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The Influence of Perceived Ease of Use and Usefulness on Interest in the Timezone Fun App Using the Technology Acceptance Model (TAM) Among Timezone Margocity Customers

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Abstract

This study examined the influence of Perceived Ease of Use and Perceived Usefulness on Behavioral Intention to use the Timezone Fun application among customers of Timezone Margocity Depok using the Technology Acceptance Model. A quantitative survey design was employed with 120 respondents selected through purposive sampling. Data were collected through a five-point Likert questionnaire and analyzed using IBM SPSS Statistics 27 through validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results showed that Perceived Ease of Use had a positive and significant effect on Behavioral Intention ($B = 0.453$; $t = 5.719$; $p < 0.001$), while Perceived Usefulness also had a positive and significant effect ($B = 0.563$; $t = 7.167$; $p < 0.001$). Simultaneously, both variables significantly influenced Behavioral Intention ($F = 241.325$; $p < 0.001$). The Adjusted R Square of 0.802 indicated that 80.2% of behavioral intention was explained by the two predictors. These findings confirm the relevance of TAM for digital entertainment applications and highlight the importance of usability and functional value in strengthening customer usage intentions.

Keywords: Behavioral Intention, Perceived Ease of Use, Perceived Usefulness, Technology Acceptance Model, Timezone Fun Application.



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INTRODUCTION

Digital transformation has substantially altered how individuals communicate, conduct transactions, access services, and participate in entertainment activities through increasingly integrated digital platforms. The widespread use of smartphones, mobile applications, and internet-based services has accelerated this transformation by enabling users to access information and services more efficiently across different contexts (Aranyossy, 2022; Putra et al., 2022). However, technological sophistication alone does not guarantee that users will accept or continuously use a digital system because adoption also depends on how users evaluate their interaction with the technology (Faqih, 2022; Li et al., 2024). The Technology Acceptance Model (TAM) therefore remains an influential framework for explaining technology adoption through two principal constructs, namely *perceived ease of use* and *perceived usefulness* (Fuchs, 2022; Schorr, 2023).

The growing diffusion of mobile applications can be observed across financial services, electronic commerce, tourism, education, and digital entertainment, indicating that mobile technology has become embedded in everyday consumer activities. Within these digital environments, users evaluate not only the availability of features but also the extent to which a system is understandable, accessible, and effortless to operate (Putra et al., 2022; Huang et al., 2024). In TAM, *perceived ease of use* refers to the degree to which users believe that operating a particular technology requires relatively little effort, whereas *perceived usefulness* reflects the extent to which the technology is perceived to improve the effectiveness or value of an activity (Fuchs, 2022; Li et al., 2024). Empirical studies consistently demonstrate that these perceptions can shape users' behavioral intention to adopt and continue using mobile and digital services (Gunnool et al., 2023; Tian et al., 2023).

This development is also evident in the Timezone Fun application, which represents part of Timezone's effort to integrate digital services into its customer entertainment ecosystem. According

to the App Store information documented in this study, the Timezone Fun application has obtained a rating of 4.9 out of 5 based on approximately 8,000 user ratings. The application also continues to receive version updates and bug fixes, indicating that the platform remains actively developed to respond to operational and user-experience requirements. Nevertheless, a high application rating does not necessarily indicate that all customers have a strong intention to use the application, because behavioral intention can still be influenced by customers' perceptions of usability and functional benefits.

Previous technology acceptance research has frequently concentrated on digital payment systems, mobile banking, financial technology, and other transaction-oriented applications. Recent studies, for example, have examined technology acceptance in fintech applications, QR-based payment systems, mobile payment platforms, and e-wallet services by emphasizing factors that influence customers' intention to adopt digital technology (Alkadi & Abed, 2023; Gunawan et al., 2023; Rahardja et al., 2023). Research has also expanded into mobile tourism and service applications, where usability, perceived value, and technology acceptance remain important determinants of continued usage intentions (Hamouda, 2022; Huang et al., 2024). In contrast, empirical investigation of TAM in entertainment applications that combine digital functions with physical leisure activities remains relatively limited, creating an important research gap for applications such as Timezone Fun (Faqih, 2022; Lin et al., 2022).

Timezone Fun is designed to support customer experiences through several digital functions, including promotional information, game-card management, point accumulation, reward redemption, and other customer services. Unlike conventional financial applications whose primary purpose is to facilitate monetary transactions, the Timezone Fun application is integrated with customers' physical entertainment activities at Timezone venues. Consequently, the application performs not only a transactional function but also an experiential role by facilitating interactions before, during, and after customers participate in entertainment activities. Such characteristics make perceived ease of use and perceived usefulness particularly relevant because users are more likely to develop stronger behavioral intentions when a digital platform is easy to operate and provides benefits that directly support their activities (Faqih, 2022; Lin et al., 2022).

The present study focuses specifically on customers of Timezone Margocity Depok as the empirical context for examining technology acceptance within a digitally supported entertainment environment. These customers interact with both physical entertainment services and the Timezone Fun digital application, providing an appropriate context for examining how users evaluate an application that complements an offline leisure experience. From a TAM perspective, customers who perceive the application as simple to learn, clear to navigate, and easy to access are expected to demonstrate stronger intentions to use it, while users who perceive meaningful functional benefits are also expected to show greater behavioral intention (Fuchs, 2022; Wang et al., 2022). This setting therefore provides an opportunity to evaluate whether the central TAM relationships identified in other digital sectors are also applicable to an entertainment service environment.

The study also addresses a theoretical gap by applying the traditional TAM constructs to a context in which digital technology is embedded within an experience-oriented service rather than functioning as an entirely independent digital platform. Although previous research has demonstrated the relevance of perceived ease of use and perceived usefulness in mobile games, entertainment technologies, tourism applications, and other digital services, contextual differences may influence the relative contribution of these variables to behavioral intention (Aranyossy, 2022; Faqih, 2022; Li et al., 2024). Research on Nintendo Switch usage, for example, indicates that TAM can be extended meaningfully to entertainment technology, while studies of mobile augmented reality games similarly demonstrate the importance of technology perceptions in shaping adoption intentions (Faqih, 2022; Lin et al., 2022). Examining Timezone Fun therefore broadens the empirical application of TAM by positioning technology acceptance within a family-entertainment ecosystem that integrates mobile application functions with physical customer experiences.

Based on these considerations, this study aims to analyze the influence of *perceived ease of use* and *perceived usefulness* on the behavioral intention to use the Timezone Fun application among Timezone Margocity customers. The study specifically examines the individual effect of perceived ease of use, the individual effect of perceived usefulness, and the simultaneous contribution of both variables to customers' intention to use the application within the TAM framework (Li et al., 2024;

Schorr, 2023). Theoretically, the findings are expected to strengthen the application of TAM in digital entertainment and experience-based service contexts that remain less frequently examined than financial or transactional applications. Practically, the findings are expected to provide Timezone with empirical evidence for improving application usability, strengthening the perceived benefits of its digital services, and aligning future application development more closely with customer needs and usage intentions.

RESEARCH METHODS

This study employed a quantitative research design with a survey approach to examine the influence of *Perceived Ease of Use* (X1) and *Perceived Usefulness* (X2) on *Behavioral Intention to Use* the Timezone Fun application (Y) among customers of Timezone Margocity Depok. The quantitative approach was selected because it enables the relationships among variables to be measured objectively and tested statistically using empirical data obtained directly from respondents (Creswell & Creswell, 2023). The research framework was developed based on the Technology Acceptance Model (TAM), in which perceived ease of use and perceived usefulness function as independent variables, while behavioral intention to use functions as the dependent variable (Davis, 1989; Schorr, 2023). The study involved 120 respondents selected through *purposive sampling*, with the inclusion criterion that respondents were Timezone Margocity customers who had previously used the Timezone Fun application. Data were collected through an online questionnaire distributed using Google Forms, with all questions configured as required fields to prevent missing responses and ensure complete data for analysis. The instrument consisted of 27 statements, comprising nine items measuring perceived ease of use, nine items measuring perceived usefulness, and nine items measuring behavioral intention, all assessed using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The perceived ease of use indicators evaluated how quickly respondents understood the application, the clarity of menus and navigation, ease of feature access, simplicity of operation, and smoothness of interaction, while perceived usefulness captured benefits such as faster access to information, improved entertainment experience, time efficiency, practicality, and compatibility with users' needs. Behavioral intention was measured through respondents' intention to continue using the application, use it during future Timezone visits, increase usage frequency, recommend it to others, and share positive experiences regarding the application.



Figure 1. Research Procedure Flowchart
Source: Data processed by the researchers (2026)

The collected data were processed using IBM SPSS Statistics version 27 through several sequential analytical procedures consisting of instrument testing, classical assumption testing, multiple linear regression, hypothesis testing, and determination coefficient analysis. Instrument validity was evaluated using the *Pearson Product Moment Correlation* by comparing each item-total correlation coefficient with the critical r-value; with 120 respondents and 118 degrees of freedom, the study used an r-table value of 0.179 at a 5% significance level, and an item was considered valid when the calculated r-value exceeded this threshold. Instrument reliability was assessed using *Cronbach's Alpha*, with coefficients above 0.60 regarded as indicating acceptable internal consistency. Before estimating the regression model, classical assumption tests were conducted to evaluate residual normality, multicollinearity, and heteroscedasticity, thereby ensuring that the regression estimates could be interpreted appropriately. The multiple linear regression model was specified as $Y = a + b_1X_1 + b_2X_2 + e$, where Y represents behavioral intention to use the Timezone Fun application, X1 represents perceived ease of use, and X2 represents perceived usefulness. Partial effects were examined using the *t-test*, while the simultaneous effect of perceived ease of use and perceived usefulness was evaluated using the *F-test*, with a significance threshold of 0.05. The explanatory capacity of the model was assessed using the coefficient of determination, particularly *Adjusted R²*, to determine the proportion of variation in behavioral intention explained jointly by the two independent variables. This analytical framework allowed the study to evaluate both the individual and combined effects of perceived ease of use and perceived usefulness on customers' intention to use the Timezone Fun application within the TAM framework.

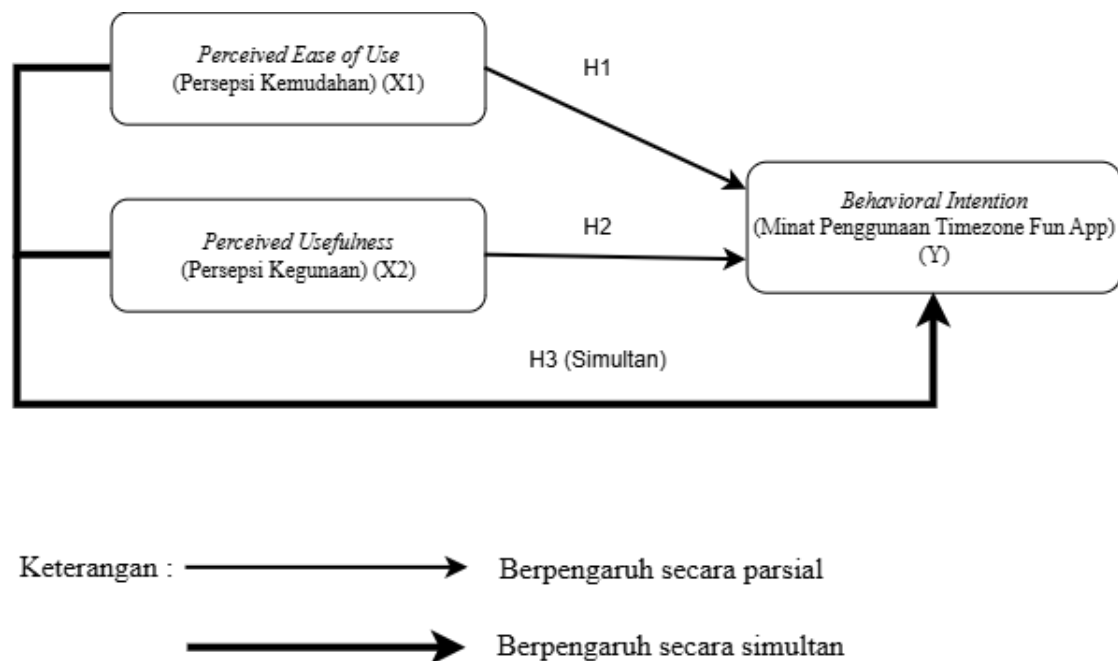


Figure 2. Conceptual Framework of the Study
Source: Data processed by the researchers (2026)

RESULTS AND DISCUSSION

Respondent Characteristics and Measurement Quality

The empirical analysis was based on 120 respondents who met the study criteria as Timezone Margocity customers with experience using the Timezone Fun application. This sample provides the observational basis for examining how *Perceived Ease of Use* (X1) and *Perceived Usefulness* (X2) are associated with *Behavioral Intention* or interest in using the application (Y). A structured respondent profile is important because technology acceptance may vary according to users' familiarity with mobile services, digital interaction patterns, and experience with technology-enabled consumer services (Faqih, 2022; Putra et al., 2022). Accordingly, the demographic composition of the sample was examined before proceeding to the measurement and inferential stages of the analysis.

The age distribution shows that respondents aged 20–30 years constituted the largest group, comprising 68 respondents or 56.7% of the total sample, followed by respondents younger than 20 years with 48 respondents or 40.0%. Only three respondents, representing 2.5%, were aged 31–40 years, while one respondent, or 0.8%, was older than 40 years. Thus, 96.7% of respondents were 30 years old or younger, indicating that the empirical sample was predominantly composed of relatively young consumers who are likely to encounter mobile applications as part of their everyday service environment. This demographic structure is particularly relevant to research on entertainment-oriented technologies because younger consumers are frequently exposed to mobile gaming, digital platforms, and app-supported leisure experiences (Aranyossy, 2022; Lin et al., 2022).

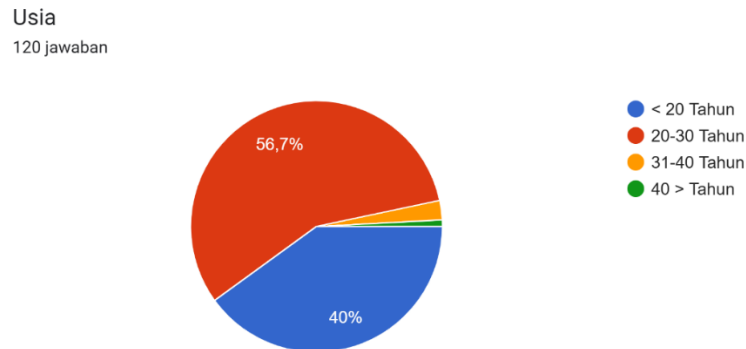


Figure 3. Age of Respondents
Source: Google Forms Data Processing Results

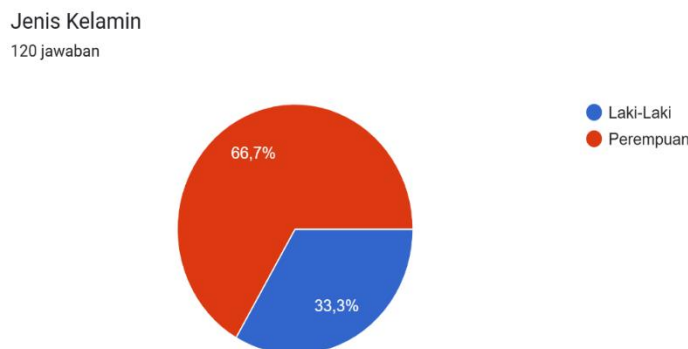


Figure 4. Gender of Respondents
Source: Google Forms Data Processing Results

Gender distribution was also uneven, with 80 female respondents representing 66.7% of the sample and 40 male respondents accounting for the remaining 33.3%. This composition should be interpreted as a descriptive characteristic of the collected sample rather than evidence of a gender-based difference in technology acceptance. Nevertheless, documenting the distribution is important because behavioral intention is interpreted within the characteristics of the respondents actually represented in the empirical data. Technology-acceptance studies similarly emphasize that user characteristics form part of the contextual conditions within which perceived usefulness, ease of use, and behavioral intention are evaluated (Fuchs, 2022; Wang et al., 2022).

The research instrument consisted of 27 statements distributed evenly across the three main constructs, with nine items measuring Perceived Ease of Use, nine measuring Perceived Usefulness, and nine measuring Behavioral Intention. All items were measured using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*), consistent with the use of structured multi-item measures in quantitative technology-acceptance research (Creswell & Creswell, 2023; Malhotra

et al., 2022). The online questionnaire was administered through Google Forms, and each item was configured as a required field so that respondents could not submit incomplete questionnaires. Consequently, all 120 responses contained complete data for all 27 measurement items, and no missing values were recorded for X1, X2, or Y.

The measurement of Perceived Ease of Use covered respondents' ability to understand the application rapidly, learn its functions, interpret menus and navigation, access available features, use the application independently, and interact with the system smoothly. Perceived Usefulness captured whether Timezone Fun enabled faster access to information, improved the entertainment experience, increased activity efficiency, saved time, made Timezone services more practical, and supported users' entertainment needs. Behavioral Intention was operationalized through willingness to use the application in the future, continue its use, employ it during Timezone visits, increase usage frequency, recommend it to other people, and communicate positive experiences about it. These dimensions are consistent with the central logic of TAM, in which ease of interaction and perceived functional value contribute to the formation of intentions toward technology use (Davis, 1989; Li et al., 2024).

Table 1. Summary of Respondent Characteristics and Measurement Quality

Component	Category / Variable	Empirical Result	Interpretation
Sample	Total respondents	120	Complete cases analyzed
Age	< 20 years	48 (40.0%)	Second-largest age group
Age	20–30 years	68 (56.7%)	Dominant age group
Age	31–40 years	3 (2.5%)	Limited representation
Age	> 40 years	1 (0.8%)	Limited representation
Gender	Male	40 (33.3%)	One-third of sample
Gender	Female	80 (66.7%)	Two-thirds of sample
Perceived Ease of Use (X1)	Items	9	No missing data
Perceived Usefulness (X2)	Items	9	No missing data
Behavioral Intention (Y)	Items	9	No missing data
X1 validity	r calculated	0.745–0.870	All items valid
X2 validity	r calculated	0.790–0.868	All items valid
Y validity	r calculated	0.814–0.893	All items valid
Reliability X1	Cronbach's Alpha	0.937	Very high consistency
Reliability X2	Cronbach's Alpha	0.944	Very high consistency
Reliability Y	Cronbach's Alpha	0.953	Very high consistency

Source: SPSS and questionnaire data processed by the researchers (2026).

Instrument validity was first evaluated for Perceived Ease of Use using item-total correlations, with the critical r-value established at 0.179 based on 120 observations, 118 degrees of freedom, and a 5% significance level. All nine items from X1.1 to X1.9 produced calculated correlation coefficients exceeding the required threshold, ranging from approximately 0.745 for X1.4 to 0.870 for X1.1. These results indicate that every Perceived Ease of Use item demonstrated an adequate empirical relationship with the overall construct score and could therefore be retained for further analysis. Establishing item validity at this stage is essential because subsequent regression interpretation depends on measurement items adequately representing the constructs intended by the research design (Cohen et al., 2018; Hair et al., 2019).

A similarly consistent pattern emerged for the Perceived Usefulness construct, where all nine items from X2.1 to X2.9 generated calculated r-values above the critical value of 0.179. The lowest item correlation was approximately 0.790 for X2.1, whereas the highest was approximately 0.868 for X2.7, demonstrating that none of the nine items required removal on validity grounds. This result indicates that users' assessments of information accessibility, improved gaming experiences, service efficiency, time savings, practicality, usefulness, and compatibility with their needs formed a coherent empirical representation of perceived usefulness. The strength of these item relationships is important because perceived usefulness has repeatedly emerged as a central determinant of behavioral intention across mobile applications and technology-enabled consumer services (Gunnnoo et al., 2023; Huang et al., 2024).

The nine Behavioral Intention items also satisfied the validity criteria, producing item-total correlations between 0.814 and 0.893, all of which were substantially higher than the 0.179 critical threshold. Accordingly, statements addressing future usage, continued usage, usage during subsequent Timezone visits, greater usage frequency, preference for the application, recommendation behavior, and positive experience sharing were retained in the measurement model. This pattern suggests that the dependent construct captured several complementary expressions of users' intentions rather than relying on a single behavioral indicator. Such a multi-item approach is consistent with contemporary technology-adoption research in which intention is assessed through expected future use, continuance, recommendation, or related behavioral tendencies (Tian et al., 2023; Subramaniam et al., 2025).

Case Processing Summary			
		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	0,0
	Total	120	100,0
a. Listwise deletion based on all variables in the			
Reliability Statistics			
Cronbach's Alpha	N of Items		
0,937	9		

Case Processing Summary			
		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	0,0
	Total	120	100,0
a. Listwise deletion based on all variables in the			
Reliability Statistics			
Cronbach's Alpha	N of Items		
0,944	9		

Case Processing Summary			
		N	%
Cases	Valid	120	100,0
	Excluded ^a	0	0,0
	Total	120	100,0
a. Listwise deletion based on all variables in the			
Reliability Statistics			
Cronbach's Alpha	N of Items		
0,953	9		

Figure 5. Reliability Test Results for All Variables
Source: SPSS Data Processing Results

Reliability testing further demonstrated strong internal consistency across all three study variables. Perceived Ease of Use recorded a *Cronbach's Alpha* value of 0.937, Perceived Usefulness obtained 0.944, and Behavioral Intention produced the highest coefficient at 0.953, with all values substantially exceeding the study's minimum reliability criterion of 0.60. Coefficients above 0.90 indicate that respondents answered the items within each construct with a very high degree of consistency, strengthening confidence that the observed scores provide stable representations of the intended variables. Reliable measurement is particularly important in multivariate analysis because inconsistent measurement can weaken observed relationships and reduce the interpretability of subsequent regression estimates (George & Mallery, 2003; Hair et al., 2019).

Taken together, the respondent profile, absence of missing data, item-validity results, and high reliability coefficients indicate that the dataset was sufficiently prepared for subsequent statistical analysis. The predominantly young respondent profile also provides a relevant empirical setting for examining a mobile entertainment application, although the demographic composition should not be interpreted as representative of all Timezone customers beyond the study sample. More importantly, all 27 questionnaire items satisfied the validity requirements and all three constructs achieved strong

internal consistency, supporting their use in classical-assumption testing, multiple regression, and hypothesis testing. These findings establish a sound measurement foundation for evaluating whether perceived ease of use and perceived usefulness significantly explain customers' behavioral intention toward the Timezone Fun application (Cimbaljević et al., 2024; Li et al., 2024).

Classical Assumption Testing and Regression Model Performance

Before testing the proposed relationships within the Technology Acceptance Model, the regression model was evaluated through a series of classical assumption tests covering normality, multicollinearity, and heteroscedasticity. These diagnostic procedures are necessary to determine whether the statistical characteristics of the data support appropriate interpretation of multiple linear regression estimates (Hair et al., 2019; Sekaran & Bougie, 2020). The present model evaluates Perceived Ease of Use (X1) and Perceived Usefulness (X2) as predictors of Behavioral Intention to use the Timezone Fun application (Y). Completing these diagnostic procedures therefore provides an analytical foundation for interpreting the subsequent coefficients, significance tests, and explanatory capacity of the TAM-based model.

The normality assessment was conducted by examining the original *Normal P-P Plot of Regression Standardized Residual* generated from the SPSS analysis. Most observations in the beginning and final portions of the distribution were positioned close to the diagonal reference line, indicating that the residual pattern generally approached a normal distribution. This visual tendency supports the use of parametric regression procedures because the residuals did not display substantial systematic divergence from the expected distribution. Evaluation of residual behavior is particularly important in quantitative explanatory research because regression inference assumes that the model errors exhibit an adequately regular distribution (Cohen et al., 2018; Creswell & Creswell, 2023).

Nevertheless, the original P-P plot also showed a modest deviation at an *Observed Cumulative Probability* range of approximately 0.40–0.65, where several observations formed a relatively horizontal pattern below the diagonal reference line. This pattern indicates that the empirical residual distribution was not perfectly aligned with theoretical normality at every point, although the broader distribution continued to follow the diagonal direction. Rather than interpreting graphical normality as an absolute condition, the result should therefore be understood as showing an overall acceptable residual pattern with some localized deviation. Such cautious interpretation is methodologically preferable because regression diagnostics should consider the general behavior of the residual structure instead of relying on isolated observations alone (Hair et al., 2019; Nunan et al., 2020).

Multicollinearity was assessed using *Tolerance* and *Variance Inflation Factor (VIF)* values for both independent variables. Perceived Ease of Use and Perceived Usefulness each generated a tolerance value of 0.315, which exceeded the minimum threshold of 0.10, while the VIF value for both variables was 3.176, substantially below the conventional upper threshold of 10. These results indicate that the two predictors were related conceptually but did not display a level of linear redundancy sufficient to create a multicollinearity problem in the regression model. This finding is important within TAM because ease of use and usefulness are theoretically associated constructs but are nevertheless expected to retain distinguishable explanatory contributions to behavioral intention (Schorr, 2023; Wicaksono, 2022).

The heteroscedasticity assessment was conducted using the original scatterplot of *Regression Standardized Predicted Value* against *Regression Studentized Residual*. The residual points were distributed above and below the zero line without forming a consistent funnel, wave, or other systematic configuration, indicating that the residual variance remained relatively stable across the range of predicted values. Based on this graphical evidence, the regression model did not demonstrate a substantial heteroscedasticity problem and therefore satisfied this classical assumption. The fulfillment of this condition strengthens the interpretability of the regression coefficients because unstable residual variance can otherwise compromise statistical efficiency and inference (Hair et al., 2019; Chasanah, 2022).

Table 2. Summary of Classical Assumption Tests and Regression Model Statistics

Statistical Component	Empirical Result	Decision / Interpretation
Normality	Residuals generally follow diagonal P-P	Overall acceptable

Normality detail	Plot Local deviation at Observed Cum. Prob. $\approx$ 0.40–0.65	distribution Minor graphical deviation
Tolerance X1	0.315	No multicollinearity
VIF X1	3.176	No multicollinearity
Tolerance X2	0.315	No multicollinearity
VIF X2	3.176	No multicollinearity
Heteroscedasticity	Random residual distribution around zero	No evident heteroscedasticity
R	0.897	Strong joint relationship
R Square	0.805	80.5% variance explained
Adjusted R Square	0.802	80.2% adjusted variance explained
Regression coefficient X1	0.453	Positive effect
Regression coefficient X2	0.563	Positive effect
F-statistic	241.325; $p < 0.001$	Model statistically significant

Source: SPSS data processed by the researchers (2026).

The coefficient of determination demonstrates a substantial explanatory capacity for the proposed model. The multiple correlation coefficient reached $R = 0.897$, while R Square = 0.805, indicating that 80.5% of the observed variance in Behavioral Intention was associated with the combined contribution of Perceived Ease of Use and Perceived Usefulness. After adjustment for the number of predictors and sample size, the Adjusted R Square remained 0.802, meaning that the model explained 80.2% of variation in customers' intention to use the Timezone Fun application, while 19.8% remained associated with factors outside the present model. This strong explanatory pattern supports the continued relevance of the central TAM constructs for understanding intention toward contemporary digital services, including mobile applications embedded within consumer experiences (Li et al., 2024; Liu et al., 2022).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.802	2.497

a. Predictors: (Constant), Persepsi Kegunaan, Persepsi Kemudahan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.987	1.866		-.529	.598
	Persepsi Kemudahan	.453	.079	.416	5.719	<.001
	Persepsi Kegunaan	.563	.079	.522	7.167	<.001

a. Dependent Variable: Minat Penggunaan

Figure 6. Output of Model Summary and Coefficients

Source: SPSS Data Processing Results

The multiple regression analysis generated the equation $Y = -0.987 + 0.453X_1 + 0.563X_2 + e$, where Y denotes Behavioral Intention, X1 represents Perceived Ease of Use, and X2 represents Perceived Usefulness. The intercept of -0.987 represents the predicted value of behavioral intention when both predictor scores are hypothetically equal to zero, although such a condition lies outside the practical interpretation of the five-point Likert measurement used in this study. More substantively, both regression coefficients were positive, indicating that higher evaluations of ease of use and usefulness were associated with stronger intention to use the Timezone Fun application. This directional relationship is consistent with the fundamental logic of TAM and with its continuing application to mobile-service, tourism, payment, and digital-consumer environments (Hamouda, 2022; Zhao et al., 2022).

Perceived Ease of Use produced a positive regression coefficient of $B = 0.453$, with $t = 5.719$ and $p < 0.001$, providing statistical support for H1. Holding Perceived Usefulness constant, a one-unit increase in Perceived Ease of Use was associated with a 0.453-unit increase in Behavioral Intention within the estimated regression model. This result suggests that customers become more inclined to use Timezone Fun when they perceive the application as easy to learn, understandable, accessible, and uncomplicated to operate. Similar attention to simplicity, convenience, and usability has been prominent in studies examining technology acceptance in applications such as Canva, DANA, OVO, and other digital platforms (Fadillah & Zainurossalamia, 2023; Robaniyah & Kurnianingsih, 2021; Vintiani & Indah, 2023).

Perceived Usefulness generated a larger positive coefficient of $B = 0.563$, accompanied by $t = 7.167$ and $p < 0.001$, thereby supporting H2. When Perceived Ease of Use was statistically held constant, a one-unit increase in Perceived Usefulness was associated with an estimated 0.563-unit increase in Behavioral Intention. The coefficient magnitude indicates that functional benefits—such as faster information access, greater service practicality, time efficiency, and support for entertainment activities—were strongly associated with customers' intention to use Timezone Fun in this sample. The relevance of perceived functional value to technology adoption has also been emphasized across digital payment, banking, fintech, and mobile-service contexts, although the specific application environments differ from the entertainment setting examined here (Alkadi & Abed, 2023; Gunawan et al., 2023; Maharani & Sundari, 2024).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3009.463	2	1504.731	241.325	<.001 ^b
	Residual	729.529	117	6.235		
	Total	3738.992	119			

a. Dependent Variable: Minat Penggunaan
b. Predictors: (Constant), Persepsi Kegunaan, Persepsi Kemudahan

Figure 7. ANOVA Output
Source: SPSS Data Processing Results

Finally, simultaneous hypothesis testing produced an F-statistic of 241.325 with $p < 0.001$, confirming that Perceived Ease of Use and Perceived Usefulness jointly contributed significantly to the explanation of Behavioral Intention and therefore supported H3. The combination of a highly significant overall regression test and an Adjusted R Square of 0.802 indicates that the two TAM predictors captured a substantial proportion of behavioral-intention variation among the 120 Timezone Margocity respondents, although the remaining 19.8% suggests potential contributions from variables not incorporated into the present model. Factors such as trust, service quality, technological readiness, social influence, facilitating conditions, previous experience, or other user-related variables may offer useful directions for subsequent model development rather than being assumed to have been measured in the present study (Hidayat & Kharismaputra, 2025; Rahardja et al., 2023; Tian et al., 2023). Overall, the results provide an empirical basis for interpreting Timezone Fun

adoption through the core TAM proposition that a technology becomes more behaviorally attractive when customers perceive it as both manageable to use and functionally valuable.

Discussion of Technology Acceptance and Behavioral Intention

The findings provide strong empirical support for the applicability of the Technology Acceptance Model in explaining customers' intention to use the Timezone Fun application. Both Perceived Ease of Use and Perceived Usefulness demonstrated positive and statistically significant relationships with Behavioral Intention, confirming that customers' evaluations of usability and functional value remain central to their acceptance of a digital entertainment application. This pattern corresponds with the original proposition of TAM, which places perceptions of usefulness and ease of use among the principal cognitive determinants of technology acceptance and subsequent behavioral intention (Davis et al., 1989; Schorr, 2023). The results therefore indicate that the explanatory logic of TAM extends beyond conventional organizational or transactional information systems into digital services embedded in physical entertainment experiences.

Perceived Ease of Use exhibited a positive coefficient of 0.453, with a t-value of 5.719 and $p < 0.001$, indicating that customers who perceived Timezone Fun as easier to understand, learn, navigate, and operate were more likely to express an intention to use the application. Ease of interaction can reduce the cognitive and technical effort required during application adoption, particularly for users who expect entertainment services to remain convenient and uncomplicated. Similar relationships have been identified in studies of digital applications in which user-friendly interfaces and limited operational complexity contribute to stronger adoption and reuse intentions (Fadillah & Zainurossalamia, 2023; Vintiani & Indah, 2023). Studies applying TAM in other digital-service environments likewise demonstrate that perceived simplicity can facilitate positive acceptance by lowering practical barriers to technology use (Dwiky et al., 2025; Santi & Erdani, 2021).

The influence of Perceived Usefulness was even stronger, with a regression coefficient of 0.563, a t-value of 7.167, and $p < 0.001$. This finding indicates that customers' behavioral intention was particularly associated with whether the Timezone Fun application provided tangible benefits, including faster access to information, more practical service use, improved entertainment experiences, time savings, and support for activities conducted at Timezone. Perceived usefulness has similarly been identified as an important determinant of adoption intention across financial, mobile, and digitally mediated service environments because users are more willing to adopt technologies when they perceive clear functional advantages (Alkadi & Abed, 2023; Nursati et al., 2025). In the Timezone context, this result implies that application adoption is not driven merely by the presence of digital features but by whether those features generate recognizable value during customers' entertainment activities.

The larger coefficient for Perceived Usefulness relative to Perceived Ease of Use should be interpreted as a difference in association within the present regression model rather than as evidence that ease of use is unimportant. The coefficient for usefulness was approximately 0.110 units higher than that for ease of use, suggesting that respondents' intention to use Timezone Fun was more strongly associated with perceived functional benefits than with operational simplicity when both variables were included simultaneously. Similar patterns have been discussed in technology-adoption research showing that once users can operate a digital system adequately, the perceived value generated by the technology can become particularly influential in shaping continued behavioral intention (Li et al., 2024; Liu et al., 2022). Therefore, usability may facilitate initial acceptance, whereas the benefits obtained through the application may provide a stronger reason for customers to integrate it into repeated Timezone visits.

The simultaneous test further reinforces the explanatory relevance of the two TAM constructs, as the model produced an F-value of 241.325 with $p < 0.001$. The R Square value of 0.805 indicates that 80.5% of the observed variation in Behavioral Intention was explained jointly by Perceived Ease of Use and Perceived Usefulness, while the Adjusted R Square of 0.802 indicates an adjusted explanatory proportion of 80.2%. These values demonstrate substantial explanatory power within the analyzed sample and are consistent with research showing that core TAM variables can explain considerable variation in users' intention toward mobile and digital technologies (Faqih, 2022; Fuchs, 2022). The results also support the hypothesis-testing structure used in the study, in which empirical statistical evidence provides the basis for evaluating the proposed relationships between independent and dependent variables (Cipta, 2022).

Table 3. Summary of Hypothesis Testing and Interpretation

Hypothesis	Relationship Tested	Statistical Evidence	Decision	Interpretation
H1	Perceived Ease of Use → Behavioral Intention	$B = 0.453$; $t = 5.719$; $p < 0.001$	Supported	Positive and significant relationship
H2	Perceived Usefulness → Behavioral Intention	$B = 0.563$; $t = 7.167$; $p < 0.001$	Supported	Positive and significant relationship
H3	Perceived Ease of Use + Perceived Usefulness → Behavioral Intention	$F = 241.325$; $p < 0.001$	Supported	Significant simultaneous contribution
Model explanatory power	$X1 \text{ and } X2 \rightarrow Y$	$R^2 = 0.805$; Adjusted $R^2 = 0.802$	Substantial	80.2% adjusted variance explained
Unexplained variance	Other factors outside the model	19.8%	Not examined	Potential contribution of additional determinants

Source: SPSS data processed by the researchers (2026).

From a practical perspective, the findings imply that Timezone should continue improving both the usability and functional relevance of the Timezone Fun application. Features such as promotional information, game-card management, point accumulation, reward redemption, service information, and other digital facilities can strengthen perceived usefulness when customers experience them as directly supporting their activities at Timezone. At the same time, menus, navigation structures, onboarding procedures, and feature accessibility need to remain straightforward to preserve perceptions of ease of use. Research on mobile-service adoption consistently demonstrates that technological value is strengthened when functionality is combined with accessible and intuitive interaction design (Hamouda, 2022; Huang et al., 2024).

The entertainment context of Timezone Fun also distinguishes the present study from many TAM applications centered on mobile banking, e-wallets, and productivity applications. Timezone Fun connects a digital application with an offline leisure environment, meaning that application acceptance may depend on how effectively digital features enrich a physical entertainment experience. Studies involving mobile augmented-reality games and Nintendo Switch demonstrate that technology-acceptance concepts remain relevant in entertainment-oriented environments where enjoyment and experiential value interact with usability and functional considerations (Faqih, 2022; Lin et al., 2022). This interpretation is also consistent with research on smart tourism ecosystems, where digital technologies generate value by connecting application-based services with broader user experiences occurring in physical destinations (Cimbaljević et al., 2024; Collado-Agudo et al., 2023).

The results additionally suggest that customer retention should not be inferred automatically from favorable initial perceptions of the application. Although the instrument captured intentions to continue using the application, use it on future visits, recommend it to others, and share positive experiences, maintaining these intentions over time may require sustained improvements in perceived usefulness and application experience. Previous studies of mobile applications have shown that continued use and loyalty are associated not only with initial usability but also with the ongoing value and quality of the service experienced by users (Putra et al., 2022; Zhu et al., 2022). Consequently, periodic feature development, relevant promotional integration, practical reward mechanisms, and improvements to service convenience may help preserve the perceived benefits that encourage repeated use.

Despite the strong explanatory capacity of the current model, 19.8% of the variation in Behavioral Intention remained unexplained, indicating that additional variables may contribute to Timezone Fun acceptance. Potential determinants identified in previous technology-adoption research

include trust, service quality, technological readiness, facilitating conditions, social influence, previous user experience, and other contextual factors, although these variables were not measured in the present study and therefore cannot be inferred directly from the current data (Rahardja et al., 2023; Tian et al., 2023). Studies of technology acceptance in developing-country and mobile-service settings similarly show that extending TAM with contextual variables can provide a more comprehensive explanation of adoption behavior (Hidayat & Kharismaputra, 2025; Subramaniam et al., 2025). Future research could therefore test additional constructs while preserving Perceived Ease of Use and Perceived Usefulness as the theoretical core.

Overall, the study demonstrates that the intention of Timezone Margocity customers to use the Timezone Fun application is strongly associated with both how easily the application can be operated and how useful it is perceived to be during entertainment activities. The empirical findings extend TAM into a setting where digital technology complements an on-site leisure experience, thereby adding evidence from an application category that has received less attention than digital finance, banking, or productivity services. For theory, the results reinforce the continued relevance of the central TAM constructs in contemporary consumer-oriented mobile services, while for practice they indicate that application development should simultaneously protect usability and strengthen customer-perceived value (Davis, 1989; Wicaksono, 2022). Taken together, these findings position Timezone Fun not simply as an additional digital channel but as a technology-mediated component of the overall customer experience whose acceptance depends on the interaction between operational convenience and meaningful functional benefits.

CONCLUSION

This study concludes that both Perceived Ease of Use and Perceived Usefulness significantly influence customers' Behavioral Intention to use the Timezone Fun application at Timezone Margocity Depok. Perceived Ease of Use showed a positive and significant effect with a regression coefficient of 0.453, a t-value of 5.719, and $p < 0.001$, indicating that customers are more likely to use the application when they perceive it as easy to learn, understand, navigate, and operate. Perceived Usefulness produced a stronger positive effect, with a regression coefficient of 0.563, a t-value of 7.167, and $p < 0.001$, demonstrating that customers' intention is particularly strengthened when the application provides tangible benefits such as faster access to information, more practical services, improved entertainment experiences, and greater efficiency. These findings support the central propositions of the Technology Acceptance Model in explaining acceptance of a mobile application integrated with an entertainment-service environment.

Simultaneously, Perceived Ease of Use and Perceived Usefulness significantly influenced Behavioral Intention, as demonstrated by an F-value of 241.325 with $p < 0.001$. The Adjusted R Square value of 0.802 indicates that both predictors explain 80.2% of the variation in customers' intention to use the Timezone Fun application, while the remaining 19.8% is associated with factors outside the present research model. The findings suggest that Timezone should maintain a simple and intuitive application interface while continuously strengthening features that provide direct functional value to customers, including promotional information, game-card management, point accumulation, reward redemption, and service accessibility. Future studies may extend the model by examining additional determinants such as trust, service quality, social influence, facilitating conditions, technological readiness, or previous user experience to provide a more comprehensive explanation of customer acceptance and continued application use.

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