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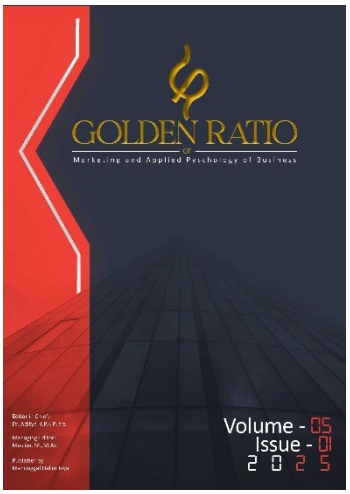

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*Corresponding author: Ida Ayu Iswari Pidada, Faculty of Economics and Business, Universitas Pendidikan Nasional, Bali, Indonesia.

E-mail: dayuiswari@undiknas.ac.id

MARKETING | RESEARCH ARTICLE

The Effect of User Interface, User Experience, and Perceived Ease of Use on Interest in Using the SOCO by Sociolla Application with Perceived Usefulness as a Moderator

Ida Ayu Iswari Pidada[1*], Ni Putu Novia Cahaya Dewi [2]

[1,2] Faculty of Economics and Business, Universitas Pendidikan Nasional, Bali, Indonesia.
Email:dayuiswari@undiknas.ac.id[1*], noviacahaya18@gmail.com[2]

Abstract: This research aims to determine the effect of user interface, user experience, and perceived ease of use on interest in use and to determine the moderating role of perceived usefulness in the relationship between user interface, user experience, and perceived ease of use with interest to use. The sample in this study consisted of people in Denpasar City who knew Sociolla and could download the SOCO by Sociolla application, as many as 105 people. The data analysis technique uses the Validity Test, Reliability Test, Classical Assumption Test, Coefficient of Determination Test (R2), t-test, and Hayes Process Moderation Model. From the research results obtained, the user interface has a positive and significant effect on interest to use, user experience has a positive and significant impact on interest to use, perceived ease of use has a significant positive impact on interest to use, perceived usefulness moderates the relationship between the user interface and interest to use, perceived usefulness moderates the relationship between user experience and interest to use and perceived usefulness moderates the relationship between perceived ease of use and interest in using. Researchers can suggest that SOCO by Sociolla is expected to always make applications with an attractive appearance and design, create a system that can provide a fast response, contains complete features, and is easy to use, and make applications with many benefits and advantages.

Keywords: User Interface, User Experience, Perceived Ease of Use, Perceived Usefulness, Interest in Using

JEL Classification Code: M30, M31, M32

1. INTRODUCTION

E-commerce is a commerce innovation that allows consumers to shop online without going to a physical store (Prasetyo, 2023). With the emergence of e-commerce, consumers can easily compare products, see the best prices, and complete purchases more quickly and efficiently (Putra, 2020). In Indonesia, the development of e-commerce is growing rapidly, in line with the increase in internet users and changes in consumer preferences, which are more likely to shop online (Hafsyah, 2020). Based on data from We Are Social (2023), the number of e-commerce users in Indonesia has increased notably; in January 2023, there was an increase of 12.8% (20 million users) compared to the previous year, with a total of 178.9 million users shopping through e-commerce platforms. This indicates a significant shift in the shopping habits of Indonesians. Currently, the beauty sector is experiencing progress in e-commerce (Nguyen, 2020). Some beauty product-specific e-commerce sites include SOCO by Sociolla, Sephora, Watson ID, and Guardian ID.

Sociolla began operating in 2015 as the first e-commerce platform in Indonesia to focus on beauty products such as skincare and cosmetics, bringing significant innovation to the beauty industry (Istiana, 2024). Sociolla is here to answer the problem of getting beauty products from official distributors certified by the Food and Drug Monitoring Agency (BPOM) (Suara.com, 2022). Today, Sociolla is Indonesia's most complete and trusted beauty online marketplace (Sociolla, 2024). Sociolla

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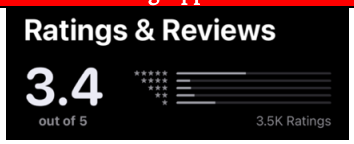
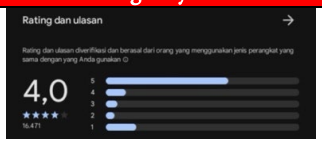
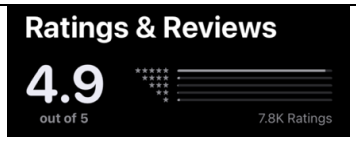
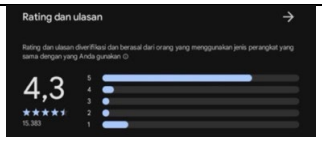
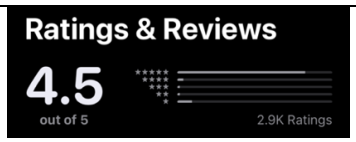
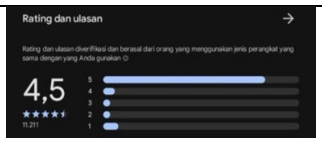
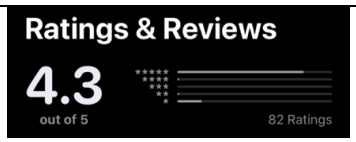
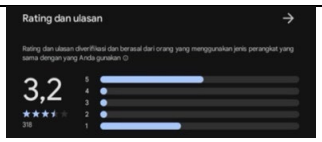
is available through a website (Sociolla.com) and an application (SOCO by Sociolla), which can be downloaded through the App Store and Play Store.

With increasingly increasing e-commerce users, platforms compete to offer the best services to attract consumer attention (Septiani & Santoso, 2024). The competition can be seen from the number of application downloads. SOCO by Sociolla has experienced an increase in downloads, but the speed has declined. However, Sephora and Watson ID also managed to maintain their user base with a stable number of downloads.

Table 1. Beauty E-Commerce Ratings on the App Store and Play Store

No.	Application	Rating App Store	Rating Play Store
1.	SOCO by Sociolla		
2.	Sephora		
3.	Watsons ID		
4.	Guardian ID		

Source: (App Store, 2024) and (Play Store, 2024)

Table 1 shows the level of user satisfaction. SOCO by Sociolla has a significant difference between iOS and Android users, where it performs better on Android. Sephora and Watson ID have good ratings on both platforms, while Guardian ID has decreased ratings on Android. This could be because the user interface, user experience, and perceived ease of use prevent users from using.

Many user reviews complained about the user interface, user experience, and perceived ease of use. Some users complained about the confusing user interface design, frequent account logouts and login issues, and the perceived complexity of the refund process. These problems may reduce user interest in using the SOCO by Sociolla application. In addition, reviews from Play Store users show similar problems where users report profile views that often do not appear, complain of bugs, and the application is very slow and often crashes.

Based on this, it can be concluded that users' views on the SOCO by Sociolla application, especially regarding user interface, user experience, and perceived ease of use. Consumer choice in using the application depends not only on product needs but is also affected by the experience of using the application (Nainggolan, 2022). User interface, user experience, and perceived ease of use affect user interest. According to the Technology Acceptance Model (TAM) designed by Davis (1989), technology use starts from perceived usefulness and ease of use. Previous research has shown that perceived usefulness positively impacts interest in use (Ardianto & Azizah, 2021), but it is often considered an independent variable rather than a moderator. In this situation, the role of perceived usefulness as a moderator is still not widely studied. However, user interest can also be increased by perceived usefulness, especially if the application has ease of use and provides tangible benefits (Santoso et al., 2024).

Previous research supports these factors. Izzuddin and Ilahiyyah (2022) found that the user interface partially affects interest in use. Syanni's (2020) research shows that user experience

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significantly impacts behavioral intention to use. Meanwhile, Atriani et al. (2020) state that perceived benefits and ease of use also positively and significantly affect interest in using. This phenomenon and background description indicate that user interface, user experience, and perceived ease of use are important aspects that can influence interest in using. Therefore, this study analyzes how user interface, user experience, and ease of use affect user interest in using the SOCO by Sociolla application with perceived usefulness as a moderator.

2. LITERATURE REVIEW

2.1 User Interface

According to Mulyana et al. (2019), the user interface is how users interact with systems such as websites, mobile applications, or software. Meanwhile, according to Wahyuni and Dewi (2018), the user interface focuses on the layout of the product or device display, which aims to facilitate users' operation of the product or device. Based on these expert opinions, it is concluded that the user interface is a method for users to interact with systems such as websites, mobile applications, or software made to meet user needs. The user interface also considers the device's appearance so users can use it more comfortably. According to Suryono et al. (2017), the user interface indicators are as follows: 1) Layout: The arrangement of graphic elements is essential in interface design. An effective user interface should be simple so that navigation elements and features are easily accessible and understood by users. 2) Colors: Using various colors on buttons and icons makes it easier for users to find the desired feature. Choosing a color scheme that matches the application and corporate identity is important. 3) Typography: The selection of the right typeface improves readability. The text in a website or app should be easy to read and attractive. 4) Graphics: Visual elements such as images and icons play a significant role. A company logo should reflect the business and industry it is in.

2.2 User Experience

User experience involves emotions, beliefs, choices, perceptions, and physical and psychological responses users feel before, during, and after using a website (Mirnig et al., 2015). According to Rodden et al. (2010), user experience is a concept that includes individual experiences when interacting with technology, which is used to assess products or services efficiently and effectively. Based on these expert opinions, it is concluded that user experience is all relationships between users and products or services, including emotional and perceptual aspects, which form the basis for assessing technology performance. According to Rodden et al. (2010), user experience indicators are as follows: 1) Happiness: User satisfaction resulting from visual appeal, ease of use, and the desire to recommend to others. 2) Task success: The effectiveness and speed of users in completing tasks and reducing errors when using them. 3) Earning: Users' perceptions of the benefits and advantages gained when accessing situations or services. 4) Uptime: User perceptions regarding the availability of information and the reliability of features on the site being accessed.

2.3 Perceived Ease of Use

According to Davis's (1989) research, perceived ease of use implies individual beliefs that using a system does not require excessive effort, so if they find the system easy to use, they are likely to use it. In this case, if users find the system challenging to use, they will avoid it, according to Jogiyanto (2008). Based on these expert opinions, it is concluded that perceived ease of use is how confident a person is that a system can be used easily. Individuals who feel that the system is easy to reach will use it, while those who find it difficult will discourage the intention to use it. According to Davis (1989), the indicators of perceived ease of use are as follows: 1) Easy to learn: Individuals who can learn to use a technology quickly will find the technology easy to use. 2) Easy to understand: When someone feels that a technology can be easily understood, they tend to find it easy to use. 3) Effortless: Individuals who feel that technology can be used will consider the technology easy. 4) Easy to use: If users feel that the technology is simple to use, the level of trust in the technology will increase.

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2.4 Perceived Usefulness

Perceived usefulness is how much individuals feel the system provides benefits, referring to the belief that using a particular system will increase individual productivity, according to Davis (1989). According to Jogiyanto (2008), if someone feels that a system provides excellent benefits, then he is likely to use it. Conversely, if the system is considered useless, its use will be avoided. Based on these expert opinions, it is concluded that perceived usefulness is an individual's belief in the benefits provided by a system in improving efficiency and performance. If individuals feel that the system provides benefits, it will likely be used; however, if it is considered less valuable, it tends to be avoided. According to Davis (1989), the indicators of perceived usefulness are as follows: 1) Work more quickly: When users feel that technology can help them get the job done faster, they will find helpful technology. 2) Useful: If users feel that technology supports their work, trust in the technology will increase. 3) Effectiveness: Users who can complete their tasks effectively using technology will believe it is functional. 4) Easier: Users who feel that technology makes their work easier will find helpful technology. 5) Performance: When users feel an increase in performance when using technology, they will find it helpful.

2.5 Interest in Using

According to Davis (1989), interest in use is how much someone wants or encourages to take a specific action. Meanwhile, according to Kotler (2012), initial motivation is followed by experimental interest and eventually develops into a desire to own it. Based on the expert's opinion, it is concluded that interest in using is how much someone wants to do a specific behavior. According to Jogiyanto (2008), the indicators of interest in using are as follows: 1) Desire to use: An individual's initial impulse to try a product or service, showing a more profound interest. 2) Always try to use: Individuals actively use products or services consistently, reflecting efforts to understand and utilize products or services. 3) Continues in the future: Long-term commitment to using the product or service, indicating the user has found value and satisfaction.

2.6 Research Hypothesis

This research is based on the following hypotheses:

H1: User Interface has a positive influence on Intention to Use
H2: User Experience has a positive influence on Intention to Use
H3: Perceived Ease of Use has a positive influence on Intention to Use
H4: Perceived usefulness moderates the relationship between user interface and intention to use. The The higher the perceived usefulness, the stronger the influence of the user interface on the intention to use.
H5: Perceived usefulness moderates the relationship between user experience and intention to use. The higher the perceived usefulness, the stronger the influence of user experience on intention to use.
H6: Perceived usefulness moderates the relationship between perceived ease of use and intention to use. The higher the perceived usefulness, the stronger the influence of perceived ease of use on intention to use.

3. Research Method and Materials

3.1 Type of Research

This research uses a descriptive quantitative approach to analyze data by describing or describing the information obtained by actual conditions (Sugiyono, 2019). This approach was chosen to provide a more focused and accurate description of the phenomenon under study. Research with the title "The Effect of User Interface, User Experience, and Perceived Ease of Use on Interest in Using the SOCO

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by Sociolla Application with Perceived Usefulness as a Moderator" aims to examine how these factors affect user interest. The subject of this research is the people of Denpasar City who know Sociolla and are willing to download the SOCO by Sociolla application.

3.2 Population and Sampling

The population in this study includes people who are in Denpasar City and know Sociolla. This population is considered unlimited because the exact number cannot be known with certainty (Sugiyono, 2013). Therefore, researchers used the purposive sampling method, a sampling technique based on specific considerations (Sugiyono, 2013). The criteria set by researchers for the sample are all people in Denpasar City who know Sociolla and are willing to download the SOCO by Sociolla application. The number of samples in this study was determined by referring to the calculation method that multiplies the number of indicators by a certain number in the range of 5 to 10, according to the guidelines from Hair et al. (2010). Based on these results, the researcher determined that 105 respondents were the sample considered representative of the research population.

3.3 Data Collection Methods

Data collection is done through a questionnaire or questionnaire given to respondents. According to Sugiyono (2013), a questionnaire is a data collection method that involves submitting several questions or written statements to respondents to answer. In this study, the questionnaire was prepared using a Likert scale of four answer options without including a "neutral" option. The aim is to ensure that respondents provide more assertive answers. The distribution process was carried out through Google Forms, which were shared using social media such as WhatsApp, thus facilitating data collection from respondents.

3.4 Data Source

This study uses two types of data sources, namely primary data and secondary data. Primary data in this study were obtained directly through questionnaires filled out by respondents. The questionnaire contains questions about the variables under study. Secondary data is obtained from previously available sources, such as books, articles, journals, and other relevant documents. This data acts as an additional reference to support the analysis and discussion of the research.

3.5 Data Analysis Method

The data analysis method in this study aims to identify the relationship between research variables based on the data that has been obtained. Data processing was carried out using SPSS software with several main stages. The first step is the validity test, which aims to ensure that each question in the questionnaire can measure the intended variable. Testing is done by comparing the value of the r count with the r table. If r count ≥ r table 0.3, the instrument is considered valid. Furthermore, a reliability test was conducted to assess the consistency of respondents' answers to the questionnaire. This test uses Cronbach's Alpha method, where a value of more than 0.70 indicates that the instrument is reliable. The next stage involves classical assumption testing, including normality, multicollinearity, and heteroscedasticity tests. The normality test is conducted to ensure that the residuals in the regression model have a normal distribution, using the Kolmogorov-Smirnov method with a significance level of 0.05. For the multicollinearity test, the analysis is carried out to ensure that there is no relationship between the independent variables in the regression model, with a tolerance value of more than 0.1 and a Variance Inflation Factor (VIF) of less than 5 as an indicator of freedom from multicollinearity. Meanwhile, the heteroscedasticity test aims to see whether the residual variance from one observation to another is uniform. This analysis uses the Glejser method, where a significance value of more than 0.05 indicates the absence of heteroscedasticity.

Furthermore, hypothesis testing is carried out through the individual parameter significance test (t-test) by comparing the calculated t value and t table to determine whether the independent variable

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significantly affects the dependent variable. The test is conducted at the 5% significance level. The model is considered significant if the t value is greater than the t table and the significance is less than 0.05. The coefficient of determination (R^2) measures how well the independent variables explain the variation in the dependent variable. A higher R^2 value indicates that the model has a better predictive ability of the dependent variable. Finally, moderation analysis was conducted with the help of the Hayes Process, an additional tool in SPSS, to understand whether the perceived usefulness variable moderates the relationship between the independent and dependent variables. This method allows the research to explore the interaction of variables in greater depth and draw conclusions based on the analysis of complex relationships.

4. RESULTS AND DISCUSSION

4.1 Characteristics of Respondent

Table 2. Result of Characteristics Respondent

Characteristics of Respondent	Classification	Amount (People)	Percentage (%)
Age	18-27 years old	88	83,8
	27-39 years old	17	16,2
Total		**105**	**100**
Gender	Male	33	31,4
	Female	72	68,6
Total		**105**	**100**
Location	West Denpasar	34	32,4
	South Denpasar	35	33,3
	East Denpasar	23	21,9
	North Denpasar	13	12,4
Total		**105**	**100**

4.2 Statistical Result

a) Validity Test

Table 3. Validity Test Result Data

No.	Variable	Question Items	Pearson Correlation	Description
1.	User Interface (X_1)	X1.1	0,958	Valid
		X1.2	0,946	Valid
		X1.3	0,926	Valid
2.	User Experience (X_2)	X2.1	0,860	Valid
		X2.2	0,914	Valid
		X2.3	0,947	Valid
3.	Perceived Ease of Use (X_3)	X3.1	0,965	Valid
		X3.2	0,960	Valid
		X3.3	0,889	Valid
4.	Perceived Usefulness (M)	M.1	0,963	Valid
		M.2	0,908	Valid
		M.3	0,965	Valid
5.	Interest in Using (Y)	Y.1	0,940	Valid
		Y.2	0,933	Valid
		Y.3	0,882	Valid

Source: Data processing result

From Table 3, which shows the results of the validity test, all question items on the user interface, user experience, perceived ease of use, and interest in using variables have a Pearson correlation value or r count > 0.3, so they are considered valid after passing the validity test.

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b) Reliability Test

Table 4. Reliability Test Result Data

No.	Variable	Cronbach's Alpha	Description
1.	User Interface (X_1)	0,937	Reliable
2.	User Experience (X_2)	0,892	Reliable
3.	Perceived Ease of Use (X_3)	0,932	Reliable
4.	Perceived Usefulness (M)	0,933	Reliable
5.	Interest in Using (Y)	0,904	Reliable

From Table 4, which shows the results of the instrument reliability test, it can be concluded that the user interface, user experience, perceived ease of use, and interest in using variables have a Cronbach's alpha value > 0.70, so they can be considered reliable after undergoing reliability testing.

c) Normality Test

Table 5. Kolmogorov-Smirnov Normality Test Result Data

		Unstandardized Residual
N		105
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.45890049
Most Extreme Differences	Absolute	.084
	Positive	.052
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.065[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processing result

Based on normality testing with Kolmogorov-Smirnov (K-S) in Table 5, it is found that the Asymp. Sig. (2-tailed) has a value of 0.065 > 0.05, indicating that the data is usually distributed, and it can be concluded that the model fulfills the normality assumption.

d) Multicollinearity Test

Table 6. Multicollinearity Test Result Data

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.355	.679		3.467	.001		
	User interface	.200	.067	.260	2.995	.003	.638	1.569
	User experience	.227	.075	.247	3.022	.003	.719	1.391
	Perceived ease of use	.296	.070	.370	4.254	.000	.634	1.577
a. Dependent Variable: Interest in Using								

According to the multicollinearity test results in Table 6, all independent variables have a tolerance > 0.10 and a VIF value < 10 for each variable. So, the conclusion is that no multicollinearity exists in the regression model.

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e) Heteroscedasticity Test

Table 7. Heteroscedasticity Test Result Data Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.884	.377		4.995	.000
	User interface	.025	.037	.082	.673	.502
	User experience	-.066	.042	-.181	-1.579	.118
	Perceived ease of use	-.033	.039	-.204	-.849	.398
a. Dependent Variable: Absolute_Residual						

Source: Data processing result

From the results of the heteroscedasticity test in Table 7, it can be concluded that all independent variables have a significant value greater than 0.05. So, it is concluded that there is no heteroscedasticity in the regression model.

f) Hypothesis Test

Table 8. T-test Result Data

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.355	.679		3.467	.001
	User interface	.200	.067	.260	2.995	.003
	User experience	.227	.075	.247	3.022	.003
	Perceived ease of use	.296	.070	.370	4.254	.000
a. Dependent Variable: Interest in Using						

Based on the results of the t-test analysis, it is found that the three independent variables, namely user interface, user experience, and perceived ease of use, have a positive and significant influence on interest in using the SOCO by Sociolla application. In the user interface variable, a regression coefficient value of 0.200 is obtained, with a t-count of 2.995, which exceeds the t-table of 1.660, and a significance value of 0.003 ($p < 0.05$), so it can be concluded that the user interface partially has a significant effect on interest in using. Furthermore, user experience shows a regression coefficient value of 0.227, with a t-count of 3.022, which is also more significant than the t-table of 1.660, and a significance value of 0.003 ($p < 0.05$), which indicates that user experience significantly affects interest in using. The perceived ease of use variable has the most dominant impact, with a regression coefficient value of 0.296, a t-count of 4.254, which exceeds the t-table of 1.660, and a significance value of 0.000 ($p < 0.05$). Thus, perceived ease of use is proven to positively and significantly affect interest in using the application.

g) Coefficient of Determination Test

Table 9. Coefficient of Determination Test Result (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719[a]	.517	.501	1.480
a. Predictors: (Constant), Perceived ease of use, User experience, User interface				
b. Dependent Variable: Interest in Using				

Source: Data processing result

From Table 9, it can be concluded that the Adjusted R square (R^2) of 0.502 indicates that variations in the three variables of user interface, user experience, and perceived ease of use can explain 50.2% of the variation in interest variables. Meanwhile, 49.8% of other variables outside the research model affect the rest (100 - 50.2).

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h) Hayes Process Analysis Moderation Model

Table 10. Hayes Process Analysis Result

Model	Coeff	SE	p	LLCI	ULI	Description
Moderate 1 (H_4)	.0397	.0181	.0307	.0038	.0755	Accepted
Moderate 2 (H_5)	.0418	.0208	.0470	.0006	.0830	Accepted
Moderate 3 (H_6)	.0380	.0183	.0407	.0016	.0743	Accepted

Based on the analysis results using Hayes Process Model 1 presented in Table 10, it can be concluded that perceived usefulness acts as a moderating variable in the relationship between the user interface and intention to use, with a significance value of 0.0307 (< 0.05), indicating the rejection of H_0 and acceptance of H_4. In addition, perceived usefulness moderates the relationship between user experience and intention to use, with a significance value of 0.0470 (< 0.05), meaning H_0 is rejected and H_5 is accepted. Furthermore, perceived usefulness is proven to moderate the relationship between perceived ease of use and intention to use, with a significance value of 0.0407 (< 0.05), indicating the rejection of H_0 and acceptance of H_6.

4.3 Discussion

a. The Effect of User Interface on Interest in Using the SOCO by Sociolla Application

The test of the effect of user interface on interest in using shows a t-coefficient value of 2.995, a regression coefficient of 0.200, and a significance of 0.003 < 0.05. These results reject H_0 and accept H_1, so it can be concluded that the user interface positively and significantly affects interest in using. This shows that good user interface quality will increase user interest in using the SOCO by Sociolla application, while poor interface quality will reduce user interest in using the application. This finding is similar to previous research by Izzuddin and Ilahiyyah (2022), which shows that the user interface positively impacts user interest.

b. The Effect of User Experience on Interest in Using the SOCO by Sociolla Application

The test results of the effect of user experience on interest in using showed that the t-coefficient value was 3.022, the regression coefficient was 0.227, and the significance was 0.003, which was less than 0.05. Therefore, H_0 is rejected, and H_2 is accepted, indicating that user experience positively and significantly affects interest in using. If the user experience improves, the interest in using the SOCO by Sociolla application will increase, and vice versa. If the user experience is terrible, the interest in using the application will decrease. This research is similar to Syanni's (2020), which shows that user experience positively impacts interest in use.

c. The Effect of Perceived Ease of Use on Interest in Using the SOCO by Sociolla Application

In testing, perceived ease of use has a positive and significant effect on interest in use based on a t coefficient of 4.254, a regression coefficient of 0.296, and a significance value of 0.000 smaller than 0.05. Therefore, H_0 is rejected, and H_3 is accepted. This means that the more manageable the use is perceived, the more the interest in using the SOCO by the Sociolla application, and vice versa; the more complex the use is perceived, the lower the interest in using the SOCO by the Sociolla application. The findings of this study are consistent with previous research by Atriani et al. (2020), which shows that perceived ease of use positively influences interest in use.

d. The Moderating Role of Perceived Usefulness in the Relationship between User Interface and Interest in Using the SOCO by Sociolla Application

From the test results, the moderating role of perceived usefulness in the relationship between the user interface and interest in using it has a significance value of 0.0307 < 0.05. This indicates rejection of H_0 and acceptance of H_4, which means that perceived usefulness moderates the relationship between the user interface and interest in use. This indicates that the higher the perceived usefulness, the greater the influence of the user interface on interest in use, and vice versa with low perceived usefulness.

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e. The Moderating Role of Perceived Usefulness in the Relationship between User Experience and Interest in Using the SOCO by Sociolla Application

The test found that perceived usefulness significantly moderates the relationship between user experience and usage intention, with a significance value of 0.0470, more diminutive than 0.05. Therefore, H_0 is rejected, and H_5 is accepted. The higher the perceived usefulness, the greater the influence of user experience on interest in use, and vice versa if the perceived usefulness is low.

f. The Moderating Role of Perceived Usefulness in the Relationship between Perceived Ease of Use and Interest in Using the SOCO by Sociolla Application

From the results of testing the moderation role, the significance value of 0.007 < 0.05 indicates rejection of H_0 and acceptance of H_6, indicating perceived usefulness moderates the relationship between perceived ease of use and interest in using. This indicates that the greater the perceived benefit, the more significant the effect of perceived ease of use on interest in using, and vice versa; the smaller the perceived benefit, the smaller the effect of perceived ease of use on interest in using.

5. CONCLUSION

This study analyzes how user interface, user experience, and perceived ease of use affect user interest in using the SOCO by Sociolla application, with perceived usefulness as a moderating variable. Based on the study's results, it was found that the three independent variables have a significant and positive impact on interest in using this application. First, better user interface quality has increased users' attractiveness to the application. Second, an optimized user experience contributes to building interest in the app. Third, perceived ease of use also showed a significant effect, where apps that are easy to operate tend to be more desirable to users. In addition, perceived usefulness strengthens the relationship between these three variables and interest in using the app. The higher the user's perception of the application's usefulness, the more significant the impact of user interface, user experience, and perceived ease of use on interest in use.

This research offers valuable insights for developing theory and practice, especially in the beauty e-commerce industry. For companies, these results are an important guide to improving the quality of the application through improved design, user experience, and ease of access to attract more consumers while increasing user loyalty. However, this study has several limitations, including the scope of respondents, which only includes age, gender, and location characteristics. Therefore, future research is expected to involve additional variables such as income level or type of employment and pay attention to other factors such as trust and perceived benefits to obtain a more comprehensive picture of the factors influencing interest in using the application.

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