



UDC 332

THE ROLE OF ATTITUDE TOWARD USING MEDIATES THE INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON BEHAVIORAL INTENTION TO USE

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ABSTRACT

Government procurement of goods/services is essential in facilitating the success of the organization's strategic goals and government work programs. For this reason, the results of government procurement of goods/services must be of high quality at competitive prices and at the right time to support the main tasks and functions of regional apparatus, regional development and community economic growth. This study aimed to explain the effect of perceived usefulness, perceived ease of use and attitude toward using on behavioral intention to use, as well as the effect of perceived usefulness and perceived ease of use on behavioral intention to use mediated by attitude toward using. The research subjects were goods/services procurement actors within the Bali provincial government, with a sample of 100 people. Determination of the sample using a non-probability sampling method, namely purposive sampling. Data were analyzed using the SEM (Structural Equation Modeling) technique. The results showed that perceived usefulness, perceived ease of use, and attitude toward using had a positive and significant effect on behavioral intention to use, perceived usefulness had a positive but not significant effect on attitude toward using, perceived ease of use had a positive and significant effect on attitude toward using, attitude toward using does not mediate the effect of perceived usefulness on behavioral intention to use, and attitude toward using mediates the effect of perceived ease of use on behavioral intention to use. The practical implication that can be given from the findings of this study is that this study can be used as a basic model for evaluating the Local Electronic Catalog strategy for perceived usefulness, perceived ease of use, attitude toward using and behavioral intention to use. Based on the results of statistical data, that is among the three variables that influence behavioral intention to use.

KEY WORDS

Perceived usefulness, perceived ease of use, attitude, behavioral intention to use.

The development of information and communication technology in the current era of globalization is overgrowing. Human activities in everyday life are greatly influenced by information technology, and government and private organizations also take advantage of information technology developments to improve performance. With increased organizational performance, efforts to improve maximum service to the community will be realized (Padang, 2016: 1).

Over time, internet-based information and communication technology have become a major need for the community in obtaining various information. The government is also required to continue to follow developments in information and communication technology in carrying out government work. In addition, the government is required to pay serious attention to overcoming Corruption, Collusion and Nepotism (KKN) so that a clean government is created and able to provide good services as expected by the community. Therefore, one of the efforts that the government can make is the use of information technology to create good governance (Padang, 2016: 1).

Government procurement of goods/services has an important role in facilitating the success of the organization's strategic goals and government work programs. For this reason, the results of government procurement of goods/services must be of high quality at



competitive prices and at the right time according to the needs to support the main tasks and functions of regional apparatus and regional development and community economic growth.

Furthermore, according to Nurchana et al., in its application to achieve

Good governance is to carry out the procurement of government goods/services electronically. This manifests the changes made because of the many problems in conventional procurement of government goods/services.

Meanwhile, Padang (2016: 22) explains that the conventional procurement of goods and services is the process of procuring goods and services in which both parties, namely the user represented by the Commitment Making Officer (PPK) and the goods and services providers, meet each other and still make physical contact in every procurement of goods and services.

In Presidential Regulation Number 16 of 2018 concerning government procurement of goods/services, it is explained that Electronic Purchasing, from now on referred to as E-purchasing, is a procedure for purchasing goods/services through an electronic catalogue system. and based on Presidential Regulation Number 12 of 2021 concerning procurement of government goods/services, Electronic Purchasing, from now on referred to as E-purchasing, is a procedure for purchasing goods/services through an electronic catalogue system or online store.

According to Mutiarin et al. (2014: 206-207), e-procurement differs slightly from conventional procurement used by some of the previous auction stakeholders. Conventional procurement of goods and services is more time-consuming in packing paperwork than serving their suppliers or negotiating prices. While e-procurement is more time efficient and has higher operational costs when compared to conventional customer or tender methods.

Of course, there are challenges that implementers must face when implementing e-procurement in the public sector. Mac Manus in Padang (2016: 29) says three factors inhibiting the implementation of e-procurement in the public sector: first, the difference in character between the public and business sectors. Second, more trust between the government and the private sector needs to be. Third, the ability of employees to carry out e-procurement.

The objectives of holding e-procurement on the official website of the LKPP (Government Goods/Services Procurement Policy Institute) of the Republic of Indonesia (<https://eproc.lkpp.go.id/content/about>) are transparency and accountability, market access and fair business competition, the efficiency level of the procurement process, monitoring and auditing processes, as well as the need for access to real-time information.

Quoted on the website of the Republic of Indonesia Cabinet Secretariat (Sekretariat Kabinet Republik Indonesia | President Jokowi Issues Presidential Instruction for the Acceleration of the Implementation of Government Barang/Services Procurement (setkab.go.id), to accelerate the implementation of the government's development program, a Presidential Instruction was issued. President Joko Widodo (Jokowi) on January 16, 2014, issued Presidential Instruction No. 1 of 2015 concerning the Acceleration of Implementation of Government Goods/Services Procurement. President Joko Widodo (Jokowi) on March 3 0, 2022 also issued Presidential Instruction Number 2 of 2022 concerning Accelerating the Increase in the Use of Domestic Products and Micro, Small Business, and Cooperative Products in the Context of the Success of the National Proud Made in Indonesia Movement in the Implementation of Government Procurement of Goods/Services.

After the change in regulations in the procurement of goods/services, differences emerged from the old regulations to the new ones. Namely, from Presidential Decree No. 16 of 2018 and the changes that have been replaced by Presidential Decree No. 12 of 2021. Differences in Presidential Regulation No. 12 of 2021 with Presidential Decree No. 16 of 2018 and the changes include more straightforward procurement agents, new types of self-management, procurement contract dispute resolution services, term changes, BLU (Public Service Agency) autonomy to regulate own procurement, ULP (Procurement Service Unit) to UKPBJ (Goods/Services Procurement Work Unit), Direct Procurement Limits, Bid Guarantees, and Types of Contracts.



Moreover, to overcome problems in the electronic procurement of government goods and services, Presidential Regulation Number 16 of 2018 concerning procurement of goods and services is used (amended by Presidential Regulation Number 12 of 2021 concerning procurement of government goods and services) and Regulation of the Head of Government Goods/Services Procurement Policy Agency Number 09 of 2021 concerning Concerning Online Stores and Electronic Catalogs in the Procurement of Government Goods/Services and Presidential Instruction No. 2 of 2022 concerning Acceleration of Increasing the Use of Domestic Products and Products for Micro, Small Enterprises , and Cooperatives in the Context of Succeeding the Proud National Movement Made in Indonesia in the Implementation of Government Procurement of Goods/Services.

The implementation of e-procurement at the Provincial Government of Bali is based on the Circular Letter of the Governor of Bali NUMBER: B.42.027/10940/P2PA/B.PBJEK Concerning the Implementation of the Proud Made in Indonesia National Movement in the Procurement of Goods/Services within the Regional Government of the Province of Bali, which refers to Presidential Instruction Number 2 of 2022 concerning the Acceleration of Increasing the Use of Domestic Products and Products of Micro, Small Enterprises and Cooperatives in the Context of Succeeding the National Movement of Proud Made in Indonesia in the Implementation of Procurement of Goods/J government hope. The Circular Letter above is a guideline for Regional Work Units (SKPD) in e-procurement.

The cases of violations against the procurement of government goods and services that have occurred in Bali Province are as quoted from Merdeka.com (<https://www.merdeka.com/events/pejuang-di-bali-jadi-suspicious-korupsi-dana-upacara-adat-dan-sesajen-reach-rp1-miliar.html>) August 5, 2021, An official from the Culture Office of Denpasar City, Bali, with the initials IGM, was named a suspect by the Denpasar District Attorney (Kejari), Bali. The official was named a suspect in the case of alleged corruption in the Special Financial Assistance (BKK) for the procurement of traditional ceremonial implements in the form of aci-aci and offerings at village-level traditional banjars throughout Denpasar City, Bali.

This is also the case, as seen in the news between the Indonesian News Agency on May 11 2023. The Bali High Prosecutor's Office demanded three years in prison for the defendant, I Ketut Budiarsa (65), in a case of alleged corruption in the procurement of medical devices (lakes), family planning and special vehicles for the Badung Hospital, which cost the state Rp. 6.2 billion. At the previous trial, it was revealed in the indictment that in 2013 the defendant Ketut Budiarsa together with the witness I Ketut Sukartayasa, Witness I Ketut Susila and Witness Muhammad Yani Khanifudin (the three convicted in separate files), committed an unlawful act, namely having participated in compiling a Self-Estimated Price (HPS) for the procurement of medical equipment at Badung Hospital. Where in the provisions, the preparation of the HPS should be the authority of the Commitment Making Officer (PPK).

With cases and violations related to the procurement of government goods/services. So it is advised that the procurement of goods/services within the Provincial Government of Bali apply Circular Letter of the Governor of Bali NUMBER: B.42.027/10940/P2PA/B.PBJEK Concerning the Implementation of the Proud Made in Indonesia National Movement in the Procurement of Goods/Services within the Regional Government of the Province of Bali as a guide in its implementation. Moreover, prioritizing shopping for government goods/services through the local electronic catalogue of the province of Bali. So that all procurement processes can be recorded in the system and procurement can take place effectively and efficiently.

Based on research conducted by Basuki (2022) shows that perceived usefulness has a significant positive effect on the intention to use because the perceived usefulness felt by a user of a technology system will have an impact on the intention to use because if they have felt the effectiveness of the technology system, they will continue to use it. This is in line with research conducted by Setyawati et al. (2022), which shows that perceived usefulness has a significant positive effect on behavioral intention to use; if a technology system provides many benefits, users will continue to use the technology system in the future. Research



conducted by Faizani & Indriyanti (2021) shows that perceived usefulness positively and significantly affects behavioral intention to use. However, research conducted by Nofridasari (2019) found that perceived usefulness did not affect students' interest in using T-cash.

Perceived ease of use in using technology-based products has a vital role in increasing interest in using these products (Sagitarini & Sari, 2020). This ease-of-use construct is also a belief about the decision-making process; if someone feels confident that the information system is easy to use, then he will use it, and vice versa (Suggesti, 2020). Perceived ease of use is a belief about the decision-making process in using information technology, whether this technology can provide convenience in completing work or not (Isma et al., 2021). Perceived ease of use is the extent to which a person's level of trust can be easily used and understood so that users do not feel burdened when new technology is introduced (Maharani et al., 2021).

Research conducted by Setiawan & Setyawati (2020) shows that perceived ease of use has a positive and significant effect on the intention to use because perceived ease of use makes consumers have no difficulties in using technology products or services. Other research that shows consistent results is by Pradita & Munari (2021). Perceived ease of use has a significant effect on behavioral intention to use. Research conducted by Aditya & Wardhana (2017) shows that perceived ease of use positively and significantly affects behavioral intention. However, research conducted by Bregasthian et al. (2021) shows that perceived ease of use has a negative effect on the intention to use mobile applications.

Based on the research gap in previous research, a mediating variable is needed as an intermediary in the relationship between perceived usefulness and perceived ease of use towards behavioral intention to use. The variable that can be used as a mediating variable is the attitude toward using. In this case, attitude toward using is related to consumer behavior towards their interest in using a technology system (Driediger & Veera, 2019). Attitude towards using or attitude towards use, to find out attitudes towards using information systems in the form of acceptance or rejection of users using an information system in their work (Irawan & Hadi, 2021). Attitude toward using is defined as an evaluation from users about their interest in using technology (Firdaus et al, 2022). Attitude toward using is defined as a person's positive or negative feelings if they have to carry out the desired behavior based on a person's psychological factors, which refer to the behavioral attitude shown by the research conducted (Fatmawati & Ali, 2021).

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Hypotheses:

- H1: Perceived usefulness has a positive and significant effect on behavioral intention to use Local Electronic Catalogs for Goods/Services Procurement Actors in the Provincial Government of Bali;
- H2: Perceived ease of use has a positive and significant effect on behavioral intention in Local Electronic Catalog Goods/Services Procurement Actors in the Provincial Government of Bali;
- H3: Perceived usefulness has a positive and significant effect on attitude toward using Local Electronic Catalogs for Goods/Services Procurement Actors in the Provincial Government of Bali;
- H4: Perceived ease of use has a positive and significant effect on attitude toward using Local Electronic Catalogs on Goods/Services Procurement Actors in the Provincial Government of Bali;
- H5: Attitude toward using has a positive and significant effect on behavioral intention to use Local Electronic Catalogs for Goods/Services Procurement Actors in the Provincial Government of Bali;
- H6: Attitude toward using is able to mediate the effect of perceived usefulness on behavioral intention to use Local Electronic Catalogs on Goods/Services Procurement Actors in the Bali Provincial Government Environment significantly;
- H7: Attitude toward using can significantly mediate the influence of perceived ease of use on behavioral intention to use Local Electronic Catalogs on Goods/Services Procurement Actors in the Bali Provincial Government Environment.

METHODS OF RESEARCH

This study uses an associative research design. The independent variables in this study are perceived usefulness (X1) and perceived ease of use (X2), with the mediating variable namely attitude toward using (M) and the dependent variable being a behavioral



intention to use (Y). The method used in this study is to use the survey method, in which questionnaires will be distributed for data collection. The type of research used is non-experimental research with data collection techniques in the form of distributing questionnaires. The sampling technique in this study used a purposive sampling technique with the condition that the respondent is a Goods/Services Procurement Actor in the Bali Provincial Government who has yet to use the Local Electronic Catalog System at the Bali Provincial Government.

The population in this study were all Regional Apparatus Organizations within the Bali Provincial Government represented by the Goods / Services Procurement Officer within the Bali Provincial Government based on the decree of assignment from each OPD to use the local electronic catalog in the Bali provincial government. In this study, the total population was 100 people. The sampling technique in this study used the Saturated Sampling Technique, where all populations in this study were sampled. The definition of the research variable used is Behavioral Intention To Use is the behavioral tendency to continue using the local electronic catalog of the Bali provincial government. and the individual's desire to reuse something the same if one day they need it again. Attitude toward is the user's attitude in the form of acceptance or rejection after using the local electronic catalog of the Bali provincial government in their work. Perceived usefulness is the user's belief that when they use the local electronic catalog in the provincial government of Bali, their performance will improve over time. Perceived Ease of use is the extent to which a person believes that using a local electronic catalog in the provincial government of Bali will make it easy to use, easy to learn, easy to understand, simple and easy to operate.

This research was conducted in Denpasar City because it is the capital of Bali Province, which has high population mobility. The subjects in this study were goods/services procurement actors who had never used the local electronic catalogue system at the Bali provincial government. The object of this study is to measure how the role of attitude toward using mediates perceived usefulness and perceived ease of use on behavioral intention to use users of the local electronic catalogue system in the provincial government of Bali. This study uses component-based or variant-based Structural Equation Modeling (SEM), namely Partial Least Square (PLS).

RESULTS AND DISCUSSION

A validity test is data that can be trusted to be true in accordance with reality. The results of the validity test in Table 1 show that all research instruments used to measure the variables Perceived usefulness, Perceived ease of use, Attitude, and Behavioral Intention To Use have a correlation coefficient with a total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows that the statement items in the research instrument are valid and appropriate to be used as research instruments.

The reliability test results presented in Table 2 show that all research instruments have a Cronbach's Alpha coefficient greater than 0.60. Thus, all variables have fulfilled the reliability requirements so that they can be used to conduct further research.

The results of the convergent validity test in Table 3 show that all values of the outer loadings of the variable indicators have a value greater than 0.50 with a p-value of 0.000 less than 0.05. Thus, it can be concluded that all indicators have met the requirements of convergent validity.

Table 4 shows that all variables have an AVE value above 0.50, and the correlation value for each variable is higher than the correlation between variables. These results indicate that the indicator of the latent variable itself is better than the indicators of other latent variables. Based on the results of this analysis, the data has good discriminant validity.

Based on Table 5, it's shown that the Composite Reliability value and Cronbach's Alpha value for all constructs have a value of more than 0.6. Thus in the research model, each research construct has good reliability.

In Table 6, it can be seen that the R-square value of the Attitude Toward Using variable is 0.905. 90.5 per cent of the Attitude construct variability is explained by the variable's



Perceived usefulness and Perceived ease of use. In comparison, the remaining 9.5 per cent of the Attitude Toward Using a variable is explained by variables outside the model. Likewise, the Behavioral Intention to Use variable has an R-square value of 0.939, meaning that 93.9 per cent of the variability is explained by the variable's Perceived usefulness, Perceived ease of use, and attitude, while the remaining 6.1 per cent of the Behavioral Intention to Use variable is explained by variables outside the model.

Table 1 – Instrument Validity Test

Variables	Item	r test	r table	Information
Perceived Usefulness (X1)	X1.1	0.849	0.361	valid
	X1.2	0.881	0.361	valid
	X1.3	0.755	0.361	valid
	X1.4	0.829	0.361	valid
	X1.5	0.689	0.361	valid
Perceived Ease of Use (X2)	X2.1	0.690	0.361	valid
	X2.2	0.793	0.361	valid
	X2.3	0.901	0.361	valid
	X2.4	0.889	0.361	valid
	X2.5	0.686	0.361	valid
Attitude Toward Using (M)	M.1	0.783	0.361	valid
	M.2	0.795	0.361	valid
	M.3	0.883	0.361	valid
	M.4	0.773	0.361	valid
Behavioral Intention To Use (Y)	Y.1	0.840	0.361	valid
	Y.2	0.888	0.361	valid
	Y.3	0.933	0.361	valid
	Y.4	0.677	0.361	valid
	Y.5	0.683	0.361	valid

Source: Primary data processed, 2022.

Table 2 – Instrument Reliability Test

Variables	Cronbach's Alpha	Requirement	Information
Perceived Usefulness (X1)	0.844	> 0.60	reliable
Perceived Ease of Use (X2)	0.822	> 0.60	reliable
Attitude Toward Using (M)	0.792	> 0.60	reliable
Behavioral Intention To Use (Y)	0.860	> 0.60	reliable

Source: Primary data processed, 2022.

Table 3 – Convergent Validity Test Results

n/n	Outer Loadings	p-value	Information
Y.1 <- Behavioral Intention To Use (Y)	0.910	0,00	Valid
Y.2 <- Behavioral Intention To Use (Y)	0.958	0,00	Valid
Y.3 <- Behavioral Intention To Use (Y)	0.937	0,00	Valid
Y.4 <- Behavioral Intention To Use (Y)	0.891	0,00	Valid
Y.5 <- Behavioral Intention To Use (Y)	0.925	0,00	Valid
M.1 <- Attitude Toward Using (M)	0.951	0,00	Valid
M.2 <- Attitude Toward Using (M)	0.899	0,00	Valid
M.3 <- Attitude Toward Using (M)	0.958	0,00	Valid
M.4 <- Attitude Toward Using (M)	0.918	0,00	Valid
X1.1 <- Perceived Usefulness (X1)	0.848	0,00	Valid
X1.2 <- Perceived Usefulness (X1)	0.940	0,00	Valid
X1.3 <- Perceived Usefulness (X1)	0.901	0,00	Valid
X1.4 <- Perceived Usefulness (X1)	0.860	0,00	Valid
X1.5 <- Perceived Usefulness (X1)	0.750	0,00	Valid
X2.1 <- Perceived Ease of Use (X2)	0.943	0,00	Valid
X2.2 <- Perceived Ease of Use (X2)	0.920	0,00	Valid
PX2.3 <- Perceived Ease of Use (X2)	0.957	0,00	Valid
X2.4 <- Perceived Ease of Use (X2)	0.955	0,00	Valid
X2.5 <- Perceived Ease of Use (X2)	0.706	0,00	Valid

Source: Primary data processed, 2022.



Table 4 – Discriminant Validity Test Results

Research variable	AVE	√AVE	Correlation			
			Attitude Toward Using (M)	Behavioral Intention To Use (Y)	Perceived Ease of Use (X2)	Perceived Usefulness (X1)
Attitude Toward Using (M)	0.869	0.951	1.000	0.925	0.908	0.890
Behavioral Intention To Use (Y)	0.855	0.946	0.925	1.000	0.903	0.900
Perceived Ease of Use (X2)	0.812	0.949	0.908	0.946	1.000	0.909
Perceived Usefulness (X1)	0.743	0.925	0.890	0.862	0.909	1.000

Source: Primary data processed, 2022.

Table 5 – Composite Reliability Test Results

No	Variable	Cronbach's Alpha	Composite Reliability	Information
1	Behavioral Intention To Use	0,957	0,967	Reliable
2	Attitude Toward Using	0,949	0,964	Reliable
3	Perceived Usefulness	0,912	0,935	Reliable
4	Perceived Ease of Use	0,939	0,955	Reliable

Source: Primary data processed, 2022.

Table 6 – R-Square

Construct	R-Square
Attitude Toward Using	0,905
Behavioral Intention To Use	0,939

Source: Primary data processed, 2022.

The Q2 value of 0.978 is relatively large and has high predictive relevance, so the resulting model is suitable for predicting. The Q2 value of 0.978 means that 97.8 per cent of the variation of the Behavioral Intention to Use variable is influenced by the variable's Perceived usefulness, Perceived ease of use, and Attitude Toward Using, while other variables outside the model influence the remaining 2.2 per cent.

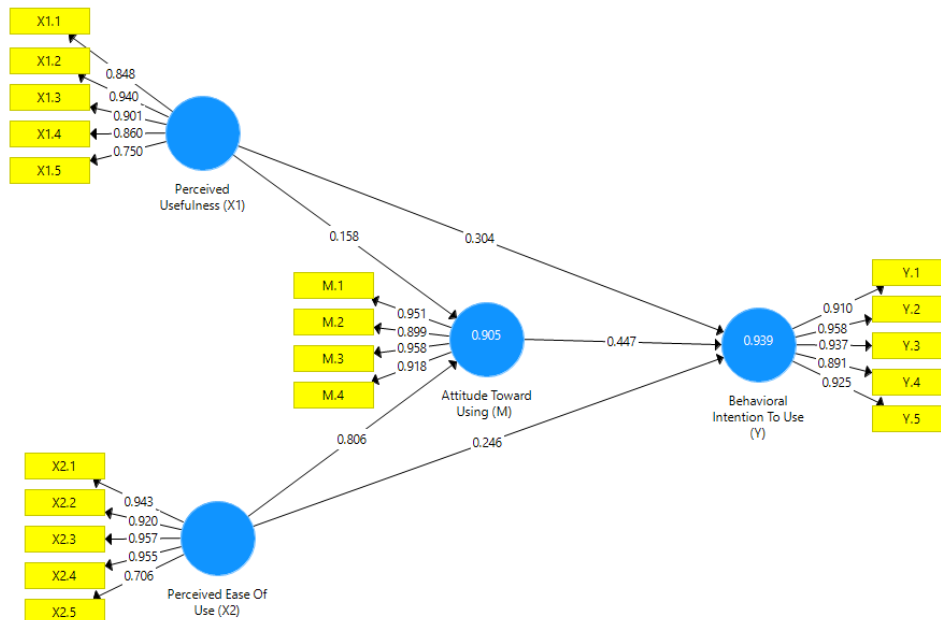


Figure 1 – Empirical Research Model (Source: Primary data processed, 2022)

In Figure 1, it is explained that perceived usefulness has a direct effect on behavioral intention to use with a coefficient of 0.304, and perceived ease of use has a direct effect on



behavioral intention to use with a coefficient of 0.246. Perceived usefulness directly affects attitude with a coefficient of 0.525, and perceived ease of use directly affects attitude toward using with a coefficient of 0.806. Finally, attitude toward using directly affects behavioral intention to use, with a coefficient of 0.447.

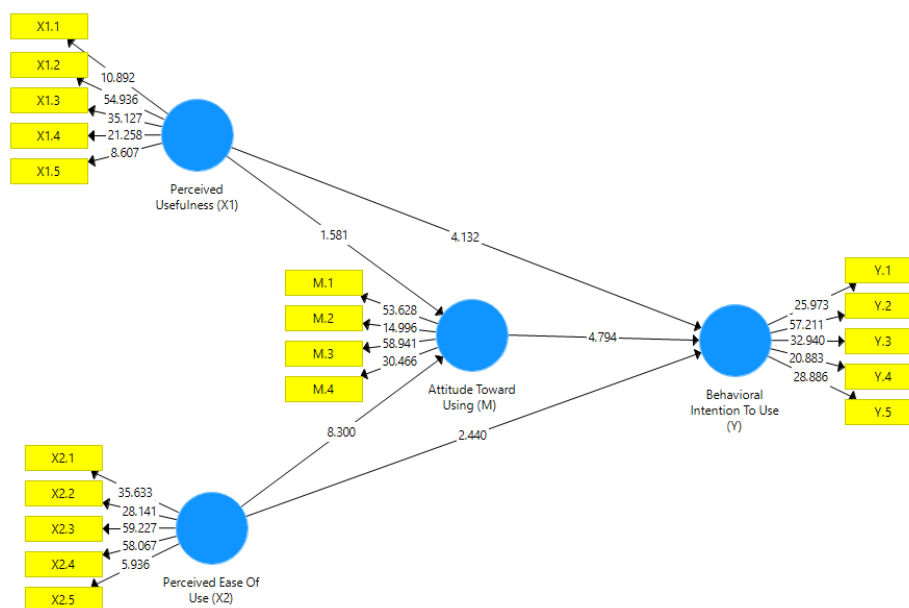


Figure 2 – Bootstrapping (Source: Primary data processed, 2022)

Figure 2 describes the bootstrapping results in this study and is further explained in table 7 below.

Table 7 – Results of the Direct Influence Test between Variables

Construct	Path Coef.	T-Statistics	P Values	Information
Attitude Toward Using (M) -> Behavioral Intention To Use (Y)	0.447	4.524	0.000	Accepted
Perceived Ease of Use (X2) -> Attitude Toward Using (M)	0.806	8.416	0.000	Accepted
Perceived Ease of Use (X2) -> Behavioral Intention To Use (Y)	0.246	2.265	0.024	Accepted
Perceived Usefulness (X1) -> Attitude Toward Using (M)	0.158	1.626	0.105	Rejected
Perceived Usefulness (X1) -> Behavioral Intention To Use (Y)	0.304	4.184	0.000	Accepted

Source: Primary data processed, 2022.

Hypothesis testing is done by using t-statistics and looking at the p-value. If the t-statistics value \geq t-table value (1.96) or p-value < 0.05 , then H_0 is rejected and the research hypothesis is accepted. In Table 7, it can be seen that the direct effect of the perceived usefulness variable on behavioral intention to use has a correlation coefficient value of 0.304 and a T-statistics value of 4,184, so the hypothesis is accepted. This shows a positive influence between perceived usefulness and behavioral intention to use. The better the perceived usefulness of local electronic catalogue goods/services procurers at the Bali provincial government, the higher the behavioral intention to use is owned. The results in this study are consistent with the theory of the Technology Acceptance Model (TAM) by Davis (1989) and the results of research conducted by Basuki (2022), Ritonga et al. (2019), Setyawati et al. (2022); Faizani & Indriyanti (2021) and Usman (2020). According to the theory of the Technology Acceptance Model (TAM) by Davis (1989), one of the factors of acceptance or behavioral intention towards new technology can be measured by the perception of its usefulness or benefits. The perceived usefulness felt by a user of a technology system will have an impact on the intention to use it because if they have experienced the effectiveness of the technology system, they will continue to use it (Basuki, 2022).

The direct effect of the variable perceived ease of use on behavioral intention to use



has a correlation coefficient value of 0.246 and a T-statistics value of 2.265, so the hypothesis is accepted. This shows a positive influence between perceived ease of use and behavioral intention to use. The better the perceived ease of use owned by the local electronic catalogue goods/services procurement actors at the Bali provincial government, the higher the behavioral intention to use they have. The results in this study are consistent with the theory of the Technology Acceptance Model (TAM) by Davis (1989) and the results of research conducted by Setiawan & Setyawati (2020), Rachmawati et al. (2019); Pradita & Munari (2021); Jin et al. (2020) and Aditya & Wardhana (2017). With the perceived ease of use, consumers can use technology products or services easily. Technology Acceptance Model (TAM) by Davis (1989). This ease-of-use construct is also a belief about the decision-making process; if someone feels confident that the information system is easy to use, then they will use it, and vice versa (Suggesti, 2020).

The direct effect of perceived usefulness on attitude toward using has a correlation coefficient of 0.158 and a T-statistics value of 1.626, so the hypothesis is rejected. This shows that there is a positive and not significant effect of perceived usefulness on attitude toward using. The better the perceived usefulness of local e-catalogue goods/services procurers at the Bali provincial government does not significantly impact the attitude toward using local electronic catalogues at the Bali provincial government. The results in this study are not in line with the theory of the Technology Acceptance Model (TAM) by Davis (1989). The results of this study are in line with research conducted by Tyas (2017), Mulyani et al. (2021), Nathania et al. (2021). Perceived usefulness has little effect on user attitudes, presumably because an information technology that has been used for a long time in a company will make its users accustomed to using this information technology.

The direct effect of the variable perceived ease of use on attitude toward using has a correlation coefficient of 0.806 and a T-statistics value of 8,416, so the hypothesis is accepted. This shows a positive influence between perceived ease of use and attitude toward using. The better the perceived ease of use owned by the local electronic catalogue goods/services procurers at the Bali provincial government, the better the attitude toward using local electronic catalogues at the Bali provincial government. The results in this study are consistent with the theory of the Technology Acceptance Model (TAM) by Davis (1989) and the results of research conducted by Zuniarti et al. (2020), Widodo et al. (2017), Pitaloka et al. (2022); Fatmawati & Ali (2021) and Pham et al. (2020). The theory of the Technology Acceptance Model (TAM) by Davis (1989) argues that Perceived ease of use has a direct positive effect on attitude towards the use of technology or systems. Perceived ease of use will create an individual attitude towards its use. If someone feels the convenience of running or operating a technology, the higher one's attitude towards this technology (Fatmawati & Ali, 2021). The ease of using technology or systems will encourage a positive attitude from an individual towards the technology or system (Kurniasari et al., 2020).

The direct effect of the attitude toward using a variable on behavioral intention to use has a correlation coefficient value of 0.447 and a T-statistics value of 4,524, so the hypothesis is accepted. This shows a positive influence between attitude toward using and behavioral intention to use. The better the attitude toward using, the higher the behavioral intention to use local electronic catalogues in the Bali provincial government. The results in this study are consistent with the theory of the Technology Acceptance Model (TAM) by Davis (1989) and the results of research conducted by Bangkara & Mimba (2016), Euvania et al. (2020); Vuong et al. (2020). Attitude has been tested in many theories and is a key construct of several theories, including the Technology Acceptance Model (TAM). Attitude toward using is conceptualized as an attitude; if someone has a positive attitude towards information system technology, he supports the use and then encourages the use and utilization of information system technology—someone who accepts or rejects the use of a system (Wijaya et al., 2021).

Table 8 shows the role of attitude toward using in mediating the effect of perceived usefulness on behavioral intention to use with a VAF value of 0.187. This means that the role of attitude as a mediating variable is 18.7 per cent. The mediation value of 18.7 per cent is not in the range of 20 per cent to 80 per cent, so this variable is not classified as a partial



mediating variable. So the results in this study indicate that attitude toward using cannot partially mediate the relationship between perceived usefulness and behavioral intention to use. Juhri and Kusuma Dewi (2017) explained that attitudes toward use, where consumers will evaluate the technology and associate it with work. Attitude, which cannot be a mediating variable between ease of use and behavioral intention to use, is suspected that the technology system is not able to improve one's performance and is assessed negatively so that users perceive that the system does not provide benefits that cause consumers not to want to use it further.

Table 8 – Indirect Effect, Effect of Total Variables and Calculation of VAF

Variable	Indirect effect	
	Correlation coefficient	T Statistics
<i>Perceived Ease of Use (X2) -> Attitude Toward Using (M) -> Behavioral Intention To Use (Y)</i>	0.360	3.651
<i>Perceived Usefulness (X1) -> Attitude Toward Using (M) -> Behavioral Intention To Use (Y)</i>	0.070	1.614
<i>Attitude Toward Using (M) -> Behavioral Intention To Use (Y)</i>	0.447	4.524
<i>Perceived Ease of Use (X2) -> Attitude Toward Using (M)</i>	0.806	8.416
<i>Perceived Ease of Use (X2) -> Behavioral Intention To Use (Y)</i>	0.606	6.731
<i>Perceived Usefulness (X1) -> Attitude Toward Using (M)</i>	0.158	1.626
<i>Perceived Usefulness (X1) -> Behavioral Intention To Use (Y)</i>	0.374	4.093
VAF -> Indirect effect / Total effect (0.070/0.374)	0.187	
VAF -> Indirect effect / Total effect (0.360/0.606)	0.594	

Source: Primary data processed, 2022.

The role of attitude toward using in mediating the effect of perceived ease of use on behavioral intention to use is shown in Table 8, which shows a VAF value of 0.594. This means that the role of attitude as a mediating variable is 59.4 per cent. The mediation value of 59.4 per cent is between the range of 20 per cent to 80 per cent, so this variable is classified as a partial mediating variable. So the results in this study indicate that the attitude toward using can partially mediate the relationship between perceived usefulness and behavioral intention to use. The results of this study are in line with research conducted by Alaeddin (2018), Setiawan & Setyawati (2020), Rehman & Shaikh (2020). Attitude in the Technology Acceptance Model (TAM) theory developed by Davis (1989) is in a central position which becomes an affective factor in the user's perception of a technology or system. A person's perception of something will determine that person's attitude and behavior (Setiawan & Setyawati, 2020).

The research implications are divided into two, namely theoretical implications and practical implications. Theoretical implications are related to things that can be done by further research to be able to develop this research, while practical implications are related to things in the form of input or improvements that can be made by the company. The theoretical implications and practical implications in this study are explained as follows.

This research has theoretical implications, especially in the development of marketing management science related to Behavioral Intention to Use, Attitude Toward Using, Perceived Usefulness and Perceived Ease of Use. Theoretically, this research also contributes to the Technology Acceptance Model (TAM). Where goods and services procurement officers get benefits from using the local electronic catalog system, find it easier to do the work of procuring goods and services and provide a positive attitude towards the use of the local electronic catalog of the province of Bali. The results of this study indicate Perceived Usefulness has a positive and significant effect on behavioral intention to use, Perceived ease of use has a positive and significant effect on behavioral intention to use. Perceived Usefulness has a positive and insignificant effect on attitude toward using. Perceived ease of use has a positive and significant effect on attitude toward using. Attitude toward using has a positive and significant effect on behavioral intention to use. Attitude toward using does not partially mediate the relationship between perceived usefulness and behavioral intention to use local electronic catalogs in the Bali provincial government. Attitude toward using partially mediates the relationship between perceived ease of use and behavioral intention to use local electronic catalogs in the provincial government of Bali. By



looking at the usefulness and benefits of the local electronic catalog of the province of Bali and the ease of use of the local electronic catalog system of the provincial government of Bali, it creates a positive attitude to use the local electronic catalog of the province of Bali in procuring goods / services to the government. The reliability shown in the instruments used in this study can be used as a basis for further research, and can be used as an empirical consideration for the development of further research. related to these variables, especially those related to government procurement expenditures.

CONCLUSION

Based on the results of the discussion, Perceived Usefulness has a positive and significant effect on behavioral intention to use. the better the perceived usefulness of goods/services procurement actors towards local electronic catalogues at the Bali provincial government, the higher the interest in using local electronic catalogues at the Bali provincial government; Perceived ease of use has a positive and significant effect on behavioral intention to use. the better the perceived ease of use of goods/services procurement actors towards local electronic catalogues at the Bali provincial government, the higher the interest in using local electronic catalogues at the Bali provincial government; Perceived Usefulness has a positive and significant effect on attitude. the better the perceived usefulness of goods/services procurement actors towards the local electronic catalogue at the Bali provincial government, the better the attitude toward using the local electronic catalogue at the Bali provincial government; Perceived ease of use has a positive and insignificant effect on attitude toward using. the better the perceived ease of use of goods/services procurement actors towards local electronic catalogues at the Bali provincial government, the less able to increase consumer attitudes in using local electronic catalogues at the Bali provincial government; Attitude toward using has a positive and significant effect on behavioral intention to use. the better the attitude of government procurement actors towards local electronic catalogues at the Bali provincial government, the higher the interest in using local electronic catalogues at the Bali provincial government; Attitude does not partially mediate the relationship between perceived usefulness and behavioral intention to use the local electronic catalogue system at the Bali provincial government. Attitude partially mediates the relationship between perceived ease of use and behavioral intention to use local electronic catalogues at the provincial government of Bali. The better the attitude of government goods/services procurement actors towards the local electronic catalogue at the Bali provincial government, the more likely it will be able to increase the influence of perceived convenience on the intention of government goods/services procurement actors to use local electronic catalogues at the Bali provincial government.

Based on the results of the discussion and conclusions, the advice that can be given is to increase the interest of goods/services procurement actors in using local electronic catalogues at the Bali provincial government, where LPSE can make an interactive video and create socialization media in introducing local electronic catalogue system services and focusing on the advantages and convenience of local electronic catalogues compared to other systems so that this can increase the interest of goods/services procurement actors to use local electronic catalogues at the Bali provincial government, the features in this local electronic catalogue can be easily understood and make government goods/services procurement activities more effective and efficient, local electronic catalogues at the Bali provincial government can be explained or socialized in more detail to users when carrying out maintenance or maintenance of local electronic catalogues.

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