognitive-social influence strengthens its relevance in modern marketing contexts where social media and influencer culture play pivotal roles.

Acknowledgment

The author would like to express sincere gratitude to Universitas Muhammadiyah Tangerang for the academic support and research environment that made this study possible. Appreciation is also extended to all respondents who generously contributed their time and insights during the data collection process. Their participation was invaluable in ensuring the quality and completeness of the research findings. The author is likewise grateful to colleagues and reviewers who provided constructive feedback throughout the

development of this manuscript. Any remaining errors are the sole responsibility of the author.

Referensi

- [1] Aisyah, M., & Ardiningsih, T. A. (2022). The influence of risk perception and government support on the intention to use mobile banking: The mediating role of perceived usefulness. *Jurnal Fokus Manajemen Bisnis*, 12(1), 92–105
- [2] Agustin, R., & Kurniawati, K. (2022). The influence of innovation and social influence on commitment and behavioral intention. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 15–37.
- [3] Astiti, N. P. Y., Prayoga, I. M. S., & Imbayani, I. G. A. (2023). Digital transformation through Technology Acceptance Model adoption for SME economic recovery during the COVID-19 pandemic. *Jurnal Aplikasi Manajemen*, 21(1), 153–166.
- [4] Bustami, E., Situngkir, S., Yacob, S., & Octavia, A. (2021). Customers' behavioral intention on mobile banking services in Indonesia. *International Journal of Research in Business and Social Science*, 10(7), 353–362.
- [5] Darista, S. M. R., & Mujilan, M. (2021). The effect of perceived usefulness, ease of use, trust, and risk on the intention to use OVO as an e-money payment tool. *JRMA: Jurnal Riset Manajemen dan Akuntansi*, 9(1), 27–37.
- [6] Falah, M. N. (2021). The effect of perceived ease of use, trust, and risk on the intention to reuse ShopeePay in Malang City during the COVID-19 pandemic. *Jurnal Ilmiah Mahasiswa FEB*, 9(2).
- [7] Fitriyaningsih, Z. Z., & Aini, N. (2022). The effect of ease and experience on the intention to reuse the ShopeePay digital wallet among customers at PT Pegadaian Sidoarjo. *Jurnal Aplikasi Bisnis*, 8(2), 205–210.
- [8] González, M. R., Torres, P., & Nguyen, T. (2024). Influencer credibility and consumer trust: TikTok as a marketplace. *Journal of Interactive Marketing*, 60, 102–117. intention on mobile banking services in Indonesia. *International Journal of Research in Business and Social Science*, 10(7), 353–362.
- [9] Herman, H., & Hambalah, F. (2023). The influence of perceived ease of use, perceived usefulness and sales promotions on impulsive purchases. *Jurnal Industri Kreatif dan Kewirausahaan*, 6(1), 1–11.
- [10] Hunde, M. K., Demsash, A. W., & Walle, A. D. (2023). Behavioral intention to use e-learning and its associated factors among health science students in Mettu University, Southwest Ethiopia: Using modified UTAUT model. *Informatics in Medicine Unlocked*, 36, 101154.
- [11] Jaya, A., Prasetyo, A., & Wulandari, R. (2020). The influence of social influence and personal innovativeness on perceived usefulness through behavioral intention of Traveloka users. *Jurnal Manajemen Indonesia*, 20(3), 213–227.
- [12] Mailizar. (2021). Understanding behavioral intention in online learning adoption. *Journal of Educational Technology*, 18(2), 124–136.
- [13] Nahas, F., Pramana, R., & Subekti, H. (2023). Perceived ease of use and consumer adoption in digital platforms. *Jurnal Teknologi dan Bisnis*, 7(1), 45–56.
- [14] Permana, D., & Rosiana, N. (2022). The influence of perceived usefulness and ease of use on behavioral intention to use accounting software. *Jurnal Akuntansi dan Keuangan*, 13(2), 99–111.
- [15] Prastio, D., & Rodiah, S. (2021). Social media and behavioral intention in consumer decision-making. *Jurnal Komunikasi dan Bisnis*, 5(2), 78–90.
- [16] Rodrigues, F., Sharma, A., & Lee, M. (2024). Gamification in fitness apps: Evidence from Nike Run Club. *Journal of Business Research*, 162, 113220.

- [17] Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.
- [18] Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model. *Management Science*, 46(2), 186–204.
- [19] Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478.



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)
