

Factors That Influence Intention To Use House Cleaning Service Feature In Mobile Application

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Abstract:

Background: House cleaning services are much needed in Indonesia, especially in big cities where people have many activities. With the development of technology, now, many mobile applications have house cleaning service feature. There has been no research regarding the factors that influence intention to use house cleaning service feature in mobile applications, even though this research is important to carry out because it can benefit mobile application companies that have house cleaning feature. This research aims to examine the factors that influence intention to use house cleaning service feature on mobile applications.

Materials and Methods: This research uses quantitative method. The data type used in this research is primary data. The population used in this research were all people aged 20 to 59 years who had smartphones and lived in DKI Jakarta, Bogor, Depok, Tangerang, South Tangerang and Bekasi. The sampling method in this research used convenience sampling. The number of samples in this research was determined using the Isaac and Michael table, the result was 349 people. The tests carried out in this research were validity and reliability tests using SPSS software, and hypothesis test using Structural Equation Modeling (SEM) with AMOS software.

Results: The results of the validity test and reliability test are that all the variables in this research and their indicators are valid and reliable. The results of hypothesis testing using SEM are that the perceived usefulness variable and the perceived security variable have a significant positive effect on the trust variable. The familiarity variable and the perceived ease of use variable do not have a significant effect on the trust variable. The trust variable has a significant effect on the intention to use variable. The familiarity variable and the perceived ease of use variable do not have a significant effect on the intention to use variable, either directly or indirectly through the trust variable as a mediator. Directly, the perceived usefulness variable and the perceived security variable do not have a significant influence on the intention to use variable, but indirectly through the trust variable as a mediator, the perceived usefulness variable and the perceived security variable have a significant influence on the intention to use variable.

Conclusion: Recommendations for further research are to add other factors that are expected to influence the intention to use house cleaning service feature in mobile applications, expand the research area, and increase the number of research samples.

Key Word: AMOS; House cleaning service feature; Intention to use; Structural equation modeling; Trust.

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I. Introduction

House cleaning services are much needed in Indonesia, especially in big cities where people have many activities. Several years ago, house cleaning services could only be obtained by contacting them by telephone. With the development of technology, many application makers on smartphone are innovating by providing feature for searching and ordering house cleaning services, so that now house cleaning services can be obtained through feature in mobile applications. Marketing management is the art and science of selecting target markets, as well as acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value¹. In marketing management, we can find out what factors can influence the intention to use house cleaning service feature on mobile application. Researches in marketing management have been carried out to find factors that have a significant influence on intention to use, such as research conducted by Hooda et al. (2022) using the meta-analytic structural equation modeling method found that intention to use e-government systems was significantly influenced by trust, performance expectancy, effort expectancy, social influence, and facilitating conditions². Research conducted by Ramos et al. (2018) using the structural equation modeling method found that intention to use m-banking was influenced by trust, then trust was influenced by familiarity, perceived usefulness, perceived ease of use, perceived security, and perceived privacy³. Based on these researches, trust is expected to significantly influence intention to use. Then familiarity, perceived usefulness, perceived ease of use, and perceived security are expected to influence trust significantly. There has been no research regarding the factors that influence intention to use house cleaning service feature in mobile applications, even though this research is important to carry out because it can benefit mobile application

companies that have house cleaning feature. The Structural Equation Modeling method will be used in this research to find out whether the trust can significantly influence intention to use, whether familiarity, perceived usefulness, perceived ease of use, and perceived security can significantly influence trust, and whether familiarity, perceived usefulness, perceived ease of use, and perceived security can significantly influence intention to use.

II. Literature Review

Familiarity

Familiarity is gained from knowledge accumulated through a customer's ongoing experience with a brand⁴. Brand familiarity refers to consumers' understanding of the product brand⁵.

Perceived Usefulness

Perceived usefulness refers to the extent to which users believe that a particular system can improve their job performance⁶. Perceived usefulness is the extent to which users believe that a particular social mobile application will help improve user performance⁷.

Perceived Ease of Use

Perceived ease of use is the extent to which a person believes that using a particular system will be free of effort⁸. Perceived ease of use is based on the extent to which the user believes that the system used is easy and free of effort to learn⁹.

Perceived Security

Perceived security is a user's subjective possibility that their personal information will not be accessed, stored, or manipulated illegally by others¹⁰. Perceived security can also be defined as preventing and anticipating threats that have the potential to pose economic challenges by causing damage to data sources or networks, data collection and manipulation, denial of service, fraud, and abuse of authority¹¹.

Trust

Trust is a party's belief in the intentions and actions of another party¹². Trust is a subjective tendency to believe in the occurrence of an action that is consistent with positive assumptions¹³.

Intention to Use

Intention is the direct antecedent of actual behavior¹⁴. Intention to use is a behavioral tendency to continue applying a technology⁹.

Familiarity and Trust

Familiarity significantly influences trust in IoT¹⁵. Consumer familiarity contributes positively to the formation of trust in the media¹⁶.

Perceived Usefulness and Trust

Perceived usefulness from online reviews has a positive impact on trust¹⁷. Perceived usefulness has a significant positive relationship with trust in m-commerce¹⁸.

Perceived Ease of Use and Trust

There is a significant influence between perceived ease of use and trust¹⁹. Perceived ease of use positively influences trust²⁰.

Perceived Security and Trust

Perceived security has a significant influence on trust in using Tokopedia²¹. Perceived security has a significant positive relationship with trust in m-commerce¹⁸.

Trust and Intention to Use

Trust influences intention to use e-Government services²². Trust significantly influences intention to use chatbots and health product (service) applications²³.

Familiarity and Intention to Use

Familiarity with WeChat wallet payment positively influences intention to use the Scan Merchant service²⁴. User familiarity with e-payment services directly influences intention to use e-payment services²⁵.

Perceived Usefulness and Intention to Use

Perceived usefulness significantly influences Pre-Service Science Teachers' (PSSTs) intention to use Web 2.0 in learning in Indonesia²⁶. Perceived usefulness has a positive influence on intention to use P2P mobile payment in Spain²⁷.

Perceived Ease of Use and Intention to Use

Perceived ease of use influences intention to use food and drink delivery applications²⁸. Perceived ease of use has a positive and significant influence on intention to use online platforms to watch films²⁹.

Perceived Security and Intention to Use

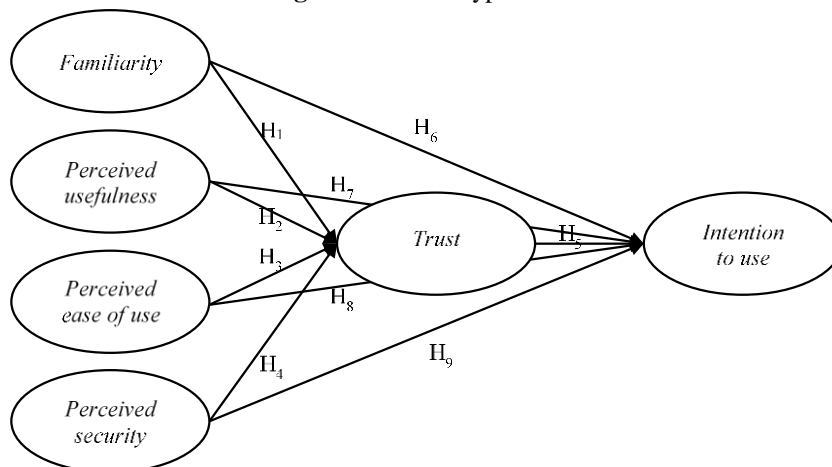
Perceived security has a positive influence on intention to use e-Filing³⁰. Perceived security has a positive effect on intention to use the learning system³¹.

Hypothesis

The hypotheses in this research are as follows:

- H1: Familiarity has a significant influence on trust.
- H2: Perceived usefulness has a significant influence on trust.
- H3: Perceived ease of use has a significant influence on trust.
- H4: Perceived security has a significant influence on trust.
- H5: Trust has a significant influence on intention to use.
- H6: Familiarity has a significant influence on intention to use.
- H7: Perceived usefulness has a significant influence on intention to use.
- H8: Perceived ease of use has a significant influence on intention to use.
- H9: Perceived security has a significant influence on intention to use.

Figure 1: Shows hypothesis framework.



III. Material and Methods

Study duration

The time to obtain data for this research is three months, September to November 2023.

Study location

This research was conducted in DKI Jakarta Province and its surroundings (Bogor, Depok, Tangerang, South Tangerang and Bekasi).

Study design

This research design uses quantitative method.

Population and Sample

The population used in this research were all people aged 20 to 59 years who had smartphones and lived in DKI Jakarta, Bogor, Depok, Tangerang, South Tangerang and Bekasi. The sampling method in this research used convenience sampling. Convenience sampling has proven to be fast, efficient, and convenient³².

The number of samples in this research was determined using the Isaac and Michael table, the result was 349 people.

Instrument Development

The variables used in this research are familiarity, perceived usefulness, perceived ease of use, perceived security, trust, and intention to use. Each variable will be defined using five indicators. Each indicator uses a six-point Likert Scale. A six-point Likert scale is suitable for research that has several variables because it will make the overall test have a small number of indicators and will not burden respondents, while reliability is acceptable³³.

Data Collection Technique

The data collection technique used in this research is Computer Assist Web Interview. The Computer Assisted Web Interview technique is the creation of a research questionnaire that will be displayed on a website in such a way that it is available online for respondents to complete³⁴. The survey questionnaire was created in Google Forms and distributed via WhatsApp, Facebook, Instagram, and X applications.

Data Analysis Methods

The data analysis techniques used in this research are descriptive statistics, data validity testing, data reliability testing, and hypothesis testing. Descriptive statistics is a statistical tool that functions to describe or provide an overview of the object being studied through sample or population data as it is³⁵. Validity test uses construct validity. Construct validity refers to whether test scores related to the concept being studied can be drawn conclusions, or the extent to which the instrument or research tool can measure the construct³⁶. Units or variables can be said to be valid if the Corrected Item-Total Correlation value is greater than the value in R Table³⁷. Reliability test uses Cronbach's alpha. Cronbach's alpha is used to measure the internal consistency of a set of units/variables that measure constructs/concepts³⁸. A Cronbach's alpha value of 0.7 and above indicates that all dimensions of the variable index show acceptable reliability scores^{36,39}. Descriptive statistics, validity and reliability tests were carried out using SPSS. The hypotheses were tested using SEM. SEM model hypothesize how sets of observed variables are related to each other, how sets of variables define constructs, and/or how different constructs are related to each other⁴⁰. The Critical Ratio (C.R) value is greater than or equal to 1.96, meaning there is a significant influence on the indicator⁴¹. SEM tests were carried out using AMOS.

IV. Result

Descriptive Statistics

Of the 349 selected respondents, 39.7% or 139 respondents were men and 60.3% or 210 respondents were women. Most respondents were in the 20-29 year age group, 83.1% or 291 respondents. Most respondents' last education was D3/D4/S1, 84% or 294 respondents. Most respondents' jobs were private sector employees, 49.4% or 173 people. Most respondents had a monthly income of more than IDR 10,000,000, 34.9% or 122 people. Most respondents live in South Jakarta City, 19.4% or 52 respondents.

Validity Test

The R Table value for a sample of 349 with probability (α) = 0.05 is 0.105⁴². Based on Table 1, the Corrected Item-Total Correlation value for all indicators of the familiarity variable is greater than the Table R value, so that all indicators can be declared valid.

Table 1: Shows validity test result for indicators of familiarity variable.

No	Indicator	Corrected Item-Total Correlation	R Table
F1	I think I will be familiar with the process of searching for and ordering house cleaning services through house cleaning feature in mobile application.	0.760	0.105
F2	I will always order house cleaning services through house cleaning feature in mobile application.	0.723	0.105
F3	My friends/relatives will say that I know house cleaning service feature in the mobile application very well.	0.828	0.105
F4	If people ask me about how to find a good house cleaning service through house cleaning feature in mobile application, I will be able to provide useful advice.	0.832	0.105
F5	I will spend a lot of time collecting information about house cleaning service feature in mobile application.	0.551	0.105

Based on Table 2, the Corrected Item-Total Correlation value for all indicators of the perceived usefulness variable is greater than the Table R value, so that all indicators can be declared valid.

Table 2: Shows validity test result for indicators of perceived usefulness variable.

No	Indicator	Corrected Item-Total Correlation	R Table
U1	The house cleaning feature in mobile application will allow me to order house cleaning services faster.	0.848	0.105
U2	Using house cleaning feature in mobile application will increase my effectiveness in ordering house cleaning services.	0.829	0.105
U3	In my opinion, the house cleaning feature in mobile application will make house cleaning services more accessible.	0.806	0.105
U4	In my opinion, the specifications/profile of service providers in house cleaning feature in mobile application will be complete.	0.731	0.105
U5	In my opinion, overall, the house cleaning feature in mobile application will be useful.	0.778	0.105

Based on Table 3, the Corrected Item-Total Correlation value for all indicators of the perceived ease of use variable is greater than the Table R value, so that all indicators can be declared valid.

Table 3: Shows validity test result for indicators of perceived ease of use variable.

No	Indicator	Corrected Item-Total Correlation	R Table
E1	I'm sure the house cleaning feature in mobile application will be easy to use.	0.839	0.105
E2	I'm sure the house cleaning feature in mobile application will be clear and understandable.	0.821	0.105
E3	In my opinion, learning the house cleaning feature in mobile application will not require much thought.	0.763	0.105
E4	It will be easy for me to get house cleaning services through house cleaning feature in mobile application.	0.792	0.105
E5	It will be easy for me to become skilled in using house cleaning feature in mobile application.	0.797	0.105

Based on Table 4, the Corrected Item-Total Correlation value for all indicators of the perceived security variable is greater than the Table R value, so that all indicators can be declared valid.

Table 4: Shows validity test result for indicators of perceived security variable.

No	Indicator	Corrected Item-Total Correlation	R Table
S1	When using house cleaning feature in mobile application, I am sure the payment transaction process is safe.	0.583	0.105
S2	I'm sure the house cleaning feature in mobile application has a mechanism to ensure user data is safe.	0.807	0.105
S3	I am sure that the house cleaning feature in mobile application will not use my personal information for any purpose, unless I allow it.	0.785	0.105
S4	I believe the risk of information misuse when using house cleaning feature in mobile application will be low.	0.817	0.105
S5	I'm sure the house cleaning feature in mobile application can prevent illegal access.	0.790	0.105

Based on Table 5, the Corrected Item-Total Correlation value for all indicators of the trust variable is greater than the Table R value, so that all indicators can be declared valid.

Table 5: Shows validity test result for indicators of trust variable.

No	Indicator	Corrected Item-Total Correlation	R Table
T1	I will trust the house cleaning feature in mobile application until it gives me a reason not to.	0.732	0.105
T2	I will not doubt the honesty of the house cleaning feature manager in mobile application.	0.780	0.105
T3	I will trust the app to manage the risks associated with using the house cleaning feature in the app.	0.855	0.105
T4	I am sure that orders made via house cleaning feature in mobile application will be safe.	0.797	0.105
T5	I am sure the government will protect me from problems that may arise due to using house cleaning feature in mobile application.	0.741	0.105

Based on Table 6, the Corrected Item-Total Correlation value for all indicators of the intention to use variable is greater than the Table R value, so that all indicators can be declared valid.

Table 6: Shows validity test result for indicators of intention to use variable.

No	Indicator	Corrected Item-Total Correlation	R Table
11	If I have the opportunity, I will use house cleaning feature in mobile application.	0.776	0.105
12	I intend to use house cleaning feature on mobile application in the near future.	0.786	0.105
13	I intend to increase the use of house cleaning feature in mobile application in the future.	0.833	0.105
14	I will frequently use house cleaning feature in mobile application when ordering house cleaning services.	0.810	0.105
15	I will recommend my friends to use house cleaning feature in mobile application.	0.823	0.105

Reliability Test

Based on Table 7, all variables have a Cronbach's Alpha value greater than 0.7, so that all variables can be declared reliable.

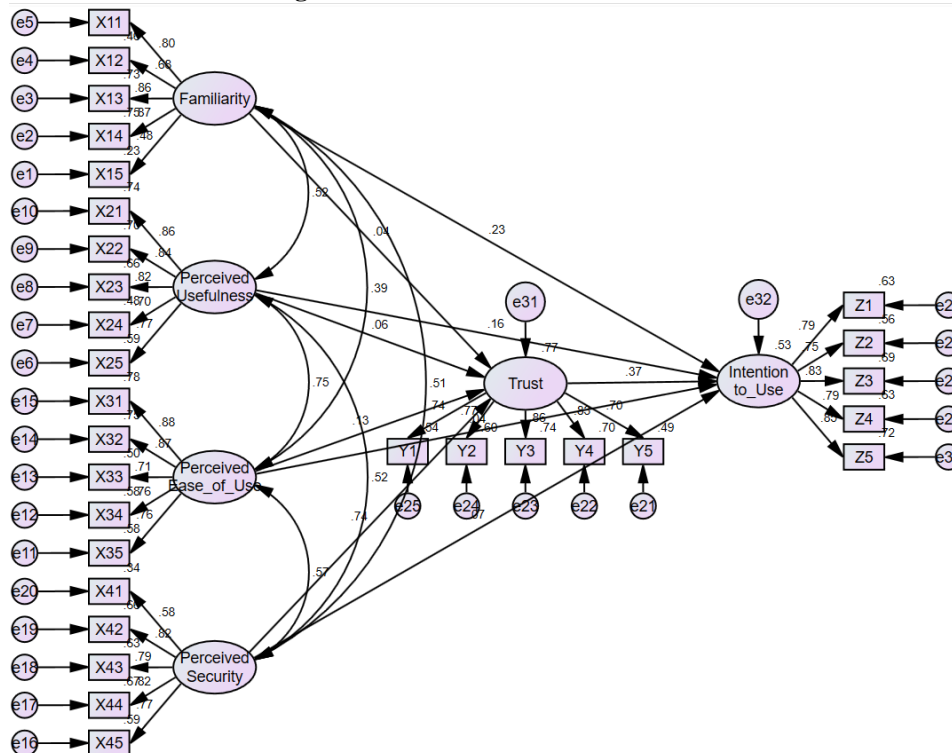
Table 7: Shows the reliability test results of all variables

Variable	Cronbach's Alpha
<i>Familiarity</i>	0.852
<i>Perceived usefulness</i>	0.893
<i>Perceived ease of use</i>	0.895
<i>Perceived security</i>	0.867
<i>Trust</i>	0.877
<i>Intention to Use</i>	0.897

Hypothesis Test

The initial SEM model output from this research is in Figure 2.

Figure 2: Shows the initial SEM model.



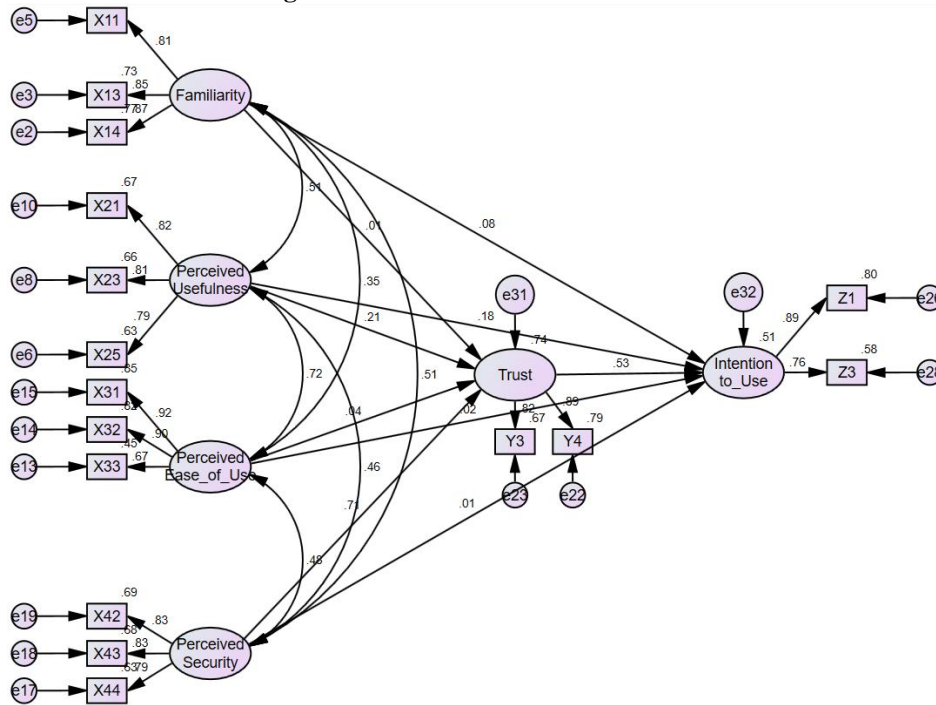
The goodness of fit test result of the initial SEM model is shown in Table 8. Based on Table 8, the probability value is 0.000, the Goodness of Fit Index (GFI) is 0.805, the Adjusted Goodness of Fit Index (AGFI) is 0.767, the Tucker Lewis Index (TLI) is 0.883, the Normed Fit Index (NFI) is 0.850, and the Comparative Fit Index (CFI) is 0.895 indicating that the model is not fit. Only the Normed Chi-Square (χ^2/df) value of 2.975 and the Root Mean Square Error of Approximation (RMSEA) of 0.075 indicate that the model is fit. Therefore, adjustments are made to the model so that it fits.

Table 8: Shows the goodness of fit test result of the initial SEM model.

Index	Cut-off Value	Output	Conclusion
Probability	≥ 0.05	0.000	Lack of fit
χ^2/df	≤ 5.00 (Byrne, 2016)	2.975	Fitted
GFI	≥ 0.90 (Hair et al., 2010)	0.805	Lack of fit
AGFI	≥ 0.90 (Hair et al., 2010)	0.767	Lack of fit
RMSEA	≤ 0.08 (MacCallum et al., 1996)	0.075	Fitted
TLI	≥ 0.90 (Byrne, 2016)	0.883	Lack of fit
NFI	≥ 0.90 (Bentler & Bonett, 1980)	0.850	Lack of fit
CFI	≥ 0.90 (Hair et al., 2010)	0.895	Lack of fit

The SEM model output after adjustment is shown in Figure 3.

Figure 3: Shows the initial SEM model.



The goodness of fit test result of the initial SEM model is shown in Table 9. Based on Table 9, the probability value is 0.146, the Normed Chi-Square (χ^2/df) value is 1.158, the Goodness of Fit Index (GFI) is 0.965, the Adjusted Goodness of Fit Index (AGFI) is 0.947, the Root Mean Square Error of Approximation (RMSEA) is 0.021, the Tucker Lewis Index (TLI) is 0.994, the Normed Fit Index (NFI) is 0.971, and the Comparative Fit Index (CFI) is 0.996 indicating that the model is fit.

Table 9: Shows the goodness of fit test result of the initial SEM model.

Index	Cut-off Value	Output	Conclusion
Probability	≥ 0.05	0.146	Fitted
χ^2/df	≤ 5.00 (Byrne, 2016)	1.158	Fitted
GFI	≥ 0.90 (Hair et al., 2010)	0.965	Fitted
AGFI	≥ 0.90 (Hair et al., 2010)	0.947	Fitted
RMSEA	≤ 0.08 (MacCallum et al., 1996)	0.021	Fitted
TLI	≥ 0.90 (Byrne, 2016)	0.994	Fitted
NFI	≥ 0.90 (Bentler & Bonett, 1980)	0.971	Fitted
CFI	≥ 0.90 (Hair et al., 2010)	0.996	Fitted

Next, a hypothesis test was carried out with the result in Table 10. The Critical Ratio (C.R) value is greater than or equal to 1.96, meaning there is a significant influence.

Table 10: Shows hypothesis test result.

Hypothesis	Coefficient	C.R	P-value	Conclusion
F → T	0.005	0.133	0.894	Not significant
U → T	0.256	2.700	0.007	Significant
E → T	0.055	0.599	0.549	Not significant

S → T	0.681	11.065	***	Significant
T → I	0.597	3.968	***	Significant
F → I	0.057	1.215	0.224	Not significant
U → I	0.246	1.850	0.064	Not significant
E → I	0.033	0.272	0.786	Not significant
S → I	0.007	0.056	0.955	Not significant

After that, the intervening variable was tested using the Sobel Test to find out whether the intervening variable could mediate the influence of the independent variable on the dependent variable. The p-value is smaller than the α value (0.05), meaning there is a significant influence. Intervening variable test result is in Table 11.

Table 11: Shows Intervening variable test result.

Hipotesis	P-value	Hasil
F → I	0.224	Not significant
F → T → I	0.889	Not significant
U → I	0.064	Not significant
U → T → I	0.026	Significant
E → I	0.786	Not significant
E → T → I	0.550	Not significant
S → I	0.955	Not significant
S → T → I	***	Significant

V. Discussion

The following is a discussion of the SEM model hypothesis test result. For Hypothesis 1, Table 10 shows a C.R value of 0.133, which means Hypothesis 1 is rejected, so familiarity does not have a significant effect on trust. It can be concluded that familiarity with house cleaning service feature in mobile application does not influence trust in this feature. This result is in accordance with research conducted by Christianto et al. (2023), familiarity does not significantly influence trust⁴³.

For Hypothesis 2, Table 10 shows a C.R value of 2,700 and a coefficient value of 0.256, which means Hypothesis 2 is accepted, so perceived usefulness has a significant positive influence on trust. It can be concluded that the greater perceived usefulness of house cleaning service feature in mobile application, the greater trust in this feature. This result is in accordance with research conducted by Siagian et al., (2022), perceived usefulness positively influences trust¹¹.

For Hypothesis 3, Table 10 shows a C.R value of 0.599, which means Hypothesis 3 is rejected, so perceived ease of use does not have a significant influence on trust. It can be concluded that ease of using house cleaning service feature in mobile application does not affect trust in this feature. This result is in accordance with research conducted by Hu et al. (2019), perceived ease of use does not have a significant influence on trust⁴⁴.

For Hypothesis 4, Table 10 shows a C.R value of 11.065 and a coefficient value of 0.681, which means Hypothesis 4 is accepted, so perceived security has a significant positive influence on trust. It can be concluded that the greater perceived security of house cleaning service feature in mobile application, the greater trust in this feature. This result is in accordance with research conducted by Siagian et al. (2022), perceived security significantly influences trust¹¹.

For Hypothesis 5, Table 10 shows a C.R value of 3.968 and a coefficient value of 0.597, which means Hypothesis 5 is accepted, so trust has a significant positive influence on intention to use. It can be concluded that the greater trust in house cleaning service feature in mobile application, the greater intention to use this feature. This result is in accordance with research conducted by Sitthipon et al. (2022), trust significantly influences intention to use²³.

For Hypothesis 6, Table 10 shows a C.R value of 1.215, which means Hypothesis 6 is rejected, so familiarity does not have a significant influence on intention to use. Based on Table 11 with trust as an intervening variable, the p-value is 0.889, which means that trust cannot mediate the effect of familiarity on intention to use. It can be concluded that familiarity with house cleaning service feature in mobile application does not influence intention to use this feature. This result is in accordance with research conducted by Lazar et al. (2020), familiarity does not have a significant influence on intention to use⁴⁵.

For Hypothesis 7, Table 10 shows a C.R value of 1,850, which means Hypothesis 7 is rejected, so perceived usefulness does not have a significant influence on intention to use. Based on Table 11 with trust as an intervening variable, the p-value is 0.026, which means that trust can mediate the influence of perceived usefulness on intention to use, so that perceived usefulness indirectly has a significant influence on intention to use. It can be concluded that perceived usefulness of house cleaning service feature in mobile application indirectly through trust in this feature influences intention to use this feature. This result is in accordance with

research conducted by Ramli et al. (2021), perceived usefulness indirectly through trust has a significant influence on intention to use⁴⁶.

For Hypothesis 8, Table 10 shows a C.R value of 0.272, which means Hypothesis 8 is rejected, so perceived ease of use does not have a significant influence on intention to use. Based on Table 11 with trust as an intervening variable, the p-value is 0.550, which means that trust cannot mediate the influence of perceived ease of use on intention to use. It can be concluded that the perceived ease of using house cleaning service feature in mobile application does not influence intention to use this feature. This result is in accordance with research conducted by Octavika (2020), perceived ease of use does not have a significant influence on intention to use⁴⁷.

For Hypothesis 9, Table 10 shows a C.R value of 0.056, which means Hypothesis 9 is rejected, so perceived security does not have a significant influence on intention to use. Based on Table 11 with trust as an intervening variable, a p-value of 0.000 means that trust can mediate the influence of perceived security on intention to use, so that perceived security indirectly has a significant influence on intention to use. It can be concluded that perceived security of house cleaning service feature in mobile application indirectly through trust in this feature influences intention to use this feature. This result is in accordance with research conducted by Wong and Mo (2019), perceived security indirectly through trust has a significant influence on intention to use⁴⁸.

VI. Conclusion

All variables and their indicators in this research are valid and reliable. The SEM model test result shows that perceived usefulness and perceived security have a significant positive effect on trust. Familiarity and perceived ease of use do not have a significant effect on trust. Trust has a significant positive effect on intention to use. Directly, familiarity, perceived usefulness, perceived ease of use, and perceived security do not have a significant effect on intention to use. Indirectly, through trust as a mediator, perceived usefulness and perceived security have a significant effect on intention to use.

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