

The Influence of Perceived Ease of Use, Consumer Trust, and After-Sales Service on Purchase Intention Through Perceived Usefulness (on the Purchase of Epson Brand Projectors)

Zakiatul Nur Safitri, Wulan Purnamasari, Nur Haliza

¹³ Maarif Hasyim Latif University,

² Airlangga University

Corresponding Author e-mail: zakiatul_nur_safitri@student.umaha.ac.id,
wulan_purnamasari@dosen.umaha.ac.id, Wulan.purnamasari-2022@feb.unair.ac.id,
nur_haliza@student.umaha.ac.id

Article History:

Received: 04-09-2026

Revised: 26-09-2026

Accepted: 26-09-2026

Keywords: After-Sales Service,
Consumer Trust, Perceived
Ease of Use, Perceived
Usefulness, Purchase Intention

Abstract: Technological advancements have heightened the demand for projectors in educational, business, and entertainment contexts, necessitating a deeper understanding of the factors shaping consumer purchase intention. This study examines the influence of perceived ease of use, consumer trust, and after-sales service on purchase intention through perceived usefulness among purchasers of Epson brand projectors at CV Intimediata. Employing an explanatory quantitative approach, the research surveyed 96 consumers selected via purposive sampling and the Lemeshow formula. Data were collected using a closed Likert-scale questionnaire (1–5) and analyzed through PLS-SEM with SmartPLS, encompassing outer and inner model evaluations, hypothesis testing, and bootstrapping. Results indicate that perceived ease of use and consumer trust significantly and positively affect perceived usefulness, whereas after-sales service does not. Both after-sales service and perceived usefulness exert significant positive effects on purchase intention, while perceived ease of use and consumer trust do not. Perceived usefulness fails to mediate any of the three antecedent relationships. In conclusion, purchase intention is primarily driven by after-sales service quality and directly perceived product benefits. These findings underscore the importance of robust post-purchase support and clear communication of product utility in marketing strategies for technology-based products.

How to Cite: Zakiatul Nur Safitri, Nur Haliza, Wulan Purnamasari. (2026). The Influence of Perceived Ease of Use, Consumer Trust, and After-Sales Service on Purchase Intention Through Perceived Usefulness (On the Purchase of Epson Brand Projectors). 4(3). pp. 814-826 <https://doi.org/10.61536/escalate.v4i03.829>



<https://doi.org/10.61536/escalate.v4i03.829>

This is an open-access article under the [CC-BY-SA License](https://creativecommons.org/licenses/by-sa/4.0/).



Introduction

Technological developments and digitalization have increased the need for technology products that can support various activities, including education, business, and entertainment. Projectors are one of the devices used to convey information quickly and clearly (Hariyasasti, 2025; Abdurrozaq, M et al., 2025; Nur, 2023). In marketing, consumers consider benefits, ease of use, and trustworthiness before purchasing technology-based products (Sintia & Masnita, 2023).

Competition in the projector industry is increasingly fierce with the presence of various brands such as Epson, Panasonic, Sony, Hitachi, BenQ, Infocus, and Acer (Abdullah & Maulina, 2024). Epson has a strong market position and continues to increase market share, including in Indonesia (Haye, 2021; Azisah Cianas, 2021). This phenomenon is also seen at CV Intimediata Sidoarjo, with Epson projector sales increasing from 79 units in 2020 to 2,075 units in 2025. This condition indicates high consumer interest in Epson projectors.

These high sales need to be examined through factors influencing purchase intention. Ease of use is one factor that can drive purchase intention because consumers tend to choose products that are easy to use (Robaniyah & Kurnianingsih, 2021). Furthermore, consumer trust is also important because consumers consider the benefits and value obtained from the product they purchase (Anwar et al., 2024). Research by Renaldy & Susilowati (2024) also shows that trust has a positive and significant effect on purchase intention by increasing the perception of product benefits.

Besides ease of use and reliability, after-sales service is a key consideration for consumers when purchasing electronic devices. Warranties, repair services, and spare parts availability can reduce perceived risk and increase consumer security (Dwi Prasetyo, 2024). Meanwhile, perceived usefulness relates to the product's benefits in supporting user activities, such as time efficiency, ease of operation, and display quality (Rismaliya & Sugiyanto, 2022). Therefore, these factors need to be examined to explain consumer purchase intention for Epson projectors.

Another problem lies in the limitations of previous research that has not specifically examined Epson projector products at CV Intimediata. Elwisam and Susana Dewi (2021) examined brand image, product quality, product innovation, and promotion of Epson projector purchases, but did not include perceived ease of use, consumer trust, after-sales service, and perceived usefulness as mediating variables. Ashghar & Nurlatifah (2020) examined perceived ease of use, perceived usefulness, risk, and e-trust, but did not include after-sales service in the context of electronic products.

Based on this gap, this study aims to analyze the influence of perceived ease of use, consumer trust, and after-sales service on purchase intention through perceived usefulness in the purchase of Epson projectors at CV Intimediata. This research is important because the increasing need for projectors in education and offices has not been matched by an empirical understanding of the factors that shape consumer purchasing interest. The novelty of this study lies in the combination of perceived ease of use, consumer trust, and after-sales service on purchase intention with perceived usefulness as a mediating variable in Epson projector products.

Research methods

This study uses a quantitative approach with an explanatory research type to explain the causal relationship between variables through hypothesis testing. The study examines the effect of Perceived Ease of Use, Consumer Trust, and After-Sales Service on Purchase Intention with Perceived Usefulness as a mediating variable on the purchase of Epson brand projectors at CV Intimediata. The research framework is based on the Technology Acceptance Model (TAM) which explains the relationship between Perceived Ease of Use and Perceived Usefulness with behavioral intention (Venkatesh & Davis, 2000), while direct and indirect relationships are analyzed using SEM-PLS (Hult, 2021).

The research instrument was a closed questionnaire compiled based on the indicators of each variable and measured using a Likert scale of 1 to 5. Primary data were obtained from consumers who had purchased and used Epson projectors at CV Intimediata, while secondary data came from

internal company documents as well as books, journals, and previous research. Data analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS, which includes descriptive statistics, evaluation of the outer model through convergent validity, discriminant validity, Cronbach's Alpha, and Composite Reliability, as well as evaluation of the inner model through R^2 , effect size (f^2), path coefficient, t-statistic, and p-value. Hypothesis and mediation testing were carried out using bootstrapping, with the acceptance criteria for the hypothesis of t-statistic > 1.96 and p-value < 0.05 .

The study population included all consumers who had purchased Epson brand projectors at CV Intimediata, with an unknown population size (Arikunto, 2018). The study sample consisted of CV Intimediata consumers in East Java and was determined using the Lemeshow formula because the population size was unknown. With a 95% confidence level, a Z value of 1.96, a P of 0.5, and a margin of error of 10%, a minimum sample size of 96 respondents was obtained (Lwanga & Lemeshow, nd; Sugiyono, 2020). The sampling technique used was purposive sampling with the criteria of consumers who had purchased Epson projectors at CV Intimediata at least once, had used the product, were domiciled in East Java, and were 17 years old or older (Bougie & Uma Sekaran, 2019).

The research procedure began with pre-research and literature review to identify the problem, establish objectives, define theories, and develop research variables and hypotheses. Next, the population and sample were determined, and a questionnaire was compiled and distributed to respondents who met the purposive sampling criteria. The collected data were analyzed using SmartPLS through descriptive statistics, outer model evaluation, inner model evaluation, hypothesis testing, and Perceived Usefulness mediation testing. The final stage was carried out by presenting the results and discussion, drawing conclusions, and providing recommendations based on the research findings.

Research results

Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

Information	Amount	Percentage
Woman	55	57.3%
Man	41	42.7%
Total	96	100%

Based on Table 1, the characteristics of respondents based on gender show that the majority of respondents in this study were female, amounting to 55 people with a percentage of 57.3%, while there were 41 male respondents with a percentage of 42.7%.

Table 2 Respondent Characteristics Based on Age

Age	Amount	Percentage
20 years	12	12.5%
21 years	18	18.8%
22 years	27	28.1%
23 years	20	20.8%
24 years old	11	11.5%
≥ 25 Years	8	8.3%
Total	96	100%

Based on Table 2, the characteristics of respondents by age show that the majority of respondents were 22 years old (27 people, representing 28.1%), followed by 20 respondents aged 23 years old (20.8%), and 18 respondents aged 21 years old (18.8%).

Table 3 Respondent Characteristics Based on Domicile

Domicile	Amount	Percentage
Sidoarjo	42	43.8%
Surabaya	25	26.0%
Gresik	10	10.4%
Mojokerto	8	8.3%

Poor	6	6.3%
Other	5	5.2%
Total	96	100%

Based on Table 3, the characteristics of respondents based on domicile show that the majority of respondents came from Sidoarjo (42 people, or 43.8%), followed by 25 respondents from Surabaya (26.0%), and 10 respondents from Gresik (10.4%).

Table 4 Respondent Characteristics Based on Experience

Epson Projector Purchase		
Purchase Experience	Amount	Percentage
1 time	48	50.0%
2 times	27	28.1%
3 times	13	13.5%
> 3 Times	8	8.4%
Total	96	100%

Based on Table 4, the majority of respondents purchased an Epson projector once, namely 48 people (50.0%), followed by twice by 27 people (28.1%) and three times by 13 people (13.5%). This indicates that respondents have direct experience in purchasing or using Epson projectors at CV Intimidatama.

Descriptive Statistical Analysis

Descriptive statistical analysis was used to describe the responses of 96 respondents to each research variable based on the mean value and Respondent Achievement Rate (TCR). The analysis results showed that all variables were in the very strong category, resulting in respondents giving a very positive assessment of Epson projectors and the service they received.

1. Perceived Ease of Use obtained a mean of 4.26 and a TCR of 85.28% with a very strong category. The highest value was found in the ease of projector operation (X1.3) with a TCR of 86.46%, while the lowest was in the clarity of the menu display (X1.5) at 84.38%.
2. Consumer Trust obtained a mean of 4.23 and a TCR of 84.58%, categorized as very strong. The highest value was found in the belief that Epson cares about consumer interests (X2.4) at 86.88%, while the lowest was found in the conformity of product quality to what was promised and efforts to meet user needs (X2.1 and X2.3) at 82.92%.
3. After-Sales Service obtained a mean of 4.25 and a TCR of 84.96%, categorized as very strong. The highest value was found in the ease of obtaining spare parts when damage occurs (X3.5) at 86.04%, while the lowest was in the ease of obtaining accessories (X3.4) at 82.08%.
4. Perceived Usefulness obtained a mean of 4.30 and TCR of 86.06% with a very strong category. The highest value was found in the statement that the Epson projector makes work easier (Z1.12) at 87.92%, while the lowest was in the effectiveness of material delivery (Z1.7) at 84.79%.
5. Purchase Intention obtained a mean of 4.25 and a TCR of 85.05%, categorized as very strong. The highest value was found in interest in following the latest information about Epson projectors (Y1.8) at 86.25%, while the lowest was in willingness to recommend others to buy Epson projectors at CV Intimidatama (Y1.4) at 82.71%.

Evaluation of Measurement Model / Outer Model

Table 5 Outer Loading Results

	<i>Perceived Ease of Use(X1)</i>	<i>Consumer Trust(X2)</i>	<i>After-Sales Service(X3)</i>	<i>Purchase Intention(Y)</i>	<i>Perceived Usefulness(Z)</i>
X1 1.1	0.735				
X1 2.1	0.728				
X1 2.2	0.708				

	<i>Perceived Ease of Use(X1)</i>	<i>Consumer Trust(X2)</i>	<i>After- Sales Service(X3)</i>	<i>Purchase Intention(Y)</i>	<i>Perceived Usefulness(Z)</i>
X1 3.1	0.730				
X1 3.2	0.726				
X1 4.1	0.838				
X1 4.2	0.774				
X2 1.1		0.821			
X2 1.2		0.830			
X2 2.1		0.805			
X2 2.2		0.781			
X2 3.1		0.788			
X2 3.2		0.811			
X3 1.1			0.734		
X3 1.2			0.709		
X3 2.1			0.740		
X3 2.2			0.717		
X3 3.1			0.729		
X3 4.1			0.908		
X3 4.2			0.867		
X3 5.1			0.884		
X3 5.2			0.863		
Y 2.1				0.709	
Y 2.2				0.709	
Y 3.1				0.960	
Y 3.2				0.957	
Y 4.1				0.952	
Y 4.2				0.939	
Z 1.1					0.749
Z 1.2					0.757
Z 2.1					0.714
Z 2.2					0.713
Z 3.1					0.705
Z 3.2					0.722
Z 5.1					0.835
Z 5.2					0.816
Z 6.1					0.754
Z 6.2					0.740

Based on the results of the outer loading test, all indicators in the variables Perceived Ease of Use, Consumer Trust, After-Sales Service, Purchase Intention, and Perceived Usefulness have outer loading values above 0.70. The outer loading values of each variable are in the range of 0.708–0.838 for Perceived Ease of Use, 0.781–0.830 for Consumer Trust, 0.709–0.908 for After-Sales Service, 0.709–0.960 for Purchase Intention, and 0.705–0.835 for Perceived Usefulness. Thus, all indicators are declared to meet convergent validity, are able to represent the construct well, and are suitable for use in further analysis without deleting indicators.

Table 6 Average Variance Extracted (AVE)

	<i>Average variance extracted(AVE)</i>
<i>Perceived Ease of Use(X1)</i>	0.562
<i>Consumer Trust (X2)</i>	0.650
<i>After-Sales Service(X3)</i>	0.637
<i>Purchase Intention(Y)</i>	0.772
<i>Perceived Usefulness(Z)</i>	0.565

Based on the results of the Average Variance Extracted (AVE) test, all variables have values above 0.50, thus meeting the convergent validity criteria. The AVE value for Perceived Ease of Use is 0.562, Consumer Trust 0.650, After-Sales Service 0.637, Purchase Intention 0.772, and Perceived

Usefulness 0.565. Thus, all constructs are declared valid because the indicators are able to explain the measured constructs adequately and are suitable for use in further analysis.

Discriminant Validity

Table 7 Results of the Fornell - Larcker Criterion

	<i>After-Sales Service (X3)</i>	<i>Consumer Trust(X2)</i>	<i>Perceived Ease of Use (X1)</i>	<i>Perceived Usefulness (Z)</i>	<i>Purchase Intention (Y)</i>
<i>After-Sales Service (X3)</i>	0.798				
<i>Consumer Trust(X2)</i>	0.573	0.806			
<i>Perceived Ease of Use (X1)</i>	0.767	0.743	0.750		
<i>Perceived Usefulness (Z)</i>	0.564	0.707	0.736	0.752	
<i>Purchase Intention (Y)</i>	0.854	0.530	0.745	0.700	0.878

Based on the Fornell-Larcker Criterion, Consumer Trust, Perceived Usefulness, and Purchase Intention have met discriminant validity. Meanwhile, Perceived Ease of Use and After-Sales Service have not fully met the criteria because they have a higher correlation with certain constructs than their AVE root values.

Table 8 Cross Loading Results

	<i>Perceived Ease of Use(X1)</i>	<i>Consumer Trust(X2)</i>	<i>After-Sales Service(X3)</i>	<i>Purchase Intention(Y)</i>	<i>Perceived Usefulness(Z)</i>
X1 1.1	0.735	0.543	0.547	0.536	0.481
X1 2.1	0.728	0.555	0.548	0.474	0.493
X1 2.2	0.708	0.592	0.512	0.500	0.545
X1 3.1	0.730	0.434	0.493	0.540	0.502
X1 3.2	0.726	0.602	0.470	0.478	0.493
X1 4.1	0.838	0.601	0.678	0.672	0.682
X1 4.2	0.774	0.574	0.724	0.661	0.622
X2 1.1	0.646	0.821	0.463	0.435	0.611
X2 1.2	0.597	0.830	0.478	0.472	0.568
X2 2.1	0.598	0.805	0.452	0.455	0.553
X2 2.2	0.510	0.781	0.429	0.356	0.554
X2 3.1	0.587	0.788	0.434	0.371	0.553
X2 3.2	0.645	0.811	0.512	0.462	0.579
X3 1.1	0.595	0.452	0.734	0.615	0.438
X3 1.2	0.552	0.532	0.709	0.609	0.388
X3 2.1	0.544	0.517	0.740	0.595	0.387
X3 2.2	0.523	0.405	0.717	0.497	0.324
X3 3.1	0.485	0.457	0.729	0.531	0.266
X3 4.1	0.759	0.549	0.908	0.873	0.599
X3 4.2	0.697	0.471	0.867	0.774	0.536
X3 5.1	0.673	0.415	0.884	0.750	0.512
X3 5.2	0.610	0.357	0.863	0.763	0.479
Y 2.1	0.634	0.532	0.629	0.709	0.511
Y 2.2	0.519	0.492	0.593	0.709	0.453
Y 3.1	0.722	0.521	0.840	0.960	0.700
Y 3.2	0.700	0.455	0.818	0.957	0.652
Y 4.1	0.691	0.445	0.792	0.952	0.706
Y 4.2	0.653	0.399	0.790	0.939	0.622
Z 1.1	0.605	0.652	0.441	0.452	0.749
Z 1.2	0.551	0.571	0.328	0.444	0.757
Z 2.1	0.488	0.486	0.345	0.381	0.714
Z 2.2	0.523	0.521	0.352	0.375	0.713
Z 3.1	0.453	0.552	0.251	0.413	0.705
Z 3.2	0.536	0.614	0.337	0.405	0.722
Z 5.1	0.652	0.596	0.531	0.593	0.835

	<i>Perceived Ease of Use(X1)</i>	<i>Consumer Trust(X2)</i>	<i>After-Sales Service(X3)</i>	<i>Purchase Intention(Y)</i>	<i>Perceived Usefulness(Z)</i>
Z 5.2	0.604	0.545	0.506	0.704	0.816
Z 6.1	0.584	0.457	0.604	0.716	0.754
Z 6.2	0.500	0.338	0.442	0.651	0.740

Based on the cross-loading test results, all indicators in Perceived Ease of Use, Consumer Trust, After-Sales Service, Purchase Intention, and Perceived Usefulness had the highest loading values on the constructs they measured compared to other constructs. Thus, all indicators met the discriminant validity criteria and were deemed suitable for use in further analysis.

Table 9 Heterotrait-Monotrait Ratio (HTMT) Results

	<i>After-Sales Service (X3)</i>	<i>Consumer Trust(X2)</i>	<i>Perceived Ease of Use (X1)</i>	<i>Perceived Usefulness (Z)</i>	<i>Purchase Intention (Y)</i>
After-Sales Service (X3)					
Consumer Trust(X2)	0.636				
Perceived Ease of Use (X1)	0.835	0.842			
Perceived Usefulness (Z)	0.583	0.785	0.812		
Purchase Intention (Y)	0.900	0.591	0.820	0.736	

Based on the results of the HTMT test, most of the inter-construct values are below the 0.90 limit, so the research model has met the discriminant validity criteria. The highest HTMT value is found in the relationship between After-Sales Service (X3) and Purchase Intention (Y) at 0.900, which is right at the recommended limit but still acceptable. Thus, overall, the variables Perceived Ease of Use, Consumer Trust, After-Sales Service, Perceived Usefulness, and Purchase Intention are declared to have adequate discriminant validity and are suitable for use in further analysis.

Table 10 Results of Variance Inflation Factor (VIF)

	VIF
X1 1.1	1,905
X1 2.1	1,686
X1 2.2	1,678
X1 3.1	1,782
X1 3.2	1,685
X1 4.1	3,003
X1 4.2	2,439
X2 1.1	2,304
X2 1.2	2,378
X2 2.1	2,207
X2 2.2	2,057
X2 3.1	2,036
X2 3.2	2,114
X3 1.1	1,934
X3 1.2	1,951
X3 2.1	2,005
X3 2.2	1,991
X3 3.1	2,181
X3 4.1	5,373
X3 4.2	3,532
X3 5.1	6,106
X3 5.2	5,067
Y 2.1	2,104
Y 2.2	2,128
Y 3.1	13,660
Y 3.2	13,542

	VIF
Y 4.1	9,851
Y 4.2	12,986
Z 1.1	2,337
Z 1.2	2,473
Z 2.1	2,242
Z 2.2	2,425
Z 3.1	1,892
Z 3.2	2,311
Z 5.1	4,772
Z 5.2	4,187
Z 6.1	2,551
Z 6.2	3,897

Based on the VIF test results, most indicators had values below 5.00, thus not indicating multicollinearity. Although some indicators had VIFs above 5.00, this condition is still acceptable in PLS-SEM if supported by validity, reliability, and a strong theoretical basis.

Table 11 Cronbach's Alpha Results

	Cronbach's alpha
<i>Perceived Ease of Use(X1)</i>	0.928
<i>Consumer Trust(X2)</i>	0.892
<i>After-Sales Service(X3)</i>	0.870
<i>Purchase Intention(Y)</i>	0.914
<i>Perceived Usefulness(Z)</i>	0.937

Based on the results of the Cronbach's Alpha test, all variables obtained values above 0.70 and were therefore declared reliable. The Cronbach's Alpha values for each variable were Perceived Ease of Use (0.928), Consumer Trust (0.892), After-Sales Service (0.870), Purchase Intention (0.914), and Perceived Usefulness (0.937). These results indicate that all indicators have good internal consistency and are able to consistently measure the research constructs, making them suitable for further analysis.

Table 12 Composite Reliability Results

	Composite reliability (rho_c)
Perceived Ease of Use (X1)	0.940
Consumer Trust(X2)	0.918
After-Sales Service (X3)	0.899
Purchase Intention (Y)	0.928
Perceived Usefulness (Z)	0.952

The composite reliability results for all variables were above 0.70, indicating that all constructs were reliable. Overall, the outer model evaluation showed that the instrument met validity and reliability criteria and was suitable for use in inner model analysis and hypothesis testing.

Structural Model / Inner Model Evaluation

Table 13 Inner Variance Inflation Factor (Inner VIF)

	VIF
<i>After-Sales Service(X3) -> Perceived Usefulness (Z)</i>	2,430
<i>After-Sales Service(X3) -> Purchase Intention (Y)</i>	2,430
<i>Consumer Trust(X2) -> Perceived Usefulness (Z)</i>	2,229

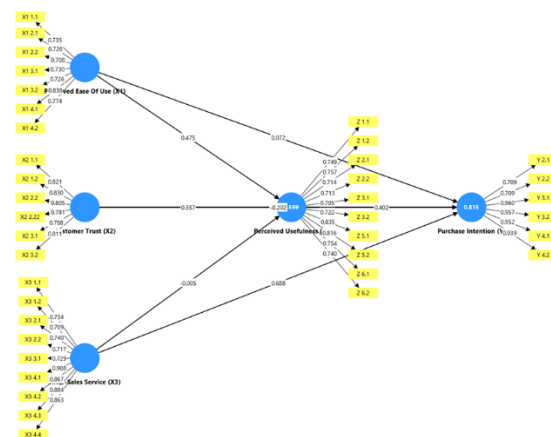
<i>Consumer Trust(X2) -> Purchase Intention (Y)</i>	2,548
<i>Perceived Ease of Use(X1) -> Perceived Usefulness (Z)</i>	3,637
<i>Perceived Ease of Use(X1) -> Purchase Intention (Y)</i>	4,199
<i>Perceived Usefulness(Z) -> Purchase Intention (Y)</i>	2,494

The Inner VIF results for all intervariable relationships were below 5.00, indicating no multicollinearity issues in the structural model. Therefore, the model was deemed suitable for hypothesis testing.

Table 14 R-Square Results

	R-square	R-square adjusted
<i>Perceived Usefulness(Z)</i>	0.599	0.586
<i>Purchase Intention(Y)</i>	0.815	0.807

The R-squared value for Perceived Usefulness is 0.599, which is considered moderate, while the R-squared value for Purchase Intention is 0.815, which is considered strong. This indicates that the model has good explanatory power. The Q² value of 0.926 (>0) also indicates that the model has excellent predictive power.



Picture1PLS-SEM Algorithm Model Output

Table 15 f-Square Results

	After-Sales Service (X3)	Consumer Trust(X2)	Perceived Ease of Use (X1)	Perceived Usefulness (Z)	Purchase Intention (Y)
After-Sales Service (X3)				0,000	1,053
Consumer Trust(X2)				0.143	0.087
Perceived Ease of Use (X1)				0.155	0.007
Perceived Usefulness (Z)					0.350
Purchase Intention (Y)					

The Effect Size (f²) results show that the largest influence is found in After-Sales Service on Purchase Intention (1.053) and Perceived Usefulness on Purchase Intention (0.350), which are included in the large category. Perceived Ease of Use on Perceived Usefulness has a moderate influence (0.155), while other relationships show small to negligible influences.

Direct Effect Hypothesis Test

Table 16 Results of the Direct Effect Hypothesis Test

	<i>Original sample(O)</i>	<i>Sample mean(M)</i>	<i>Standard deviation(STDE V)</i>	<i>T statistics(O/STDE V)</i>	<i>P values</i>
<i>Perceived Ease of Use(X1) -> Perceived Usefulness (Z)</i>	0.475	0.480	0.197	2,410	0.016
<i>Consumer Trust(X2) -> Perceived Usefulness (Z)</i>	0.357	0.332	0.155	2,303	0.021
<i>After-Sales Service(X3) -> Perceived Usefulness (Z)</i>	-0.005	0.033	0.209	0.026	0.979
<i>Perceived Ease of Use(X1) -> Purchase Intention (Y)</i>	0.072	0.062	0.133	0.544	0.586
<i>Consumer Trust(X2) -> Purchase Intention (Y)</i>	-0.202	-0.211	0.111	1.814	0.070
<i>After-Sales Service(X3) -> Purchase Intention (Y)</i>	0.688	0.689	0.132	5,203	0.000
<i>Perceived Usefulness(Z) -> Purchase Intention (Y)</i>	0.402	0.414	0.136	2,953	0.003

Indirect Effect / Mediation Hypothesis Test

Table 17 Results of the Indirect Effect/Mediation Hypothesis Test

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
<i>Perceived Ease Of Use (X1) -> Perceived Usefulness (Z) -> Purchase Intention (Y)</i>	0.191	0.204	0.112	1,697	0.090
<i>Consumer Trust(X2) -> Perceived Usefulness (Z) -> Purchase Intention (Y)</i>	0.144	0.135	0.076	1,898	0.058
<i>After-Sales Service (X3) -> Perceived Usefulness (Z) -> Purchase Intention (Y)</i>	-0.002	0.012	0.089	0.025	0.980

Discussion

1. The Influence of Perceived Ease of Use on Perceived Usefulness

Perceived Ease of Use has a positive and significant effect on Perceived Usefulness ($O = 0.475$; $T = 2.410$; $P = 0.016$), thus H1 is accepted. The easier the Epson projector is to learn and use, the greater the perceived usefulness by consumers. These results are consistent with the TAM perspective and are in line with research by Robaniyah & Kurnianingsih (2021) and Ramadhan et al. (2024).

2. The Influence of Consumer Trust on Perceived Usefulness

Consumer Trust has a positive and significant effect on Perceived Usefulness ($O = 0.357$; $T = 2.303$; $P = 0.021$), thus H2 is accepted. Trust in Epson's quality, reputation, and reliability increases consumers' perceived usefulness. This finding is consistent with TAM and in line with Ashghar & Nurlatifah (2020) and Rismaliya & Sugiyanto (2022).

3. The Influence of After-Sales Service on Perceived Usefulness

After-Sales Service did not significantly influence Perceived Usefulness ($O = -0.005$; $T = 0.026$; $P = 0.979$), so H3 was rejected. Although after-sales service was considered good, consumers



considered the function, quality, and performance of the projector more in assessing the product's benefits. These results are in line with Zamzami et al. (2026).

4. The Influence of Perceived Ease of Use on Purchase Intention

Perceived Ease of Use has a positive but insignificant effect on Purchase Intention ($O = 0.072$; $T = 0.544$; $P = 0.586$), so H4 is rejected. Ease of use has not been a major factor in driving purchase intention because consumers consider benefits, quality, price, and product specifications more. This finding is in line with Tarigan & Shu (2025).

5. The Influence of Consumer Trust on Purchase Intention

Consumer Trust has a negative but insignificant effect on Purchase Intention ($O = -0.202$; $T = 1.814$; $P = 0.070$), thus H5 is rejected. Trust in the Epson brand is not enough to drive purchase intention because consumers consider the benefits, quality, specifications, price, and suitability of the product to their needs more. These results are in line with Kojongian & Ariadi (2024).

6. The Influence of After-Sales Service on Purchase Intention

After-Sales Service has a positive and significant effect on Purchase Intention ($O = 0.688$; $T = 5.203$; $P = 0.000$), thus H6 is accepted. Services in the form of warranties, technical support, and repairs provide a sense of security, thereby increasing consumer purchasing interest. These results are in line with Purwanti et al. (2024) and Tambunan & Pohan (2025).

7. The Influence of Perceived Usefulness on Purchase Intention

Perceived Usefulness has a positive and significant effect on Purchase Intention ($O = 0.402$; $T = 2.953$; $P = 0.003$), thus H7 is accepted. The greater the perceived benefits of the Epson projector, the higher the consumer's purchase intention. This finding is consistent with TAM and in line with Ashghar & Nurlatifah (2020) and Ramadhan et al. (2024).

8. Mediation of Perceived Usefulness on the Influence of Perceived Ease of Use on Purchase Intention

Perceived Usefulness was unable to mediate the effect of Perceived Ease of Use on Purchase Intention ($O = 0.191$; $T = 1.697$; $P = 0.090$), so H8 was rejected. Although ease of use increases perceived usefulness, this effect is not strong enough to indirectly increase purchase intention. These results are in line with Choidah et al. (2025).

9. Mediation of Perceived Usefulness on the Influence of Consumer Trust on Purchase Intention

Perceived Usefulness was unable to mediate the effect of Consumer Trust on Purchase Intention ($O = 0.144$; $T = 1.898$; $P = 0.058$), so H9 was rejected. Trust does increase perceived benefits, but it is not strong enough to drive purchase intention through a mediating mechanism. This finding is in line with Sumaryo & Kurniawati (2026).

10. Mediation of Perceived Usefulness on the Influence of After-Sales Service on Purchase Intention

Perceived Usefulness was unable to mediate the effect of After-Sales Service on Purchase Intention ($O = -0.002$; $T = 0.025$; $P = 0.980$), so H10 was rejected. After-sales service plays a greater role as support and assurance after purchase, while purchase intention is more influenced by product quality, price, specifications, and suitability. This finding is in line with Rabbad & Suyono (2025).

Conclusion

Based on the research results, it can be concluded that Perceived Ease of Use and Consumer Trust have a positive and significant effect on Perceived Usefulness, while After-Sales Service does not have a significant effect on Perceived Usefulness. Furthermore, After-Sales Service and Perceived Usefulness are proven to have a positive and significant effect on Purchase Intention, while Perceived Ease of Use and Consumer Trust do not have a significant effect on Purchase Intention. The results of the mediation test also show that Perceived Usefulness is not able to mediate the effect of Perceived Ease of Use, Consumer Trust, or After-Sales Service on Purchase Intention. These findings indicate that the intention to purchase Epson projectors at CV Intimediata is more strongly influenced by the quality of after-sales service and directly perceived benefits, compared to ease of use and consumer trust. Practically, the company needs to maintain and improve the quality of the warranty, technical support, spare parts availability, and communicate the benefits and advantages of the product more concretely to consumers.

This study has limitations in the number of respondents, which was only 96 people, the scope

of respondents was limited to CV Intimediata consumers in East Java, and the use of variables that did not cover all factors that could potentially influence Purchase Intention, such as price, product quality, risk perception, brand image, and technology specifications. In addition, the study used a cross-sectional design so it cannot describe changes in consumer perception and purchase intention in the long term. Therefore, further research is recommended to expand the number and region of respondents, use a more diverse sample, and add other relevant variables to obtain a more comprehensive model. Future research can also use a longitudinal approach or compare several projector brands to gain a broader understanding of the factors that shape purchase intention of technology products.

Bibliography

- Abdullah, M. N., & Maulina, I. (2024). Analisis perbandingan teknologi 3-Liquid Crystal Display & Digital Light Processing pada proyektor. *Elektriese: Jurnal Sains dan Teknologi Elektro*, 13(2), 160–177. <https://doi.org/10.47709/elektriese.v13i02.3701>
- Abdurrozzaq, R. M., Rifha'i, F. A., Hapipudin, & Alanshari, A. Y. (2025). Efektivitas penggunaan proyektor terhadap kegiatan pembelajaran di dalam kelas. *EDUSHOPIA: Journal of Progressive Pedagogy*, 2(2), 138–145. <https://doi.org/10.64431/edushopia.v2i2.245>
- Anwar, M., Astuti, W., & Sugito, P. (2024). Perceived ease of use and perceived usefulness, intention to use digital banks and the role of trust as mediating variables. *KnE Social Sciences*, 9(29), 95–108. <https://doi.org/10.18502/kss.v9i29.17244>
- Arikunto, S. (2018). *Prosedur penelitian: Suatu pendekatan praktik*. Rineka Cipta.
- Azisah Cianas, A. (2021, April 13). *Proyektor Epson memimpin pasar proyektor di seluruh dunia selama 20 tahun*. Epson Indonesia. <https://www.mynewsdesk.com/id/epson-indonesia/pressreleases/proyektor-epson-memimpin-pasar-proyektor-di-seluruh-dunia-selama-20-tahun-3089807>
- Choidah, N., Harjanti, D., Wibowo, T. S., & Rossitika, A. R. (2025). Peran perceived usefulness dalam memediasi hubungan perceived ease of use dan purchase intention. *BBM (Buletin Bisnis & Manajemen)*, 11(2), 187–198. <https://doi.org/10.47686/bbm.v11i2.850>
- Dewi, A. S., & Elwisam, E. (2021). Pengaruh citra merek, kualitas produk dan promosi terhadap keputusan pembelian produk proyektor Epson di Jakarta. *Oikonomia: Jurnal Manajemen*, 17(1), 39–51.
- de la Haye, C. (2021, June). *Epson celebrates 20 years as global leader in projectors*. Epson Press. https://press.epson.eu/en_IE/news/epson-celebrates-20-years-as-global-leader-in-projectors/
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Prasetyo, A. D. (2024). *Pengaruh kualitas produk dan layanan purna jual terhadap kepuasan konsumen dengan keputusan pembelian Toyota sebagai variabel mediasi di Nasmoco Kaligawe Semarang* [Skripsi, Universitas Islam Sultan Agung].
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hariyasasti, Y. (2025). Literasi teknologi dan pemanfaatan alat digital di sekolah dasar. *International Journal of Social, Policy and Law*, 6(3), 13–29. <https://doi.org/10.8888/ijospl.v6i3.196>
- Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of perceived usefulness, perceived ease of use, and perceived risk toward online shopping in the era of COVID-19 pandemic. *Systematic Reviews in Pharmacy*, 11(12), 313–320. <https://doi.org/10.31838/srp.2020.12.50>
- Jefryansyah, & Muhajirin. (2020). Analisis pengaruh kepercayaan dan keamanan terhadap keputusan pembelian barang secara online. *Target: Jurnal Manajemen Bisnis*, 2(1), 85–94. <https://doi.org/10.30812/target.v2i1.703>
- Kojongian, K. S. P., & Ariadi, G. (2024). Trust and electronic word of mouth on purchase intention: Rating as mediator. *Jurnal Fokus Manajemen Bisnis*, 14(1), 17–31. <https://doi.org/10.12928/fokus.v14i1.8984>

- Larasati, A., & Widodo, T. (2023). Pengaruh kepercayaan, kenyamanan, dan layanan customer service terhadap minat beli berbelanja online pada marketplace JD.ID. *e-Proceeding of Management*, 10(5), 3628–3639.
- Lwanga, S. K., & Lemeshow, S. (1991). *Sample size determination in health studies: A practical manual*. World Health Organization.
- Muhammad Renaldy, & Susilowati, C. (2024). Pengaruh perceived usefulness, perceived ease of use, dan trust terhadap purchase decision. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 3(1), 216–228. <https://doi.org/10.21776/jmppk.2024.03.1.22>
- Nur, M. (2023). Analisis perbandingan teknologi 3-Liquid Crystal Display & Digital Light Processing pada proyektor. *Elektriese: Jurnal Sains dan Teknologi Elektro*, 13(2), 160–177. <https://doi.org/10.47709/elektriese.v13i02.3701>
- Purwanti, A. I., & Pasaribu, L. H. (2024). Impact of innovation, after sales service, customer relationship management on repurchase intention with corporate brand image as mediation. *Enrichment: Journal of Management*, 14(4), 581–589. <https://doi.org/10.35335/enrichment.v14i4.2021>
- Rabbad, M. F. A. A., & Suyono, J. (2025). The effect of after-sales services quality, customer ratings and reviews towards customer purchase intention and customers loyalty through customers satisfaction as intervening variable (Case of Tokopedia E-Commerce platform in Surabaya Indonesia). *IJEED (International Journal of Entrepreneurship and Business Development)*, 8(1), 52–58. <https://doi.org/10.29138/ijeed.v8i1.3061>
- Ramadhan, D., Budiarmo, A., & Prihatini, A. E. (2024). Pengaruh perceived usefulness dan perceived ease of use (Studi pada pengguna aplikasi BNI Mobile di Kota Salatiga). 13(3), 620–628.
- Rismalia, & Sugiyanto. (2022). Pengaruh persepsi kemudahan, persepsi manfaat dan kepercayaan terhadap keputusan penggunaan uang elektronik dengan sikap sebagai variabel intervening pada pengguna DANA di Universitas Esa Unggul. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi*, 1(3), 561–588.
- Rismaliya, & Sugiyanto. (2022). The influence of perceived ease, perceived benefits and trust on decisions to use electronic money with attitude as an intervening variable on DANA users at Esa Unggul University. *SINOMIKA Journal*, 1(3), 561–588.
- Robaniyah, L., & Kurnianingsih, H. (2021). Pengaruh persepsi manfaat, kemudahan penggunaan dan keamanan terhadap minat menggunakan aplikasi OVO. *IMAGE: Jurnal Riset Manajemen*, 10(1), 53–62. <https://doi.org/10.17509/image.v10i1.32009>
- Rohmatulloh, F., & Astuti, N. C. (2024). Pengaruh hedonic motivation, electronic word of mouth, perceived ease of use, dan perceived usefulness terhadap purchase intention live streaming TikTok Shop. *Among Makarti*, 17(1), 80. <https://doi.org/10.52353/ama.v17i1.629>
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
- Sintia, L., Siagian, Y. M., & Kurniawati, K. (2023). The determinants of purchase intention in social commerce. *Jurnal Manajemen Bisnis*, 14(1), 214–237. <https://doi.org/10.18196/mb.v14i1.15754>
- Sumaryo, I., & Kurniawati, M. (2026). Pengaruh shopping cart terhadap purchase intention di sosial commerce melalui perceived usefulness, ease of use, dan trust: Studi pada fitur keranjang kuning di TikTok Shop. *Al-Zayn: Jurnal Ilmu Sosial & Hukum*, 4(1), 1772–1779. <https://doi.org/10.61104/alz.v4i1.3414>
- Tambunan, A. M., & Pohan, Y. A. (2025). Pengaruh inovasi produk, free layanan after sales dan kualitas informasi produk di website terhadap keputusan pembelian mesin inkjet PT. Megasatria Hiticher. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 7412–7422. <https://doi.org/10.31004/riggs.v4i3.3107>
- Tarigan, R. G. K., & Shu, E. (2025). The significance of perceived ease of use and usefulness on purchase intention: An adaptation from the Technology Acceptance Model (TAM) with the moderation role of trust at Tiket.com in Indonesia. *Proceedings of the 5th International Conference on Entrepreneurship (IconEnt)*, 5, 113–133.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>

Zamzami, N., Kharisma, F., Fitro, A., & Amelia, R. (2026). Pengaruh E-service quality dan digital after-sales service terhadap repurchase intention melalui customer satisfaction RedSeller RedDoorz. *Jibaku: Jurnal Ilmiah Bisnis, Manajemen dan Akuntansi*, 6(2), 110–125. <https://doi.org/10.35473/jibaku.v6i2.5117>

