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E-Catalog System Quality and Its Impact on Behavioral Intention: The Mediating Role of Perceived Ease of Use and Perceived Usefulness

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ABSTRACT

E-catalog systems have become essential tools in the digital age, revolutionizing the way companies and organizations show their goods and services to consumers. This study investigates the direct and indirect effect of e-catalog system quality (ESQ) on behavioral intention (BI) with perceived ease of use (PEOU) and perceived usefulness (PU) as intervening variables. Based on a sample of 75 respondents, the results indicated that ESQ has a significant positive effect on BI, ESQ has a significant positive impact on PU and PEOU, PU and PEOU have a significant positive effect on BI, PU and PEOU mediate the relationship between ESQ and BI. This study adds to the theoretical frameworks of technology acceptance by offering insights unique to the governmental domain. Practical contributions encompass guiding government agencies in enhancing their e-catalog offerings. The study offers actionable insights for optimizing system design, user interfaces, and functionality, with the aim of improving user experiences and fostering higher adoption rates.

Keywords: Behavioral Intention; Perceived Ease of Use; Perceived Usefulness; System Quality

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INTRODUCTION

In recent years, information technology (IT) has undergone amazing progress. In particular, the internet has revolutionized the methods by which individuals do business. IT has enabled companies to use the internet as a way to reach customers. Many organizations have used the Internet to support their activities, one of which is the activity of purchasing goods. Nowadays, a lot of companies can sell goods via the internet, which makes people have many choices for purchasing goods. Online shopping helps customers to purchase goods more quickly, with more options, and at lower prices (Naruetharadhol et al., 2022)(Saghiri et al., 2023). According to (J.-H. Wu & Wang, 2005)(Shukhratovna & Bayazovna, 2025) internet technology has matured to the point that it has become a sophisticated medium for advertising, shopping, investing, and

banking. It has improved social relations and has become an integral component of individuals' everyday existence.

The Ministry of Finance has launched an electronic catalog service. The E-Catalog is a digital information system that encompasses pricing ranges, listings, classifications, and technical specifications of particular products sourced from various government suppliers. The purpose of the e-catalog is to create an e-marketplace that will give as many providers of products and services as possible the chance to engage in an open and transparent procurement of products and services

System quality is important when associated with the government e-catalog system since it directly impacts user experience and operational performance. A well-designed e-catalog system has several advantages, including enhanced consumer accessibility, improved operational efficiency through process automation, and an ideal user experience through straightforward search and navigation features. When consumers have easy access to accurate and complete product information updates ensure that the material is up to date, they may make well-informed purchasing decisions.

There has been a significant amount of interest in the field of information systems research on the investigation of users' intents to make consistent use of technology. The Technology Acceptance Model (TAM) (Davis et al., 1989) is widely acknowledged as the most prominent theoretical framework due to its robust explanatory power and simplicity across different contexts. TAM focuses on behavioral aspects of information technology usage based on usability and convenience perception. These two perspectives show that the usefulness and convenience of use of technology have an impact on its adoption. According to (Davis, 1989), PU and PEOU were two key factors in predicting a user's inclination to adopt computer technology. According to a review of past research, these two variables are the main focus of research connected to computer technology acceptance studies (Ma et al., 2005) (Wang & Lin, 2012); (Li et al., 2012); (Wu, 2013); (Hamid et al., 2016); (Moslehpour et al., 2018); (Alshurideh et al., 2019); (Caffaro et al., 2020); (Tahar et al., 2020); (Chen & Aklikokou, 2020); (Gupta et al., 2021); (Malik & Annuar, 2021); (Wafiyyah & Kusumadewi, 2021); (Al-Maroof & Salloum, 2020); (Ferdianto, 2022); (Syaharani & Yasa, 2022); (Kim & Song, 2022); (Mazan & Çetinel, 2022); (Alshurafat et al., 2023); (Warsono et al., 2023); (Alshurideh et al., 2023); (Hussain et al., 2025).

The impact of SQ on BI has been the subject of investigation in a number of research. While previous researchers have utilized and examined the impact to a great extent, empirical investigations have yielded inconsistent findings. The majority of the previous studies demonstrates that BI is influenced by SQ (Ramayah et al., 2010); (Almahamid & Rub, 2011); (Calisir et al., 2014); (Hariguna et al., 2017); (Senaratne & Samarasinghe, 2019); (Wut & Lee, 2022); (Abbasi et al., 2022); (Chamboko-Mpotaringa & Tichaawa, 2023); (Rana et al., 2024). Conversely, other research indicate that SQ does not have any impact on BI (Fachri et al., 2021); (Mailizar et al., 2021) and (Chan et al., 2022).

This study is different from previous research. Prior studies use various objects in non public sector, for example, higher education (Alkhawaja et al., 2022); (Panergayo, 2021); (Koç et al., 2016); (Cigdem & Ozturk, 2016); (Park, 2009); (Ma et al., 2005); Banking (Wang, 2003), social networking websites (Pillai & Mukherjee, 2011); auctions (Adomavicius et al., 2013), health information system (Mou & Cohen, 2014); food delivery apps (Lee et al., 2017), online travel agency (Wicaksono & Maharani, 2020), e-government services (Zubir & Abdul Latip, 2024), public hospitals (Hussain et al., 2025). This study specifically examines the complex relationship between SQ, PEOU, PU, and BI within the government sector. Second, while there is a significant body of scholarly research on the influence of PU and PEOU on BI, only a limited number of studies have examined the effect of ESQ on PU and PEOU. By considering both PU and PEOU as mediators, the study enhances comprehension by revealing the methods by which ESQ impacts users' intentions, providing useful insights that can inform the design and improvement of e-catalog systems in governmental contexts.

This research focuses on government electronic catalogues, which differ fundamentally from those in the commercial market. Commercial markets generally place greater emphasis on profits and market competition. In contrast, e-catalogues operate within a strict bureaucratic and regulatory framework and face pressures for greater public accountability and transparency. These institutional factors affect user views and behaviours in ways that have not been extensively examined in prior research, which has predominantly concentrated on the private sector. Moreover, prior empirical research on the impact of system quality on usage intentions has yielded inconsistent results, and only a limited number of studies have examined the mediating roles of PEOU and PU in government procurement.

This study will enrich research related to technology acceptance model by including ESQ as one of a determinant of BI in procurement activity. The study aims to assess the direct influence of ESQ on BI and also examine the indirect impact of ESQ on BI by taking into account the mediating components of PU and PEOU.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Effect of ESQ on BI

ESQ significantly influences BI by impacting users' perceptions of the technology's reliability, functionality, and overall performance. A well-designed and efficient system that meets user needs and provides a seamless experience fosters positive attitudes. This positive perception of ESQ directly contributes to an increased intention among users to engage with the system, as they believe that the high quality of the technology enhances their ability to successfully accomplish tasks and goals. The greater the quality level of an ESQ, the greater the BI. This is in line with research done by previous authors, which proves a significant positive effect of ESQ on BI (Ramayah et al., 2010); (Almahamid & Rub, 2011); (Calisir et al., 2014); (Hariguna et al., 2017); (Senaratne &

Samarasinghe, 2019); (Wut & Lee, 2022); (Abbasi et al., 2022); (Chamboko-Mpotaringa & Tichaawa, 2023). Here is the formulation of H1 based on the provided description.

H1: ESQ has a positive effect on BI

An indirect effect of ESQ on BI through PU and PEOU

TAM indicates that PU and PEOU will function as mediators rather than operating separately, as corroborated by prior study undertaken by (Moslehpour et al., 2018); (Caffaro et al., 2020); (Lui et al., 2021) and (Song et al., 2021). This finding aligns with earlier user acceptance studies conducted by (Alshurideh et al., 2023) and (Enezi et al., 2022). The quality attributes of the e-catalog system have an impact on users' judgments of PU and PEOU as they engage with it. When users believe the system to have a high level of quality, providing precise information and user-friendly features, their views of PU and PEOU are improved. The PU of the system enables users to think that it helps them achieve their goals, while the increased PEOU fosters a sense of comfort in engaging with the technology. These enhanced perceptions, in return, foster favorable sentiments towards the e-catalog system and, as a result, motivate individuals to use the system for exploring products and making decisions. The indirect effect refers to the mediating functions of PU and PEOU in transmitting the impact of ESQ to users' BI. This emphasizes the significance of comprehensive user experiences in influencing intended user behaviors. The second and third hypotheses are formed as a result of the above explanation.

H2: ESQ indirectly impacts BI through PU

H3: ESQ indirectly impacts BI through PEOU.

This research paradigm, which is based on the above-mentioned hypothesis formation, is shown in Figure 1

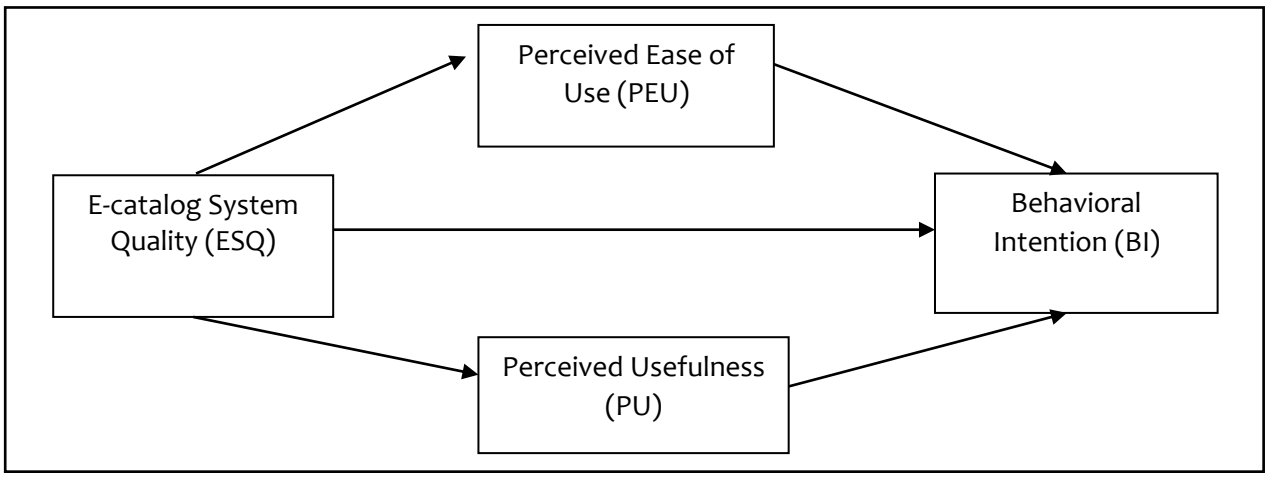

Figure 1. Research Model
Source: Author (2025)

METHODOLOGY

This research utilises a quantitative methodology. The population under study comprises all government procurement units within the Ministry of Finance situated in East Java, Bali, and Nusa Tenggara. To assess the study model, data were gathered from questionnaires administered to a total of 90 individuals. Participants in this study include commitment officers, procurement officers, and their staff. Eighty-three per cent of the 90 questionnaires that were sent out, and the 75 that were returned, were completed.

The PU is the user's evaluation of how much the e-catalogue system increases their productivity and helps them reach their goals. PU was evaluated using a scale derived from the TAM created by (Davis, 1989). The scale consisted of 8 items. PEOU refers to the user's perception of how easy it is to interact with and navigate the e-catalogue system. PEOU was measured using a modified version of the TAM questionnaire developed by Davis (1989). The questionnaire consisted of 10 items. BI refers to the individual's expressed likelihood or intention to use the e-catalogue system in the future. BI was gauged using a scale adapted from the Unified Theory of Acceptance and Use of Technology (UTAUT) model proposed by (Venkatesh et al., 2003). ESQ to the perceived technical characteristics and attributes of the e-catalogue system that contribute to its overall performance and functionality. ESQ was assessed using a measurement scale adapted from the DeLone and McLean Information Systems Success Model (1992). The scale consisted of 7 items.

This study uses data analysis with a statistical test tool that is the model of structural equation modeling (SEM) with PLS (Partial Least Square) technique. PLS offers several potential advantages to researchers such as the smaller sample size requirements and a lack of distributional assumptions (Shackman, 2013). Path analysis using the PLS-SEM methodology was employed to examine direct and indirect effects. The instrument's validity was assessed using convergent validity and reliability, employing Cronbach's alpha (>0.70).

RESULTS

Respondents' Demographic Profile

The backgrounds of the 75 respondents who took part in this study are shown in Table 1. According to Table 1, the majority of respondents fall between the age range of 30 to 39 years, accounting for 61.3% of the total. Additionally, 32% of respondents are between the ages of 40 and 49 years. The gender distribution shows that 10.7 per cent of the business owners were males, while 89.3 per cent were female. Relatively balanced between the highest education, respondents were generally well educated (53.3% of individuals possessed a bachelor's degree, and 46,7 percent had a master's degree). Furthermore, the longest tenure of respondents is 6-10 years, as indicated by the percentage of 50.7%.

Table 1. Respondents' Demographic Profile

Description	Frequency	Percentage (%)
Age		
< 29 years	0	0
30-39 years	46	61.3
40-49 years	24	32
50-59 years	5	6.7
Total	75	100
Gender		
Male	8	10.7
Female	67	89.3
Total	75	100
Highest Education		
Undergraduate	40	53.3
Master	35	46.7
Doctorate	0	0
Others	0	0
Total	75	100
Working experience		
< 1 years	1	1.3
1 - 5 years	7	9.3
6 -10 years	38	50,7
>10 years	29	38.7
Total	75	100

Source: Author (2025)

Hypothesis Testing

Table 2 and Table 3 show path analysis results and the Sobel test, respectively.

Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	T Tabel	P
ESQ→BI	0.327603	0.330445	0.155263	2.109995	1.994437	0.038435
ESQ→PU	0.804064	0.803658	0.05168	15.558509	1.994437	0.000000
ESQ→ PEU	0.748946	0.750253	0.065664	11.405804	1.994437	0.000000
PU→ BI	0.256107	0.255463	0.126666	2.021901	1.994437	0.047010
PEU→ BI	0.264943	0.262883	0.123378	2.147416	1.994437	0.035225

Source: Author (2025)

Table 3. Sobel Test

Indirect Effect	T Statistics	P-value
The indirect influence of ESQ on BI through PEOU	2.00508729	0.02247686
The indirect influence of ESQ on BI through PU	2.11044461	0.01741004

Source: Author (2025)

Table 2 demonstrates that the impact of ESQ on BI is significant, with a significance level of 0.038435, which is less than 0.05. The initial value of the sample estimate is 0.327603, indicating a positive influence of ESQ on BI. Consequently, H1 is accepted. The influence of ESQ on PU has a significant effect with a significant level of 0.000000 < 0.05. Furthermore, the result of the effect of PU toward BI has a significant effect with a significant level of 0.047010 < 0,05. Based on these two significant paths, ESQ has an indirect influence on BI through PU. Furthermore, the result of the Sobel Test in Table 3 gives a significance value of 0.02247686 (< 5%); therefore, H2 is supported.

Table 2 demonstrates that the link between ESQ and PEOU exhibits a significant effect, with a significance level of 0.000000, which is less than 0.05. The effect of PEOU on BI was considerably altered, with a level of 0.035225, which is less than 0.05. It can be concluded that ESQ exerts an indirect influence on BI via PEOU, based on these two substantial pathways. Furthermore, the Sobel Test results presented in Table 3 indicate a significance value of 0.01741004 (< 5%). Consequently, H3 in this investigation is affirmed

DISCUSSION

The Effect of ESQ on BI

The results demonstrated that ESQ exerts a considerable positive influence on BI, as well as on PU and PEOU. Furthermore, PU and PEOU significantly affect BI and mediate the relationship between ESQ and BI. The results of this study offer convincing proof of a clear impact of ESQ on users' BI. The direct impact of system quality attributes on users' attitudes and inclinations to utilize e-catalogs is emphasized. These findings align with current ideas on technology acceptance, which highlight that users are likely to embrace and utilize the system that demonstrate superior levels of quality.

The correlation between ESQ and BI suggests that when users perceive the e-catalog system to have high-quality attributes, such as accurate product information, easy navigation, and attractive design, they are more inclined to use the system for their product-related activities. This is consistent with the inherent understanding that users are instinctively attracted to systems that provide dependable and gratifying experiences. Practically speaking, these findings have significance for enterprises and

organizations who want to maximize user engagement and the utilization of e-catalog systems. Organizations can provide pleasant user experiences and increase engagement by investing in ESQ upgrades. This can also cultivate a favorable attitude among users, which in turn motivates them to interact with the e-catalog.

An indirect effect of ESQ on BI through PU and PEOU

This study demonstrates that the variables of PU and PEOU are significant factors in influencing the association between ESQ and BI. This mediation effect elucidates the fundamental processes by which ESQ effects BI, indicating that the influence of ESQ is not immediate, but rather conveyed through users' perceptions of PU and PEOU. The mediation effect of PU indicates that when users have a greater opinion of the e-catalog's ease of system use (ESQ), it results in an improved perception of usefulness. This, in turn, promotes a more favorable attitude towards the e-catalog and ultimately motivates users to actively interact with it. Similarly, the involvement of PEOU as a mediator suggests that seeing a higher ESQ leads to an enhanced impression of ease of use, resulting in a good user experience that influences their behavioral intention.

These findings support existing ideas on technology adoption, highlighting the significance of PU and PEOU as key determinants impacting customers' inclination to utilize. The observed mediation effect emphasizes the essential role that ESQ plays in forming these impressions, thereby impacting users' intention to engage with the e-catalog for activities linked to products. Essentially, these observations offer helpful advice for firms aiming to improve user involvement with e-catalogs. Organizations can positively influence users' attitudes and intention to participate by emphasizing the enhancement of ESQ, which indirectly impacts their views of PU and PEOU. Adopting a comprehensive user-centered design approach can result in more efficient methods for enhancing the acceptability and utilization of technology. These insights offer practical suggestions for creating and executing efficient e-catalog systems that match user expectations and preferences, thereby encouraging favorable user actions and intentions.

As shown by the results and justifications presented above, ESQ has a major impact on BI, both directly and indirectly, through PEOU and PU. These results clearly show that the system's technical features do not drive users' intention to use the government e-catalogue; rather, the service quality of the system shapes users' perceptions of its usefulness and ease of use. Theoretically, this study differs from other research by not only investigating the direct impact of ESQ on BI but also elucidating the intermediary roles of PEOU and PU within the framework of government e-catalogues. This study extends the application of TAM to the public sector. It offers a theoretical rationale for the discrepancies observed in prior research findings, contrasting with most previous studies focused on the non-public sector. This study's findings also underscore that the utilisation of government e-catalogues relies not solely on technical attributes but also on the calibre of system services.

CONCLUSIONS

This study aims to examine the impact of ESQ on BI, both directly and indirectly, with PEOU and PU as mediating factors. The conclusions of the study are in agreement with earlier investigations: (1) ESQ results in increased BI, and (2) PU and PEOU operate as intermediaries in the connection between ESQ and BI.

This research makes significant contributions both in terms of theory and practical application. From a theoretical perspective, this research enhances the TAM by integrating ESQ as an external variable influencing PEOU and PU. This study substantiates the TAM model in the public sector by demonstrating the mediating roles of PEOU and PU. From a practical standpoint, the study's practical contributions lie in offering valuable insights for government agencies and policymakers aiming to enhance the implementation and use of e-catalog system. This research provides actionable recommendations for optimizing system design, user interface, and functionality. This can lead to improved user experiences, increased trust in government technology solutions, and ultimately, higher adoption rates of e-catalog systems, thus facilitating more efficient public procurement processes and better citizen engagement with governmental resources.

Limitations and Recommendations

This study has three drawbacks. To begin with, the use of self-report scales to quantify study variables raises the risk of common method bias in some of the findings, in-depth interviews should be utilized in future research endeavors. Second, this study exclusively looks at personnel who work for the Ministry of Finance in East Java, Bali, and Nusa Tenggara. More public offices should be included in future studies, as well as more respondents, so that the results can be extrapolated to different contexts. Third, a snapshot research method was used to conduct this study. In order to evaluate the accuracy of the investigated models and the validity of our conclusions, more research is required. Longitudinal research may help us better understand the causation and interrelationships between variables that influence individual acceptance of the e-catalog system.

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